

The Billboard



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Tomorrow Is Here Already in Venders

Coin Food Dispensers Make Such Rapid Strides, John Q. Public Can't Keep Pace

By BOB DIETMEIER

CHICAGO, Oct. 29.—The business of automatically serving food from vending machines—for both immediate and take-home consumption—is making such Herculean strides in this stiffly competitive industry that it's challenging all the resourcefulness manufacturers can muster to enter the race. So rapid have been developments that for John Q. Public it's baffling to try to figure out which developments belong to the here-and-now and which to the world of tomorrow.

What's your I.Q. on current progress in automatic selling? For example, how do you score on placing the following in two categories—what's actually happening and what's just being talked about?

5-Course Meals

Hot meals automatically served from batteries of vending machines stationed strategically throughout plants and offices.

Supermarket grocery store fronts—or interiors—housing rows of vending machines automatically dispensing packaged grocery products around the clock.

Refrigerated machines spotted at convenient points in apartment houses to supply city dwellers with on-the-spot grocery and dairy items, milk, ice cream.

Giant automatic machines located outdoors near filling stations, supermarket parking lots, highways, automatically serving communities with milk and dairy products 24 hours a day.

Boom Seen

A glimpse into the world of tomorrow? Not at all. All these developments—with the sole exception of supermarket vending fronts—have already come about and are expected to enjoy unprecedented growth.

However, peeks into food vending's future augur for a growth of automatic selling which will even dwarf its present development.

The day is already seen when electronically cooked food would be vended thru machines. Also visualized are lighter and less expensive machines without bulky and costly refrigeration which would be made possible by new

methods of food processing and packaging. Thru the use of radio isotopes and radiation bombardment, perishable foods could be indefinitely preserved without refrigeration—a development which would greatly accelerate the growth of automatic food vending.

Electronic Age

Robert Z. Greene, president of Rowe Manufacturing Company, New York, is one who sees these developments coming, and besides mentioning the electronic age of vending in a recent speech before the Boston Conference on Distribution, visualized automatic department stores in suburban areas and shopping centers, automatic drive-in eateries on highways.

But current progress in food vending has been so great that there's no need to look into the future to see bright prospects for vending.

Progress of the booming vending machine industry will be highlighted at a four-day annual convention in Chicago beginning November 6, staged by the National Automatic Merchandising Association, when the latest in vending equipment is shown.

Hot Food

Here are just a few of the newest types of food and beverage machines which will be exhibited at the show:

A six-selection hot food vender—
(Continued on page 74)

BRILL BUILDING HAS YEN FOR NIPPON NIP-UPS

NEW YORK, Oct. 29.—"If it rains, I'm a dead duck!" Sid Mills, publisher of "The Japanese Farewell Song," passed the remark as he made final plans to unveil a ricksha in front of the Brill Building Tuesday (1).

The conveyance has arrived, and with it a lot of Japanese money which Mills has had flown in from the Land of the Rising Sun. The Oriental loot will be passed out—freely we hear—together with professional sheet copies to interested onlookers. Weather permitting, plans are made for the wire services and TV cameras to cover the event.

Mills figures someone may land in jail, if not for blocking traffic then for strewing yen all over the streets, but he can't stop now. He claims the tune, as cut by Kay Cee Jones on Marquee Records, is a strong seller on the West Coast and that orders are coming in from as far away as Hawaii.

Meanwhile, finding himself at a disadvantage in his many negotiations with the Japanese Airlines, etc., Mills is learning basic Japanese phrases. This has already paid off. He's worked a deal with a special correspondent representing the Japanese Broadcasting Corporation. The gentlemen took six of the disks, made several tapes and flew them over for airing in Japan.

Gleason Gazes Into TV Future, and He Ain't Being Funny

Pay TV to Come as Vaude Reviver; Supporting Comics a Crying Need

By LEON MORSE

NEW YORK, Oct. 29. — Jackie Gleason believes that pay TV will be here shortly and dominate the medium. The rotund comic, one of the highest paid entertainers in video, sees pay TV as a force that cannot be stopped, because commercial TV will not be able to compete with it for talent. He indicates that he expects much of his future to be on fee TV.

In an interview with The Billboard, Gleason maintained that once pay TV gets established, it will be "the biggest boon to live entertainment." He said that most of the houses now showing motion pictures will begin using flesh entertainment. "Magicians, acrobats, trampoline acts, bike acts, clowns, animal acts" will come back, he maintained.

FCC's Mum

Gleason also claims that the Federal Communications Commission has "nothing to say" about the right and wrong of pay TV. As long as the method of communication is in good taste, he points out, "the public has the right to spend their money in whatever manner they wish." The creator of "The Honeymooners" realizes, however, that he will have to create something entirely new for fee TV, as

will other TV attractions. "They're getting my show for nothing now," he said, "so, of course, they're not going to pay for it. And even then I'm having some trouble giving it away."

Ideas on Comedy

Gleason has strong ideas on TV comedy. "I believe it is too much pressure for a comedian to go out on a stage without the help of some other persons. You're demanding too much of him. All my characters have always been played with someone who is almost as important as I am." He was referring specifically to the part that Art Carney plays in "The Honeymooners."

"The quality of the comedy," Gleason added, "depends on the antagonism between the performers. For instance, I might make an effort to entertain the audience, but if I have Carney making the audience laugh, I have to make them laugh louder. There is a certain level that he insists you keep. And when you hear another comic getting a big laugh you have to do better."

3-Minute Limit

Gleason maintains that a stand-up comedian can't exist in TV if he is on more than three minutes each week. Otherwise all that is offered is bad monologs which do not have a basic substance and which do not deal with reality, he said.

The comedian also claims that TV's talent agents are making a mistake because they look for single comics and then throw them on video without support. He feels that comedians need foils to set up situations, and this is where so many of video's laughmakers have trouble. He also says that comedians must have great natural talents, and almost starts from the beginning.

"It explains the lack of good new comedians," Gleason said. And it also is "the trouble with comics who come out as themselves every week. Milton Berle in many ways realizes that he plays everyone but himself. He

(Continued on page 3)

NEWS OF THE WEEK

Motion Picture, TV Industries Seen as Gradually Merging . . .

A significant transformation is taking place within the motion picture and television industries. Up to now two separate and competing entertainment mediums, TV and motion pictures, are slowly merging into one industry, whose major firms will be equally involved in both areas of entertainment. Tho the trend is still in its early stages, the handwriting on the wall may be deciphered . . . [page 2](#)

Record Labels on the Mark With Xmas Disks; 9 New 'Rudolph' Sides . . .

The Christmas disk entries are warming up for the annual run. The most-recorded tunes at this point are the seven-year-old "Rudolph," with nine new versions, and the new "Nuttin' for Christmas" with seven. Sheet jobbers shy away from new tunes; stick with the standards. Diskeries, where they have cut new singles, generally have asked for "exclusives." . . . [Page 16](#)

Dominican Republic Sets Budget to Promote Its Fair in U. S. Media . . .

The Dominican Republic is spending \$250,000 to ballyhoo its International Peace and Progress World's Fair in the United States. A few newspapers of national scope, national magazines and billboards along the Southern coastal region are the media. . . . [Page 49](#)

Louisiana State Fair Tops Record With Ringling, Royal American Shows . . .

The Louisiana State Fair, the Ringling-Barnum circus and the Royal American Shows all won when the biggest circus and the largest carnival day and dated Wednesday (20) at the Shreveport Fair. Turnout was the biggest for a Wednesday in the fair's history . . . [page 49](#)

Texas State Fair Attendance Over '54; 16-Day Figure Is 2,611,271 . . .

State Fair of Texas pulled 2,611,271 persons in 16 days, 17 nights, an increase of 104,808 over '54, when the Dallas expo ran 16 days and nights. "Pajama Game" grossed \$246,352 before taxes in 24 shows. . . . [Page 49](#)

Coin Amusement Games Mfrs. Unveil 95 New '55 Models . . .

Production of new coin-operated amusement games is currently at its peak for the year. Some 13 games manufacturers are preparing to show their wares at the annual convention of the National Association of Amusement Parks, Pools and Beaches at Chicago November 27-30. All manufacturers have bowed 95 new game models—ranging from pinballs to pool games—already this year. . . . [Page 82](#)

Columbia Records Starts Dealer Gift Certificate Service for Xmas . . .

Columbia Records inaugurates dealer gift certificate and gift wrapping service. Tho timed to break with the Christmas buying season, non-seasonal motifs permit year-round use. . . . [Page 16](#)

DEPARTMENTS AND FEATURES

| | |
|------------------------------|------------------------------|
| Amusement Games . . . 82 | Merchandise . . . 63 |
| Burlesque . . . 48 | Music . . . 16 |
| Carnival . . . 56 | Music Charts . . . 30 |
| Circus . . . 60 | Music Machines . . . 70 |
| Classified Ads . . . 66 | Parks & Pools . . . 53 |
| Coin Machines . . . 69 | Pines . . . 63 |
| Coin Machine Market . . . 84 | Radio . . . 16 |
| Comings Events . . . 68 | Review Digest . . . 15 |
| Drive-In Theaters . . . 67 | Rinks . . . 62 |
| Fairs & Expositions . . . 54 | Roadshow Repertoire . . . 62 |
| Final Curtain . . . 48 | Routes . . . 57 |
| General Outdoor . . . 49 | Television . . . 7 |
| Honor Roll of Hits . . . 30 | TV Film . . . 8 |
| Legitimate . . . 15 | TV Reviews . . . 13 |
| Letter List . . . 67 | Vending Machines . . . 74 |
| Magic . . . 48 | |

Coin Distributors' Big Turnout

CHICAGO, Oct. 29.—The National Coin Machine Distributors' Association meeting, November 6 at the Morrison Hotel here, is expected to draw a group of 40, Al Schlesinger, managing director, said this week.

Present indications are that the dinner meeting will be one of the largest ever held by a group of coin machine distributors.

Among the top subjects to be discussed by distributors at the meet will be, "Is there a need in our industry for a combination factory representative and distributor?"

Electronicam Here to Stay

NEW YORK, Oct. 29.—In spite of press criticism, Jackie Gleason will continue to film "The Honeymooners" on Electronicam. Most of the criticism, the comedian pointed out, was from the West Coast where they have never seen him except on kine.

Gleason feels that it is necessary for him to use the filming system, so that he can have some rest and time to do other things. He also believes that Electronicam gives the audience a splendid re-creation of the situation-comedy which is on the CBS-TV network Saturdays 8:30-9 p.m. for Buick Motors.

Hollywood, TV Entities Move Toward 'One World' Concept

Inroads, Mergers Point to Giant Unification of Two Big Industries

By JACK SINGER

NEW YORK, Oct. 29.—A dramatic and significant upheaval that has been slowly taking place in the motion picture and television branches of show business over the past two years is now beginning to shape up into recognizable form—a trend toward the establishment of a single entity, the major firms of which would be equally involved in both phases of these heretofore competitive forms of entertainment.

What might be looked upon, in retrospect, as the first step toward the establishment of this "One World" was the merger of United Paramount Theaters and the American Broadcasting Company. The most recent move in this direction was the purchase by General Teleradio of Howard Hughes, RKO Empire. Scattered throughout the period that has bridged these two significant industry moves has been the entry of several of the major Hollywood motion picture companies into production of tele-

vision shows, a step which in future years may well be marked as the initial turning point toward the establishment of a single motion picture-TV industry.

The next move in this direction is apparently being taken by the television industry, which more and more is beginning to recognize, just as Hollywood is, that the line of demarcation between production for television and production for motion picture theaters is a thin one indeed. A number of TV film producers have already jumped into the motion picture field whole hog.

But of more vital significance to this radically changing picture is the fact that CBS-TV, one of the major forces within the television industry, is apparently beginning to recognize this sign of the times and is slowly doing something about it.

Hubbell Robinson Jr., vice-president in charge of programming, pointed out this week that the network is aware of the growing affinity between not only the motion picture and TV industries, but the legit field, as well. Robinson pointed out that CBS-TV's 90-minute film production of "High Tor," tho it initially will be aired on television, will be put into theatrical release afterward. Further-

more the network, in its new policy of breaking out of the TV-only domain, has moved into the Broadway legit field in a big way, providing 100 per cent of the financing of the forthcoming legit musical production of "Pygmalion," which probably will be aired as a TV spectacular and also released to theaters in motion picture form. NBC-TV is also the sole bankroller of the Lindsay and Crouse legit production of "The Great Sebastians."

The network additionally has a stake in a forthcoming theatrical feature film version of "Navy Log" and is preparing to turn out theatrical films on two of its documentary shows, "Conquest of the Air" and those portions of "Adventure" that concern themselves with the South Pacific.

Tho the lines separating the television and motion picture worlds are still clearly drawn, there is no longer any doubt that they are being increasingly breached from both sides of the fence.

It is not too farfetched to foresee the day when the lines will be completely erased, either thru additional mergers between the networks and the Hollywood firms or thru further expansions by each side into what is now the realm of the other.

HUE AND CRY

BBC May Tip Contractors' Fight on Color

LONDON, Oct. 29.—With commercial television obviously here to stay, the British Broadcasting Corporation has at last awakened to the fact that it has a fight on its hands. Two moves this week showed that it plans to compete with its rivals where it hurts most.

Every night after regular transmission closes down, the corporation engineers are running color tests, hoping to rush a color service thru well inside the once-projected three years. For the commercial contractors who have just laid out enormous capital sums on setting up black and white equipment, this would be a crippling blow.

And this week BBC chiefs announced the purchase of Ealing Studios, one of the few smaller British lots not in commercial television hands. Here the corporation plans full-scale film production, with eyes shrewdly on the world market. Sale price of the studios is reported around \$1,200,000.

NO COWARD TO NOEL IS PALEY

NEW YORK, Oct. 29.—Nobody can call CBS' chairman of the board, William S. Paley, a Coward, altho his kinship with Noel is probably much stronger now than it was three weeks ago.

According to reports circulating in the trade, no sooner had the web's continuity acceptance department taken one look at some of the material Noel Coward had written for his "Ford Star Jubilee" session with Mary Martin than it collectively made a grab for blue pencils.

Paley, however, decided that Coward's material was not to be tampered with, according to the report, and reinstated the script to its original, if not unblemished, form.

That's the way—so the story goes—that Noel Coward made his unadulterated debut on American TV.

SPECS ON FILM

Screen Gems Would Produce One-Shots

NEW YORK, Oct. 29.—Screen Gems, which has already made quite a success out of producing weekly half-hour TV film stanzas for network sponsors, is preparing to move into the field of one-shot spectaculars, which it would sell to advertisers for slotting on one of the webs next season.

The TV film firm has already approached the networks, including ABC, in an effort to get their reaction to its plans.

With the resources of its parent company, Columbia Pictures, behind it, Screen Gems is in an excellent position to come up with the mammoth 90-minute stanzas, demand for which has been steadily increasing since NBC's Pat Weaver inaugurated them last season. CBS hopped aboard the spec bandwagon this season, while ABC-TV is planning to do like-

(Continued on page 6)

GODFREY ROCKS BOAT AGAIN

Four New Firings Raise Rumor 'Friends' May Fold

NEW YORK, Oct. 29.—The recent firing of another four of the Arthur Godfrey brood this week, the last being Lu Ann Sims, once again set a multiplicity of rumors buzzing on Madison Avenue as to the entertainer's future in nighttime TV. There is, however, no definite answer as yet as to his future plans. The best that can be done is to second guess and that has become a favorite game.

The most startling report is that this is the last season for "Godfrey and His Friends" in the Wednesday hour. It may be recalled that last season CBS-TV program execs proposed putting an amplified version of "Talent Scouts" in the Wednesday hour, but the plan fell thru. "Friends," at that time was to be killed.

But the new talk about the imminent death of "Friends" stems directly from the cancellation of Godfrey by Frigidaire and its shift into "My Favorite Husband" this season. Frigidaire not only canceled the show, but changed agencies without warning—from Foote, Cone & Belding to Kudner. Frigidaire is one of the General

Motors family of products, and the relationship between Godfrey and this sponsor is extremely close because of his friendship with Charles Wilson, who was the head of the firm.

The Frigidaire cancellation, according to inside reports, was made because the sponsor believed that this would be Godfrey's last season with "Friends," and so a shift was needed to a show with more of a future. If and when Godfrey drops "Friends," his clients will be taken care of by CBS-TV, but they will obviously not have much choice as to what they will sponsor.

Godfrey's statement this week to the press as to why he fired Larry Bressler did not help quiet the rumors. "Do I have to give reasons?" he asked. "I'm running this job and if I can't fire and hire people to suit myself I'm going to quit myself."

But the redhead's health seems to have improved and his desire to keep busy is as strong as ever. Last week he was doing two shows a day at the Harrisburg Horse Show, and had as heavy a schedule as ever on radio and TV. He

WHAT'S THE SCORE

'BADGE 714' STRENGTH LIES WITH THE YOUNG

The real strength of "Badge 714" is in the younger set, it appears from The Pulse audience composition studies published this week on page 10. In its national average weighted rating, "Badge" is the top syndicated mystery, beating "Mr. District Attorney" by three points. In viewers per 100 homes, it is also the top mystery. But when it comes to the men and the women in the audience, "Badge 714" doesn't get into the top 10 at all.

Where then does its big audience come from?

Among teen-agers, the age group that does the least amount of televiewing, the "Dragnet" rerun is tied for top mystery. And among children, "Badge" is far and away the leading mystery. It draws almost three times the proportion of kids as the second runner.

The American Research Bureau audience composition charts this week indicate how well the quiz shows are doing generally in the wake of "The \$64,000 Question."

Far behind "Question," four shows stand in close order — "I've Got a Secret," "Best of Groucho," "What's My Line?" and "Two for the Money."

"What's My Line?" that old reliable, sponsored by a deodorant (women) and an electric razor (men), proves to have high appeal for both men and women. It is the second top quiz show according to the number of men per set, beating even "Question," which is strongest with the ladies. And it is second only to "Question" in the number of women per set.

LONG ABC SHOWS FOR NEXT SEASON

Network Makes Bid to Cut Others' Lead; Wraps Up Deals for Several Properties

NEW YORK, Oct. 29.—ABC-TV, in its bid to cut down the lead that NBC and CBS have in the field of programming, is adopting a policy of long programs as the best way of accomplishing that objective next season.

Tho an industry-wide trend towards longer shows is already in full swing, ABC reportedly is prepared to go further than its two competitive webs have yet done in scheduling the "longies," as they may come to be called. ABC, it's understood, is mulling a number of properties, still under wraps, that would be programmed in 90-minute form on a weekly basis. Additionally, it is planning a number of new hour-long weekly stanzas. One of these shows, it's already been disclosed, is a stanza about a wire service newspaperman that Don Sharpe will produce on film. Heretofore, most nighttime hour-long TV shows have been dramatic anthologies. The stanzas based on the adventures of a single character have been of the half-hour school. How-

ever, this season's "Warner Bros. Presents" show can be considered a test case of ABC's new policy of airing in hour form what up to now has been considered a half-hour type of stanza. The Warner Bros. show consists of three different series, each of which revolves around the adventures of the same individual.

CBS-TV Trend

The trend towards hour and even longer versions of what formerly was a half-hour type of show is also exemplified this season.

(Continued on page 14)

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BETTER SELL

NBC Ups ID Time to 10 Seconds

NEW YORK, Oct. 29.—NBC-TV this week increased its network identifications from five seconds to 10 seconds. The move has been made to give the web and its sponsors more time to sell its programming to the viewers.

The new identifications will allow seven seconds to plug each program instead of two, since three seconds are consumed by the identification itself. The new identifications will be able to carry several pictures instead of one and allow more copy to be read.

It applies only to nighttime identifications and was accomplished thru the co-operation of the web's sponsors, who shortened their program time five seconds. Network identifications at CBS-TV and ABC-TV are the standard five seconds, but the NBC move will undoubtedly make the two other networks reconsider their present identification time.

Prep Daytime Jackpot Show

NEW YORK, Oct. 29.—The influence of the "64,000 Question" is making itself felt in daytime TV. Mark Goodson and Bill Todman have created a revamped jazzed-up version of their former network property "Winner Take All" that will yield as much as \$25,000 each week to participants on the show. Its new title is to be "Play for Keeps." Some of the current giveaways go only as high as \$8,000 each week.

The program will emphasize personal decision by participants. Sonny Fox may be used as emcee on the show, which is ticketed for a berth on CBS-TV if its kine is acceptable. Another daytime property being considered at CBS-TV is "Stand Up and Be Counted," a Frank Cooper package.

Borden Stays On NBC 'Life'

NEW YORK, Oct. 29.—The Borden Company this week renewed its sponsorship of "Date with Life" on NBC-TV. The soap opera, newest property created by Young & Rubicam, the agency for Borden's, has just gotten under way and the client's renewal was expected.

The show immediately precedes "Matinee Theater," and it is the hope of Borden's that its position will help it pick up viewers.

Big-Screen Houses Mean Old Pix to TV

HOLLYWOOD, Oct. 29.—Once motion picture theaters have all installed wide-screen processes, old-style pix will lose their reissue value and will most likely be made available to TV, Spyros Skouras, 20th Century-Fox president, indicated in testimony here this week.

Skouras took the stand in Federal Court in the government's 16mm. film anti-trust suit against the majors. The primary reason that 20th has not sold pictures to TV, he said, is that prices offered were too low to make it economic. Some of the company's "Charlie Chans" and British features were made available.

In the same context, Screen Gems President Ralph Cohn stated that the price that can be obtained for features from TV today is considerably more than what it was five years ago, with A pictures leading the increase. He intimated,

'Name Tune' Decision Held

NEW YORK, Oct. 29.—No decision has yet been reached on whether or not "Name That Tune," currently airing on CBS-TV Tuesdays, 7:30-8 p.m., will be replaced by a kid show.

Tho the network is still as desirous as ever of putting a kid show into that time slot, the "Name That Tune" stanza, contrary to a report published last week, is pulling in a good rating that's providing its sponsor, Whitehall Pharmaceutical, with an excellent advertising buy.

Whitehall doesn't want to put a kid show in that time slot and is pointing to the fact that the stanza is the top-rated show in the period in an effort to convince CBS to keep the stanza where it is. CBS, however, feels it could get a much higher rating with a kid show.

The "Name That Tune" stanza this week garnered a 10.5 Trendex, as against NBC's 9.1 and ABC's 9.7 for the period. Last week, the ratings were: CBS, 10.9; NBC, 8.9; ABC, 9.1.

Paige Named 'Colgate' MC

NEW YORK, Oct. 29.—The "Colgate Variety" hour this week named Robert Paige its permanent emcee. This is the first time that the NBC-TV show has had a permanent host. The agency for the client, William Esty, believes that Paige will help knit the program together more effectively.

George Murphy nearly signed for the spot this summer, but backed out at the last moment.

NOT JUST JOSHIN'

Gleason Sees Pay TV As Immovable Object

• Continued from page 1

hasn't got an honest moment on the stage. If he would stop and be himself, he would be a sensation."

Gleason's advice to comedians is not to break the comedy mood by making a crack that's out of character and thus ruin the situation. He also thinks that comedians shouldn't try to be funny all of the time. "It is too big a task, and the longer you're funny, the tougher it is to top yourself. In the old days with vaudeville, after 15 minutes a performer would get off. If he stayed on 16 minutes, he would be a flop."

Gleason's answer is for a comedian to diversify his talents. He

WEB BILLINGS BATTLE GROWS HOT

PIB Analysis Shows NBC Cutting CBS Lead by 50% in Nine Months

NEW YORK, Oct. 29.—The battle for billing supremacy between CBS-TV and NBC-TV is hotting up, according to the Publisher's Information Bureau's statistics. In January, 1955, CBS was carrying 66 hours and 50 minutes of sponsored time; in October of this year it was carrying 61 hours and 22 minutes. In January NBC was presenting 44 hours and 22 minutes; in October of this year it has increased its commercial time to 51 hours and 29 minutes, a new high for the network.

PIB's analysis of the situation, according to an NBC memo, is that for the third successive month CBS has been unable to match its year ago pace. More analysis shows that NBC in the nine months has cut the CBS lead more than 50 per cent from 22 hours and 40 minutes to 9 hours and 53.

NBC's hope of winning back billing supremacy obviously depends on daytime sales, and it is in this area that it has been making its strongest recent strides. Should it be able to push two of its new properties into s.r.o. status by the first of 1956, the network will either be nipping at CBS's heels, or its billings will be slightly higher.

These properties are "Matinee Theater" and "Queen for a Day." Together they could provide seven and a half hours of commercial programming. And both are well on their way to going commercial.

"Queen for a Day," now on seven West Coast stations, will go network January 1. Its current Far West sponsors, Scott Paper and the Lorillard Tobacco Company, both have indicated a desire to pick up the web tab. And Procter

& Gamble has also shown a great deal of interest in the property.

Daytime Gamble
And "Matinee," NBC's greatest daytime gamble, is also on the way to paying off. Two clients new to daytime network TV this week were on the verge of buying into the show. They are Sylvania Electric and Block Drugs. One order would be for 26 participations and the other for 39. Lever Brothers also has its eye on the show for several of its products. Already bankrolling the show, which debuts Monday (31), are P. & G., Motorola, Babo, and Alcoa—the last for one day.

It is not generally recognized, but NBC's success in programming marginal times of the day could send it solidly ahead of CBS in billings, if and when its daytime line-up becomes more commercially solid. "Today" brings in a hefty chunk of change, but CBS' "Morning Show" has never gotten off the ground. On the other hand, NBC is still carrying "Tonight" which has yet to get near a solvent condition as a property. But it has developed an audience in the late hour time period which sooner or later will contribute to network billings.

Pilots Get Spottings In Anthology Series

Producer Recoups Greater Portion of Cost; Purchaser Buys at Good Discount

HOLLYWOOD, Oct. 29.—More and more pilots are sprouting up in anthology series. During the past few months it's become acceptable practice to spot unsold pilots in dramatic anthologies, a number of factors influencing the trend.

Such pilot spotting can take any one of three forms. A producer

may sell the show to another company with an anthology series, or the company itself will produce the pilot and then use it for a dramatic segment if it is unable to sell it. Thirdly, a half hour may be produced for the anthology with the specific purpose in mind of using it as showcase for a new series if it proves particularly successful.

Strongly influencing the trend is that most pilots now cost close to \$40,000 to produce. If, as in the past, they remain sitting on a shelf, the producer is out of the entire amount. If, however, he can sell the show for \$20,000 or \$25,000, he has recouped part of his investment and can go out and try again.

The Buyer Saves

For the purchaser, similarly, it's a good deal. He gets a first-class product for considerably less than it would cost him to make it. In addition, depending on the contract, he may obtain the rights to the entire series should he later decide to try and peddle it.

One factor which has brought about the trade in pilots is that all but an isolated few are now filmed by established producers and organizations. Production values, therefore, are generally excellent—in contrast to the earlier days—and the only thing that has kept them from selling is that no one is

(Continued on page 14)

Lear Maps Chi Documentary

CHICAGO, Oct. 29.—Les Lear, former executive producer and originator of the CBS-TV network show, "Welcome Travelers," has big plans to get Chicago back in the television network spotlight. At present, Lear is rounding up story ideas to be used on his new show, a 30-minute, once-a-week, documentary anthology reflecting the pulse of the nation's second largest metropolitan area.

Originating from Chicago, the show will employ all Chicago talent, both technical and dramatic. The series will highlight Chicago's leadership in virtually all fields, medical, grain market, stockyards, transportation, etc.

Civic leaders of Chicago, all anxious to see Chicago once again play a major role in network television, have enthusiastically endorsed Lear's idea. He says the pilot film production will start shortly after the first of the year, and that he has a single sponsor who will "spend millions" to help put the show across.

AMERICA'S 10TH TV MARKET

316,000 watts

WGAL-TV
LANCASTER, PENNA.
NBC and CBS

Steinman Station
Clair McCollough, Pres.

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3 1/2 million people who have \$5 1/2 billion to spend each year. For maximum sales in a multi-city market, advertise on WGAL-TV.

Representation
MEEKER TV, INC.
This One

ZCZU-48K-OCGK

Allied Stores, RCA in 'Home'

NEW YORK, Oct. 29.—RCA, in co-operation with the Allied department store group, will sponsor three half-hour segments in color of "Home" on the telecasts of November 8, 15 and 22. The telecasts will originate from various Allied department stores around the country.

Among the programming material on each half-hour segment will be fashions in women's wear, a display of children's toys and demonstrations of interior decoration. Each of the 45 stores in the Allied chain will feature tie-in promotions of the programs.

however, that should all the majors decide to release their features to TV at the same time it might scramble the situation considerably.

Cohn revealed that he had been discussing with NBC execs the possibility of selling 13 big features made between 1935 and 1945 to the net for use as spectaculars. The network, however, is only lukewarm to the scheme, feeling, apparently, that films that old would not come up to spec standards.

Screen Gems even experimented with chopping a couple of old oaters down to half-hour formats, Cohn said, but found that the trouble was not worth the money.

One interesting aspect is that should the majors now decide to go ahead and release features to TV they would actually be in direct competition with themselves since most are producing telefilms anyway.

The rush is on!



The rush is on for *Long John Silver*! The news about this spectacular television series was scarcely out when inquiries began pouring in to CBS Television Film Sales from all parts of the country.

And orders were to *buy on sight*! In the South, a potato chip firm signed for the program in 22 markets. In the Midwest, a dairy firm bought *Long John Silver* for all the cities it serves. On the West Coast, *Long John* was quickly booked to sell popcorn, a dairy mix product, and so on. And orders continue to come in—from all kinds of sponsors—from all parts of the country.

What's behind the big rush? Wonderful derring-do adventure... suspense... romance... comedy... and all the swashbuckling Robert Louis Stevenson characters.

Long John Silver is a lavish series, superbly produced on location. Robert Newton—who was “Long John” in Walt Disney's *Treasure Island* and in the Cinema-Scope production *Long John Silver*—heads a splendid cast. And a bright newcomer—Kit Taylor as young Jim Hawkins—appears destined to become the new television hero of all America.

Film buyer... station executive... sponsor... you'll find *Long John Silver* a real treasure to behold. But remember, *the big rush is on*—and choice markets are going fast. Get all the details now, from...

CBS TELEVISION FILM SALES, INC., with offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Dallas, Atlanta, Boston. In Canada: S. W. Caldwell Ltd., Toronto



News in Brief

KINTNER SEES FIVE TV NETWORKS AHEAD . . .

ABC President Robert Kintner this week predicted that there would be four and perhaps five networks in TV if the allocations situation were straightened out by the Federal Communications Commission. Kintner believes the industry can sustain that many networks. The prediction was made at a luncheon given for him by Pulse at which he was named the research service's "Man of the Year."

NBC CLIENTS ORDER FULL PEP LINE-UP . . .

NBC-TV sponsors this week began taking advantage of the network's Program Extension Plan (PEP). Early in the week Liggett and Myers ordered the entire line-up of 44 PEP stations for "Dragnet." And on Friday (28) Lever Brothers ordered a similar line-up of stations for its "Lux Video Theater." These stations have been made available to NBC advertisers at a substantial discount via the PEP plan.

INTEREST GROWING IN COLOR SETS . . .

The growing number of color shows being programmed by NBC-TV and CBS-TV is creating a demand for color sets, according to RCA. The RCA dealers have reported to the parent company that there is increasing interest in color TV. For example, John Holzman, of Ohio Appliances, reported that he sold 68 sets during the World Series. RCA is believed increasing its production of color sets for next year.

FUND FOR REPUBLIC OFFERS TV PRIZES . . .

The Fund for the Republic is offering \$45,000 in prizes for the best video shows on civil rights subject. The best network documentary will win \$15,000, the best network drama \$15,000, and the best production of either type by an independent station will win \$15,000. The jury consists of Kermit Bloomgarten, Dr. Buell C. Gallagher, Alf M. Landon, Robert M. Purcell, Mrs. Eleanor Roosevelt, Gilbert Seldes and Harrison Tweed.

CBS TO OFFER 15 CAGE TILTS . . .

The CBS-TV network will present a season of Big Ten basketball, two National Invitation Tournament games, and an appearance by the Harlem Globetrotters beginning Saturday, December 3. There will be 15 games in all.

NBC SETTING UP POLITICAL UNIT . . .

NBC has organized the first political broadcasting unit in the industry. The director will be Joseph A. McDonald, NBC, treasurer. The committee will co-ordinate the activities of the radio and TV networks in furnishing their facilities for sponsored political broadcasts during the 1956 season.

Specs on Film

• Continued from page 2

wise, tho probably on a lesser scale, next year.

Since the demand for the one-shot specs is steadily growing, the webs will undoubtedly be hard pressed next season to acquire sufficient top-caliber shows. Screen Gems apparently feels it has a waiting market for the specs it plans to turn out.

Its sales department, under sales chief John Mitchell, is well geared to sell big-time advertisers, as evidenced by its track record of network stanzas.

The Screen Gems specs, of course, would be produced on film. Conceivably, these specs could be released theatrically after their initial bow on TV. Columbia Pictures has an effective international theatrical distribution organization operating. Screen Gems,

Chi Christening For 'Baby Time'

CHICAGO, Oct. 29.—Herbert S. Laufman & Company's "It's Baby Time" received its formal christening over WGN-TV last week. It marked the kick-off of this 15-minute filmed package in 25 markets. Sponsored by Libby's Baby Foods, thru J. Walter Thompson, the program features Dr. W. W. Bauer, of the American Medical Association, and nurse Jane Warren, and deals with the problems of infants.

Production was written by United Film & Recording Studios.

itself, could also find a ready market on English TV.

WGR-TV
Buffalo's
FAVORITE CHANNEL **2**
station!
BUFFALO

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$10 (a saving of \$3 over single copy rates). Foreign rate \$20.

Payment enclosed

Bill me

930

Name _____
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

ADVISORY BOARD SURVEY:

Solution to Film Blurb Buying, Pre-Testing?



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

Last week's installment discussed the advantages of live and film in the production of TV commercials. The Advisory Board voted overwhelmingly in favor of film as its general preference. Although many felt that they needed more information on the techniques of color TV, most of them expected to stick to film in their commercials when they go to tint.

This week we take up two more problems about TV commercials: Pre-testing and agency-producer relationships.

The Schwerin Research Corporation, which tests specific audience reaction to radio and TV shows and commercials, has for years been selling a formula for pre-testing of TV commercials. Schwerin suggests that agencies make a rough production of their new commercials, just enough to bring out the copy line and the format. This Schwerin shows to a sample audience, and from its reactions comes a guide for the finished commercial.

Pre-test Forms

The Advisory Board recommended some form of pre-testing by a ratio of two to one. In the ad agency category specifically, however, the vote was fairly close, 34 favoring, 20 against. In the producer category, the vote was even closer, 13 for pre-testing, 10 against.

But in the comments the idea of pre-testing took a beating. Said a top agency executive, "It is impossible to pre-test economically. Either the experiment will be inconclusive or the product too expensive to junk if the test is negative." Said another top agency exec, "I know of no fool-proof method of pre-testing. How, for example, would pre-testing determine success of the clever Ajax commercials." Said a major commercial producer, "Making a truly representative test, one that would be meaningful, requires a budget similar to that which would be needed for the finished job."

Consumer Panel?

Schwerin was specifically recommended by three agencies, three sponsors and one producer. Previewing the commercial before a consumer panel was suggested by another two agencies, two sponsors and two producers who did not mention Schwerin.

The next most favored procedure was testing the commercial on the air in selected markets before its general release. This was recommended by one agency, one regional sponsor, one producer, two stations and four distributors. It was also suggested by two agencies and two stations

that new commercials get their pre-tecast test before the client and agency's staff.

The board was further asked which of four procedures it recommended for buying film commercials (see chart). There was no consistency in the voting between one category and the other. The ad agencies, which are most directly concerned in this question, favored, first, working on a regular basis with a stable of producers. Secondly, the agencies recommended having various producers place competitive bids.

Use a Stable

This is the same order as the over-all voting. But no other category voting exactly this way. The producers, who are also directly involved here, split their recommendations between working with a stable and working with a single producer. The sponsors, who are involved indirectly, mostly recommended a stable, but their second choice was buying from only one producer. The stations, which do not often buy film commercials from the outside, mostly recommended having producers submit storyboards on speculation. The film distributors, who also are rather removed from this problem, favored competitive bids.

HOW THEY VOTED

1. Do you recommend pre-testing of the format of new commercials before the completed version is put on the air?

| | Yes | No | Opinion |
|--------------------------------------|-----|----|---------|
| Stations | 36 | 7 | 19 |
| Ad Agencies | 34 | 20 | 7 |
| Network Sponsors | 4 | 1 | 3 |
| Regional, Local and Spot Advertisers | 6 | 5 | 5 |
| Distributors | 10 | 9 | 5 |
| Producers | 13 | 10 | 4 |
| | 103 | 52 | 43 |

2. Which of the following four procedures would you recommend to ad agencies for the buying of film commercials?

| | Work With One Producer | Work With Stable of Producers | Producers Submit Storyboards on Speculation | Producers Place Competitive Bids |
|--------------------------------------|------------------------|-------------------------------|---|----------------------------------|
| Stations | 9 | 13 | 25 | 16 |
| Ad Agencies | 15 | 34 | 2 | 24 |
| Network Sponsors | 2 | 4 | — | 1 |
| Regional, Local and Spot Advertisers | 2 | 7 | 3 | 2 |
| Distributors | 7 | 6 | 6 | 11 |
| Producers | 11 | 12 | 4 | 6 |
| | 46 | 76 | 40 | 60 |

AGENCIES AND ADVERTISERS SAY . . .



CONNELL

HOWARD CONNELL, vice-president, OGILVY, BENSON & MATHER, New York: "TV commercial production is a team project utilizing the skills of both producer and agency personnel. For the best results, long-range association with a small stable of producers is absolutely necessary."



PETER KRUG

PETER A. KRUG, director of TV, CALKINS & HOLDEN, New York: "Recommendation might depend on a number of active accounts, volume of work and type of work. Generally recommend against speculative storyboards and competitive bids because these practices tend to introduce unrealistic elements and pressure that can (unfortunately) effect final quality of work."

PAT KOCIAN, vice-president, HERR ADVERTISING, Milwaukee: "To place film business without competitive prices ignores the basic obligation that agencies have—i.e., to buy goods and services at the most attractive price."

JOHN W. HALEY, ad manager, NARRAGANSETT BREWING, Providence: "A single producer is like an individual artist—his work, however excellent, carries a certain style. We like variety, and so we use several sources of film commercial supply."

M. A. MATTES, manager advertising department, STANDARD OIL COMPANY OF CALIFORNIA, San Francisco: "We have found that working with a stable of producers keeps our commercials fresh; if the producers know that they are competitive, we are apt to get better results. This doesn't mean that when we receive competitive bids, we go bargain hunting for the lowest bid."

PRODUCERS AND DISTRIBUTORS SAY . . .

HARRY LEHMAN, CENE-TELE PRODUCTIONS, Hollywood: "If agency employs a production manager, competitive bids is the answer. If agency does not employ competent production manager, work only with one producer."

NORMAN C. LINDQUIST, ATLAS FILM CORPORATION, Chicago: "I feel that it is normal practice for an agency just getting into TV to send out competitive bids on its first job or two. Once they have become acquainted with the producer and are satisfied that his facilities and personnel can deliver the quality that they require for their client, it will be to their advantage to establish a relationship with that producer on a more or less permanent basis. Often a film producer can be of tremendous value to the advertising agency, not only in helping to improve TV film commercials, but in the procurement of TV business."

HERSCHELL C. LEWIS, general manager, LEWIS & MARTIN FILMS, Chicago: "I recommend asking producers to place competitive bids, since any other technique creates nepotism or favoritism that inevitably results in either inferior workmanship or inflated prices. While competitive bidding has faults, if bidding is restricted to those studios actually able to do the job, a healthier atmosphere is the result."

NEXT WEEK—in the TV Editorial Advisory Board study

WHY DO DEPARTMENT STORES SHUN TV?



Interstate
PRESENTS

HOLLYWOOD'S MOST RECENTLY PRODUCED
ADVENTURE SERIES FEATURES!

Newest package of feature motion pictures
made available for television showing...

**"DOUBLE AA
BRAND THEATRE"**

32 Syndicated One-Hour Filmed Adventures



16 Features Starring
**JOHNNY MACK
BROWN**

From the Butte Badlands
to the Texas Panhandle,
the favorite action star of
millions rides herd on the
lawless frontier.



16 Features Starring
**WHIP
WILSON**

Stagecoach and bank
robbers are the target of
this famous fighting man
in exciting sagas of the
law against outlawry!

AMAZING DOUBLE-BARRELED PROGRAM
that puts all age groups in your gun sights!
Edited for top spot announcement values!



Write! Wire! Phone!

Interstate

TELEVISION CORPORATION

- NEW YORK: 445 Park Ave. MUrray Hill 8-2545
- CHICAGO: 1250 S. Wabash WAbash 2-7937
- HOLLYWOOD: 4376 Sunset Drive NOrmandy 2-9181
- TORONTO: Windsor Arms Hotel, 22 St. Thomas St.
- DALLAS: 304 S. Harwood St. PRospect 1658
- KANSAS CITY: 130 W. 18th St. HARRison 2305
- CINCINNATI: 1635 Central Parkway PArkway 1-0179
- BALTIMORE: 4417 Norwood Road

AND ASK YOUR INTERSTATE MAN ABOUT THOSE TWO NEW SMASH HIT
SYNDICATED SERIES — "PUBLIC DEFENDER" and "I MARRIED JOAN"

Gen. Tele. Expects to Have Some RKO Features on TV by January

Earmarks 520 Pre-1948 Films; All Pictures to Remain in the Fold

NEW YORK, Oct. 29.—General Teleradio expects to have some RKO feature films on the TV market by January, it was confirmed this week by Bob Manby, GT vice-president responsible for liaison with RKO. They will in all likelihood be distributed by GT's Film division. GT has now earmarked 520 pre-1948 pictures for TV. There will probably be more later.

GT has not yet decided how the RKO features will be packaged or sold. The Film division sales force is now exploring this subject intensively. At the present GT is not entertaining any plan to distribute and sell these films along any line that might be called a film network, according to Manby.

GT has not yet completed clearance of its rights in the RKO library, which consists of around 750 titles in all. But it does not expect this to be a big problem on the 520 it is planning for the first TV releases. GT has not yet approached the American Federation of Musicians, the Screen Actors

Guild or any other union with which it may have to come to terms before releasing any of these pictures to TV.

That in general is the status of the TV prospects for the RKO backlog as of this week.

Manby emphasized that the distribution of these pictures by GT's own Film division was the plan from the day GT began dickering

for the purchase of RKO Radio. And that is still the plan. GT has never made any commitment to share or sell the TV rights to these films. Any such outside offer—and there have been many—Manby described as a "distraction." If any of them have what he calls "substance"—and only a few of them do—GT brass listens. At this moment he did not seem prepared to bet on the chances of TV distribution of RKO films going outside the General Teleradio family.

GT Film salesmen have been discussing sales plans with a cross section of about 20 stations representing a variety of competitive and marketing conditions.

It had been reported that GT was feeling these stations out on a plan by which it would dole out this bundle over five years, the deal on each picture to allow five plays in the course of five years. Manby denied that they had pinned down so specific a plan keyed to so many "fives." "At the present," he asserted, "nobody knows exactly how this is going to be worked out."

He confirmed that Dwight Martin, another GT vice-president, is now devoting less of his time to the administration of the Film division. Since it is essentially a sales organization, he said, its effective operating head is the general sales manager, Pete Roedeck.

Mobiloil Buys Fairbanks Pix

NEW YORK, Oct. 29.—Socony Mobiloil Company has closed a deal with ABC Film Syndication for sponsorship of 26 "Douglas Fairbanks Presents" episodes, which will be given a new title of "Mobil Theater," with Gordon Oliver as host replacing Fairbanks.

The sponsor bought the show for some 60 markets and will air it in as many of these markets as it can clear satisfactory time. This is the first widespread TV film program buy by the advertiser, who heretofore has limited his TV activities to a few markets. The show is set to start airing next month.

Cinema-Vue To P'kge Hour, Kid 'Carnival'

NEW YORK, Oct. 29.—Cinema-Vue is going to package an hour-long kiddie show made up of the cartoons, comedies and Westerns in the Cinepix vaults. It is planning to call it "The Cinepix Kiddie Carnival." Frank Smith, sales manager, estimates that Cinepix has enough film to make up at least 100 such shows without any repeats.

Available for the "Kiddie Carnival" are 150 cartoons and 300 comedies. It will also contain two-reel Westerns. Smith believes he has some nature films in the vast Cinepix vaults which he might also include in the "Carnival."

Cinepix has 34 Charlie Chaplin comedies that were produced by Morris Kleinerman, head of Cinepix, in Chaplin's earliest days. If the demand warrants, Smith will also put some of these into the "Carnival" series.

Mayers Forms New Company

NEW YORK, Oct. 29.—Arche Mayers and Irvin Shapiro, who earlier this year sold their feature film distribution firm, Unity Television Corporation, to a syndicate headed by Joseph Seidelman, are setting up a new TV film firm, Standard Television Corporation.

The new outfit, located at 745 Fifth Avenue, is currently mapping means of organizing and operating in what has now become a highly competitive business.

TWO 'STAGE 7' SERIES

Sharpe Sells New One To Cal Standard Oil

NEW YORK, Oct. 29.—Don Sharpe was dealing so fast this week on both Coasts that nobody will know exactly what happened until some of the smoke has cleared. The mystery resulted from the fact that suddenly Sharpe's Four Star Productions became the owner of two separate dramatic series both titled "Stage 7."

The first, of course, is the series produced for Bristol-Myers last season which was run on CBS-TV Sundays.

The other resulted from a co-production deal Sharpe made this week with Television Programs of America. This called for production of a new series of 39 half-hour dramas, which Four Star will start shooting around November 15 at the RKO-Pathé Studios in Hollywood. This new series, according to present plans, will also be called "Stage 7." TPA's deal does not involve the older series.

Meanwhile, on the West Coast it was reported that Sharpe had sold Standard Oil of California a series titled "Stage 7" to replace "Waterfront" on its 14-market spread when the latter show completes its run.

It was not immediately clear which "Stage 7" this was, but it appeared to be the new series because: 1) Standard Oil is understood to be opposed to reruns (it paid \$5,000 per week for "Waterfront"); 2) the deal called for 39 films, whereas the older group is understood to have only 26; 3) TPA was reported to have gotten distribution for the rest of the country, but TPA here said it had nothing to do with the older series. Incidentally, Standard Oil is expected to resume the "Chevron Theater" title it used before it bought "Waterfront" two years ago.

Another report here had it that Sharpe had sold Liebmann Brewer a show called "Stage 7" to replace "The Star and the Story" hosted by Henry Fonda when the latter show runs out in January. This deal appeared to be on the older series. At least it was reported here earlier that Liebmann would be amenable to a rerun to replace the Fonda show.

Both these deals cannot be on the same series since the brew and the oil use some of the same markets on the West Coast.

WEBSTER SAYS OUR VIEW'S OK

WASHINGTON, Oct. 29.—Taking the long view, Federal Communications Commissioner Webster had this to say of American broadcast regulation, as opposed to the one-man jurisdiction he found in countries abroad: "Granted that our processes are often slow, the time consumed thereby, excessive tho it may seem . . . does not trouble me as much as would a system of regulation which did not permit the participation of all persons concerned."

He also warned his audience at the San Francisco National Association of Radio and Television Broadcasters regional conference Tuesday (25), "At some future time you may find yourselves in the position of needing the protection which you so eagerly and willingly discarded as troublesome and time-consuming."

NTFC to Hold Day's Forum

NEW YORK, Oct. 29.—The National Television Film Council is preparing to hold a day-long TV film forum November 17, at which time TV film leaders, advertising agency execs and others will discuss key issues facing the industry.

The forum, scheduled to be held at the Delmonico Hotel here, will start at 10 a.m., with Ralph Cohn, Screen Gems' vice-president and general manager, discussing TV film program production with Mark Stevens, producer-director-star of "Big Town," and Henry Salomon, who produced "Victory at Sea." Stevens and Salomon are not yet definitely set.

A session on TV film distribution is scheduled to follow, with Dave Savage, of Guild Films; Mel Fenster, of WOR-TV; Dwight Martin, of General Teleradio Film division, and John Mitchell, of Screen Gems, as panelists. Archie Mayers, of Standard Television, will be moderator.

The afternoon session will concern itself with TV commercials and technical services. Bert Hecht, of Bill Sturm Studios, will act as moderator. Panelists will include John Freeze, of Young & Rubicam; Alex Griffin, of Al Paul Lefton; Walter Loewendahl, of Transfilm, and others.

Sinatra to Film Mystery Series

HOLLYWOOD, Oct. 29.—Frank Sinatra has acquired a mystery series, titled "International House," for TV film production. show would have Sinatra playing a straight dramatic role, tho he might come in with a song once in a while.

According to Sinatra's manager, Hank Sanicola, the show will be done when Sinatra gets a break between theatrical pix and musical commitments. Norm Sichel is scripting.

Dep't Store, Buys 'Cristo'

NEW ORLEANS, Oct. 29.—The Maison Blanche department store here this week made a deal with Television Programs of America to sponsor "The Count of Monte Cristo" for 52 weeks on WDSU-TV. No starting date was set.

Maison Blanche is one of the most consistent TV film sponsors in the department store field. It is the second large retailer to buy "Cristo." The Sears, Roebuck store will sponsor it in Denver.

New Tele Code Complementing NARTB's Eyed

HOLLYWOOD, Oct. 29.—A new TV code to complement the NARTB code will be drawn up by a committee representing various facets of the industry and public during the next few weeks.

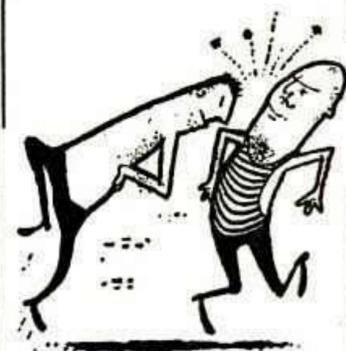
Representatives of the Alliance of TV Producers, the National Society of TV Producers, the Academy of Television Arts and Sciences, station representatives, and the National Audience Board, have been named to the committee.

The code, upon being drawn up, will be submitted to each of these groups as well as members of the press and general public thru the National Audience Board, for revision and suggestions.

It was felt by the producers who attended the meeting here last night (28), that the NARTB code as presently constituted was not a strong enough guide for the production of programs.

Martin Leeds, executive vice-president of Desilu Productions, has been named chairman of the committee.

"WRESTLING from Chicago" (RUSS' DAVIS commentary)



... more sales "IMPACT" FOR EACH ADVERTISING DOLLAR

If it's IMPACT you want . . . go to IWF! There's a new show each week . . . and proven ratings to measure its consistent popularity!

IWF logo and contact information for Imperial World Films, Inc., including names Sylvia Davis and Gene Lukas.

"3 LIVES" PULSE STRONG



48.5

IN PITTSBURGH

Packed with tense drama and Communist secrets, "I LED 3 LIVES," starring RICHARD CARLSON, ranks high on Pittsburgh's list of "must see" TV shows. In April 1955 Telepulse* rates it at a smashing 48.5 over What's My Line, Robert Montgomery and other national favorites.

Recently voted "Best Non-Network Film Series" . . . "I LED 3 LIVES" is now in production for 3rd award winning year!

To break into high TV ratings, GET IN TOUCH WITH . . .



CINCINNATI
CHICAGO
NEW YORK
HOLLYWOOD

REVOLVING DOOR

Ziv-TV's National Sales department added two new salesmen this week. **Andy Jaeger**, formerly sales vice-president of Prockter TV and also a Screen Gems alumni, will work out of the New York office. **Jim Shaw**, formerly with Henri-Hurst & McDonald, will work from Ziv's new Chicago office. . . . Television Programs of America has hired five new salesmen and rehired a sixth. **Spike Colbourn**, who quit June 1 to become sales manager of KBTW, Denver, has rejoined TPA to cover the Southwest. **Crenshaw Bonner**, formerly of MCA-TV and Ziv-TV, signed on to cover the Southeast. He replaces **Barry Winton**, who is moving into the active management of WUSN, Charleston, S. C., of which he is partner. **Len Corwin**, former sales manager of WWOR-TV, Worcester, Mass., is working New England for TPA. **Jack Skinner** has resigned from Ziv radio to work out of Denver for TPA. **Ed Simmel**, formerly of MCA-TV, and **Julian Bernard**, out of the merchandising field, are getting roving assignments.

Official Films has hired two more salesmen in the past two weeks. **Jim McNear**, formerly of TPA, will cover Upper New York State. **Jim Stern**, formerly of Ziv-

TV, will cover Ohio-West Virginia. . . . "Medic" had the first casualty in its own staff this week. Producer **Frank Latourette**, 36, was stricken with a mild heart attack. He's recovering satisfactorily at Cedars of Lebanon Hospital on the West Coast. . . . **Jean Blake** was elected president of George Blake Enterprises, producer of TV film commercials. She is the widow of **George Blake**, who died of a heart attack two weeks ago. . . . Still another TV film show for the U. S. is going into production in England. **Charles Wick**, head of Telefilm Enterprises, flew to London this week to firm up arrangements for the shooting of series starring **Wayne Morris**. Wick was accompanied by **Larry Menkin**, formerly of NBC-TV and Guild Films, whom he has signed as story editor.

Gen. Tele Survey of Features Points Up Rarity of One-Runs

NEW YORK, Oct. 29.—A one-run deal on a feature film is generally understood to be a rare animal. But a survey just completed by General Teleradio reveals just how rare it is. Of 168 stations responding, a mere 11 of them, or 6.5 per cent, said they played their features only once. Due to the wording of the question, it is possible that even some of these make multi-run deals but just haven't been on the air long enough to get into their subsequent runs.

The biggest response was on three runs or more. Of the stations responding, 91 (or 54.2 per cent) checked this type of play-off. True, the major part of this response came from stations in markets of

three channels or more. Of the three-or-more-run 45 per cent respondents were in these markets. But the smaller markets also leaned heavily to three or more runs. In the one-station markets, 43 per cent of the respondents checked three or more runs. In the two-station markets, 41 per cent checked three or more runs.

In view of the beef the small-market stations have been making about reruns of half-hour series, the multi-run tendency in features may seem surprising. The answer seems to lie in the difference in the sales approach between the half-hour and feature distributors.

The feature salesman is more prone to bargain on the basis of a number of runs. If a station is

hard to crack, he may throw in an extra run or two at a hard-to-resist rate. He's aiming to beat his nut in his first round of sales, and he's not too worried about what the subsequent runs might do to his next package. There are not so many good features on the market that reruns can make a difference.

It is unusual for a half-hour distributor to sell this way.

General Teleradio itself sets a scale ranging from one run to unlimited play, the deal getting better as it goes up the scale. Initially, the prices it set for the smallest markets seemed to be too steep. But now it has sold its original 30 pictures in over 100 markets.

(Continued on page 12)

Meade Back to Y&R; Eyes Fox

NEW YORK, Oct. 29.—Young & Rubicam last week rehired **Everard Meade**, its former vice-president in charge of radio and TV, to handle special TV projects. Meade's first assignment is to beef up the behind-the-scenes segment of General Electric's "20th Century-Fox Hour."

The assignment of so important an executive to this show, the trade feels, is not only indicative of the importance the agency attaches to it, but it also signifies the feeling that this segment may prove to be the weakest link in the show, unless bettered greatly. The action was undoubtedly prompted by the viewer reaction to the movie plug on the initial show in the series. The plug on "Laura," however, was much improved.

The Y.&R. move is part of a general belief in the trade that movie segments of shows produced by the majors must be much more cleverly conceived if they are to remain part of the programs.

Perkins Back With Chi Zoo

CHICAGO, Oct. 29.—**R. Marlin Perkins** is once again director of Chicago's Lincoln Park Zoo. The director and producer of NBC-TV's "Zoo Parade" had tendered his resignation to the park board from South America in early fall.

Difficulties stemming from the drastic cut-back in program originations from the zoo seems to have been the cause of his resignation, but they've apparently been ironed out. The park board wasn't too favorable about Perkins originating "Parade" from other zoos thruout the country, but has agreed to the new arrangements. Previously, 52 programs originated from Lincoln Park, netting it \$104,000. The new arrangement calls for only 20 shows from the zoo at only from \$30,000 to \$45,000, plus use of the films Perkins shot while in South America.

You can't—in Yuma

but...

IN EACH OF THE OTHER **266** TELEVISION MARKETS IN THE UNITED STATES

You can

ENJOY AT LEAST ONE OF OUR GREAT PROGRAMS EVERY WEEK.

National Network

Ford Theatre presented by Ford Motor Company

Adventures of Rin Tin Tin presented by National Biscuit Company

Father Knows Best presented by Scott Paper Company

Damon Runyon Theatre presented by Anheuser-Busch

Tales of the Texas Rangers presented by General Mills

Captain Midnight presented by Wander Company

National Spot

Falstaff Celebrity Playhouse presented by Falstaff Brewing

The Patti Page Show presented by Oldsmobile

National Syndication

Celebrity Playhouse — Premiere Oct. 1955

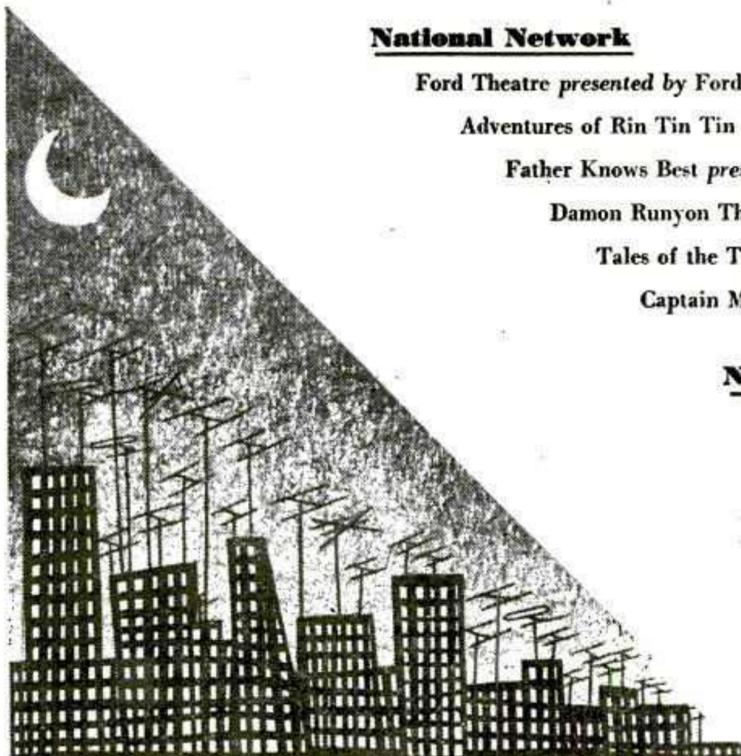
Jungle Jim — Premiere Oct. 1955

All Star Theatre

Top Plays of 1955

Jet Jackson

Big Playback



TV sets in Yuma, Arizona . . . 18,900
TV sets in the rest of the United States . . . 36,081,100

The Billboard . . . television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

SCREEN GEMS Inc.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - TV FILM PROGRAMS - COMMERCIALS IN PRODUCTION

TV Program and Time-Buying Guide

THE TELEVISION INDUSTRY'S GUIDE TO THE PURCHASE OF NATIONAL AND LOCAL TV PROGRAMS AND SPOT CAMPAIGNS

The Billboard Scoreboard

NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Web Quiz & Panel Shows

SEPTEMBER RATINGS

| Rank | Show, Sponsor & Web | Rtg. |
|------|---|------|
| 1. | \$64,000 Question, Revlon (CBS) | 66.4 |
| 2. | I've Got a Secret, R. J. Reynolds (CBS) | 34.6 |
| 2. | Best of Groucho, De Soto (NBC) | 34.6 |
| 4. | What's My Line? J. Montanier & Remington (CBS) | 32.1 |
| 5. | Two for the Money, P. Lorillard & Sheaffer (CBS) | 31.2 |
| 6. | Place the Face, Hazel Bishop (NBC) | 22.4 |
| 7. | Masquerade Party, Knomark & Pharmaceuticals (ABC) | 19.7 |
| 8. | Break the Bank, Dodge-Chrysler (ABC) | 19.3 |
| 9. | Beat the Clock, Sylvania (CBS) | 17.1 |
| 10. | People Are Funny, Paper-Mate & Toni (NBC) | 16.3 |

AMONG MEN

| Rank | Show, Sponsor & Web | Men Per Set |
|------|--|-------------|
| 1. | Break the Bank, Dodge-Chrysler (ABC) | 1.06 |
| 2. | What's My Line? J. Montanier & Remington (CBS) | 1.01 |
| 3. | \$64,000 Question, Revlon (CBS) | .97 |
| 4. | Life Begins at 80, Pharmaceuticals (ABC) | .95 |
| 5. | Two for the Money, P. Lorillard & Sheaffer (CBS) | .94 |
| 6. | Chance of a Lifetime, Lenth-eric & Emerson Drug (ABC) | .92 |
| 7. | Make the Connection, Borden (NBC) | .86 |
| 7. | People Are Funny, Paper-Mate & Toni (NBC) | .86 |
| 9. | Down You Go, Western Union, P&G, Amer. Home Products (ABC) | .85 |
| 10. | Best of Groucho, De Soto (NBC) | .84 |

AMONG WOMEN

| Rank | Show, Sponsor & Web | Women Per Set |
|------|---|---------------|
| 1. | \$64,000 Question, Revlon (CBS) | 1.26 |
| 2. | What's My Line? J. Montanier & Remington (CBS) | 1.23 |
| 3. | Life Begins at 80, Pharma-ceuticals (ABC) | 1.21 |
| 4. | The Name's the Same, Ral-ston-Purina (ABC) | 1.19 |
| 4. | Two for the Money, P. Loril-lard & Sheaffer (CBS) | 1.19 |
| 4. | Chance of a Lifetime, Lenth-eric & Emerson Drug (ABC) | 1.19 |
| 7. | I've Got a Secret, R. J. Reynolds (CBS) | 1.18 |
| 8. | Break the Bank, Dodge-Chrysler (ABC) | 1.15 |
| 9. | Best of Groucho, De Soto (NBC) | 1.14 |
| 10. | People Are Funny, Paper-Mate & Toni (NBC) | 1.12 |

AMONG CHILDREN

| Rank | Show, Sponsor & Web | Children Per Set |
|------|---|------------------|
| 1. | Beat the Clock, Sylvania (CBS) | .94 |
| 2. | Pantomime Quiz, Gen. Foods (CBS) | .91 |
| 3. | Dollar a Second, Mogen David (ABC) | .90 |
| 4. | Musical Chairs, Multiple (NBC) | .89 |
| 5. | Truth or Consequences, P. Lorillard (NBC) | .78 |
| 6. | Two for the Money, P. Loril-lard & Sheaffer (CBS) | .72 |
| 7. | Stop the Music, Quality Goods & Necchi (ABC) | .67 |
| 8. | People Are Funny, Paper-Mate & Toni (NBC) | .60 |
| 8. | Place the Face, Hazel Bishop (NBC) | .60 |
| 10. | Make the Connection, Borden (NBC) | .56 |

LATEST NETWORK RATINGS

Pulse Top 10 TV Web Shows

(September, 1955)
*Indicates Film

| Rank | Program & Web | Sept. Rating |
|------|-------------------------------|--------------|
| 1. | \$64,000 Question (CBS) | 57.7 |
| 2. | Toast of the Town (CBS) | 36.9 |
| 3. | *Best of Groucho (NBC) | 29.6 |
| 4. | Robert Montgomery (NBC) | 28.7 |
| 5. | Lux Video Theater (NBC) | 28.2 |
| 6. | *Dragnet (NBC) | 27.6 |
| 7. | Godfrey's Talent Scouts (CBS) | 26.2 |
| 7. | *Medic (NBC) | 26.2 |
| 9. | G.E. Theater (CBS) | 25.8 |
| 10. | I've Got a Secret (CBS) | 25.6 |

Pulse Top 10 Multi-Weekly Shows

(September, 1955)
*Indicates Film

| Rank | Program & Web | Sept. Rating |
|------|---------------------------|--------------|
| 1. | Howdy Doody (NBC) | 11.8 |
| 2. | Guiding Light (CBS) | 11.3 |
| 3. | Love of Life (CBS) | 11.0 |
| 4. | Pinky Lee (NBC) | 10.9 |
| 5. | Search for Tomorrow (CBS) | 10.7 |
| 6. | CBS News (CBS) | 10.3 |
| 7. | Big Payoff (CBS) | 10.2 |
| 8. | News Caravan (NBC) | 10.1 |
| 9. | Eddie Fisher (NBC) | 9.5 |
| 9. | Julius LaRosa (CBS) | 9.5 |
| 9. | Strike It Rich (CBS) | 9.5 |

• ARB TOP SHOWS AMONG KIDS

How Network Shows Rated Among Children in September

This weekly audience composition analysis shows the relative popularity of network series regardless of program type, by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women and children. For additional information on audience size or coverage, please consult ARB, National Press Building, Washington 4.

(* Indicates Film)

| Rank | Show, Sponsor & Web | Kids Per Set | Avg. Sept. Rating |
|------|--|--------------|-------------------|
| 1. | Howdy Doody, Multiple (NBC) | 1.95 | 9.6 |
| 2. | *Commando Cody, Gen. Foods (NBC) | 1.87 | 10.0 |
| 3. | Paul Winchell, Sust. (NBC) | 1.83 | 11.6 |
| 4. | Pinky Lee (Sat.), Sweets (NBC) | 1.76 | 8.8 |
| 5. | Winky Dink (Sat.), Sust. (CBS) | 1.75 | 5.8 |
| 5. | Winky Dink (Sun.), Ideal Toy (CBS) | 1.75 | 5.4 |
| 7. | *Disneyland, Derby, Amer. Motors & Amer. Dairy (ABC) | 1.71 | 36.2 |
| 8. | *Tales of the Texas Rangers, Gen. Mills (CBS) | 1.70 | 10.2 |
| 9. | Pinky Lee (M to F), Multiple (NBC) | 1.68 | 7.2 |
| 10. | *Rin Tin Tin, Nat'l Biscuit (ABC) | 1.67 | 13.1 |
| 11. | *Mr. Wizard, Sust. (NBC) | 1.66 | 5.0 |
| 11. | *Roy Rogers, Gen. Foods (NBC) | 1.66 | 16.7 |
| 13. | Uncle Johnny Coons, Lever Bros. (CBS) | 1.63 | 7.5 |
| 14. | *Wild Bill Hickok, Kellogg (CBS) | 1.62 | 11.1 |
| 15. | *Lone Ranger, Gen. Mills (CBS) | 1.55 | 12.6 |
| 16. | Contest Carnival, Quaker Oats (CBS) | 1.53 | 7.2 |
| 17. | Super Circus, Co-Op & Dixie Cup (ABC) | 1.52 | 11.5 |
| 18. | *Lassie, Campbell Soup & Kellogg (CBS) | 1.49 | 19.9 |
| 19. | Big Top, Nat'l Dairy Prod. (CBS) | 1.33 | 13.9 |
| 20. | *Gene Autry, Wrigley (CBS) | 1.31 | 12.5 |
| 21. | *Capt. Gallant, H. J. Heinz (NBC) | 1.20 | 8.2 |
| 22. | *Lone Ranger, Amer. Dairy & Gen. Mills (ABC) | 1.19 | 11.9 |
| 22. | *Topper, P&G & R. J. Reynolds (CBS) | 1.19 | 17.8 |
| 24. | *Sunday Lucy Show, Lehn-Fink & Dorothy Gray (CBS) | 1.17 | 17.1 |
| 25. | *Life of Riley, Gulf Oil (NBC) | 1.05 | 25.9 |

The Billboard Scoreboard

SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Dramas

AUGUST RATINGS

| Rank | Show & Distrib. | Avg. Aug. Rtg. |
|------|-----------------------------|----------------|
| 1. | Badge 714 (NBC) | 15.4 |
| 2. | Mr. District Attorney (Ziv) | 12.1 |
| 3. | City Detective (MCA) | 11.5 |
| 4. | Man Behind the Badge (MCA) | 10.8 |
| 5. | Boston Blackie (Ziv) | 10.6 |
| 6. | The Whistler (CBS) | 10.5 |
| 7. | Lone Wolf (MCA) | 9.2 |
| 8. | Racket Squad (ABC) | 8.9 |
| 9. | Ellery Queen (TPA) | 7.9 |
| 10. | Sherlock Holmes (UM&M) | 7.8 |

VIEWERS/100 HOMES

| Rank | Show & Distrib. | Viewers Per 100 Homes |
|------|-----------------------------|-----------------------|
| 1. | Badge 714 (NBC) | 254 |
| 2. | Boston Blackie (Ziv) | 220 |
| 3. | Mr. & Mrs. North (ATPS) | 216 |
| 4. | Inspector Mark Saber (Koch) | 210 |
| 5. | Man Behind the Badge (MCA) | 209 |
| 6. | Lone Wolf (MCA) | 208 |
| 6. | I'm the Law (MCA) | 208 |
| 8. | The Whistler (CBS) | 204 |
| 9. | Follow That Man (MCA) | 203 |
| 10. | Sherlock Holmes (UM&M) | 202 |

AMONG MEN

| Rank | Show & Distrib. | Men Per 100 Homes |
|------|--|-------------------|
| 1. | Boston Blackie (Ziv) | 86 |
| 1. | Ellery Queen (TPA) | 86 |
| 1. | Inner Sanctum (NBC) | 86 |
| 4. | Mr. & Mrs. North (ATPS) | 85 |
| 5. | Col. March of Scotland Yard (Official) | 83 |
| 6. | City Detective (MCA) | 81 |
| 6. | The Whistler (CBS) | 81 |
| 8. | I'm the Law (MCA) | 80 |
| 8. | Mr. District Attorney (Ziv) | 80 |
| 10. | Inspector Mark Saber (Koch) | 79 |

AMONG WOMEN

| Rank | Show & Distrib. | Women Per 100 Homes |
|------|-----------------------------|---------------------|
| 1. | Mr. District Attorney (Ziv) | 94 |
| 2. | Mr. & Mrs. North (ATPS) | 92 |
| 3. | The Whistler (CBS) | 88 |
| 3. | Follow That Man (MCA) | 88 |
| 5. | Inspector Mark Saber (Koch) | 86 |
| 6. | Lone Wolf (MCA) | 84 |
| 6. | Boston Blackie (Ziv) | 84 |
| 8. | Man Behind the Badge (MCA) | 83 |
| 8. | I'm the Law (MCA) | 83 |
| 10. | Inner Sanctum (NBC) | 80 |

AMONG TEENS

| Rank | Show & Distrib. | Teens Per 100 Homes |
|------|-----------------------------|---------------------|
| 1. | Badge 714 (NBC) | 24 |
| 1. | Inspector Mark Saber (Koch) | 24 |
| 3. | City Detective (MCA) | 22 |
| 4. | Inner Sanctum (NBC) | 21 |
| 4. | Man Behind the Badge (MCA) | 21 |
| 4. | Mr. & Mrs. North (ATPS) | 21 |
| 4. | Sherlock Holmes (UM&M) | 21 |
| 4. | The Whistler (CBS) | 21 |
| 9. | Lone Wolf (MCA) | 19 |
| 9. | Racket Squad (ABC) | 19 |

AMONG CHILDREN

| Rank | Show & Distrib. | Children Per 100 Homes |
|------|-----------------------------|------------------------|
| 1. | Badge 714 (NBC) | 82 |
| 2. | Boston Blackie (Ziv) | 34 |
| 3. | Sherlock Holmes (UM&M) | 30 |
| 4. | I'm the Law (MCA) | 29 |
| 4. | Man Behind the Badge (MCA) | 29 |
| 6. | Lone Wolf (MCA) | 28 |
| 7. | Follow That Man (MCA) | 25 |
| 8. | Inspector Mark Saber (Koch) | 21 |
| 8. | Mr. & Mrs. North (ATPS) | 18 |
| 10. | Racket Squad (ABC) | 16 |

• Pulse Top Pix Among Kids

How Non-Network Films Rated Among Children in August

This weekly audience composition analysis shows the relative popularity of non-network film series by number of viewers attracted according to sex or age. On consecutive weeks, this chart shows popularity among men, women, teen-agers and children. For additional information on audience size or coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

| Rank Order | Title and Distributor of Series | Kids Per 100 Homes Tuned in | Avg. Aug. Rating |
|------------|-------------------------------------|-----------------------------|------------------|
| 1. | Annie Oakley (CBS) | 102 | 9.6 |
| 2. | Little Rascals (Interstate) | 99 | 10.1 |
| 3. | Abbott & Costello (MCA) | 98 | 8.0 |
| 3. | Ramar of the Jungle (TPA) | 98 | 7.3 |
| 5. | Range Rider (CBS) | 94 | 8.3 |
| 6. | Hopalong Cassidy (NBC) | 93 | 8.5 |
| 6. | Superman (Flamingo) | 93 | 10.4 |
| 8. | Wild Bill Hickok (Flamingo) | 91 | 9.5 |
| 9. | Cowboy G-Men (Flamingo) | 89 | 4.4 |
| 9. | Gene Autry (CBS) | 89 | 9.1 |
| 9. | Kit Carson (Coca-Cola) | 89 | 6.7 |
| 12. | Cisco Kid (Ziv) | 88 | 9.8 |
| 13. | Badge 714 (NBC) | 82 | 15.4 |
| 14. | Soldiers of Fortune (MCA) | 81 | 8.1 |
| 15. | Renfrew of the Mounted (Bagnall) | 63 | 3.2 |
| 16. | Victory at Sea (NBC) | 54 | 7.1 |
| 17. | Death Valley Days (Pacific-Borax) | 49 | 11.3 |
| 18. | Meet Corliss Archer (Ziv) | 44 | 8.9 |
| 19. | Your All Star Theater (Screen Gems) | 41 | 4.0 |
| 20. | Your Star Showcase (TPA) | 40 | 6.1 |
| 21. | Joe Palooka (Guild) | 39 | 3.9 |
| 22. | Boston Blackie (Ziv) | 34 | 10.6 |
| 23. | I Led Three Lives (Ziv) | 33 | 13.3 |
| 24. | Amos 'n' Andy (CBS) | 32 | 8.4 |
| 25. | Sherlock Holmes (UM&M) | 30 | 7.8 |
| 25. | The Visitor (NBC) | 30 | 3.6 |

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The Billboard Scoreboard

PULSE LOCAL MARKET RATINGS

THE INDUSTRY'S MOST COMPLETE RATING INDEX POINTING UP OUTSTANDING TV SHOWS AND SPOT ADJACENCIES IN EVERY LOCAL MARKET

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market studied, regardless of whether these programs are network or local, live or film. It also provides ratings for the top 30 film series aired locally in each market.

in rank order according to ratings.

All films listed are syndicated unless title is preceded by a dagger (†), indicating nationally spot-booked. Stations are VHF except where the symbol "U" denotes UHF. The symbol "&" shows that a program

originates in another city, but has scored a rating of 3.0 or more.

For complete information on audience size, coverage, opposition, programs, audience composition and other details not included in this chart, please consult The Pulse, Inc., 15 West 46th Street, New York City.

COLORADO SPRINGS 3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Life With Elizabeth', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Weather, Misc.', 'Spotlight News', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'Life With Elizabeth', 'Range Rider', etc.

PORTLAND 3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Toast of the Town', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Barker Bill', 'Cartoon Time', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'I Led Three Lives', 'Waterfront', etc.

BALTIMORE 3 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Toast of the Town', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Baltimore Baseball', 'Guiding Light', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'Badge 714', 'Annie Oakley', etc.

DAYTON 2 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Toast of the Town', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Front Page News', 'Three City Final', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'I Led Three Lives', 'Badge 714', etc.

TACOMA 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Toast of the Town', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Seattle Baseball', 'Patti Page', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'I Led Three Lives', 'Douglas Fairbanks Jr. Presents', etc.

SEDGWICK COUNTY 4 STATIONS

THE TOP 15 ONCE-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly programs like '564,000 Question', 'Toast of the Town', etc.

THE TOP 10 MULTI-WEEKLY SHOWS (* Indicates Non-Network)

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly programs like 'Patti Page', 'Big Payoff', etc.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES

Table with 2 columns: Rank Among, Title (Distributor) Station, Day-Time Rating. Lists top 30 locally originated film series like 'Waterfront', 'Science Fiction Theater', etc.

(Continued on page 14)

The Billboard Scoreboard SPOTS, COMMERCIALS & FILM SALES

TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues.

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any), No. (Seconds), Type (C-Color), Commercials Producer. Includes categories like AUTOMOTIVE, BEER AND WINE, NON-ALCOHOLIC BEVERAGES, CLOTHING AND ACCESSORIES, CONFECTIONS.

(Continued on page 14)

Who's Buying Films Where

Deals Set by Competing Bankrollers—A Break-Down by Sponsors' Industries

Included on this list are sponsors who purchased TV film programs in the month preceding this issue. All industries are covered in the course of a month's issues.

(Continued from last week)

Table with columns: Sponsor—Program, Distributor, Market. Includes categories like DRUGS AND DRUGSTORES, FINANCIAL, INSURANCE AND BANKS, GASOLINE AND OILS, HOUSEHOLD APPLIANCES, JEWELRY AND ACCESSORIES, LAUNDRY SOAPS, CLEANERS.

(Continued next week)

THIS WEEK'S FILM BUYS

GEORGE BAGNALL I SEARCH FOR ADVENTURE WJAR, Providence: Clicquot Club CBS-TV FILM SALES GENE AUTRY WALA, Mobile: Adv. TBA NEWSFILM WBTW, Florence, S. C.: Adv. TBA RANGE RIDER KSWM, Joplin, Mo.: Adv. TBA MCA-TV SOLDIERS OF FORTUNE KJEO, Fresno, Calif: Chicago-Furb CITY DETECTIVE KOOL, Phoenix, Ariz.: Falstaff Brewing NBC FILM DIVISION GREAT GILDERSLEEVE WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA WESTERN DONOVAN STEVE DONOVAN WESTERN MARSHAL KOAM, Pittsburg, Kan.: Adv. TBA BADGE 714-B KOAM, Pittsburg, Kan.: Adv. TBA BADGE 714-C KMID, Midland, Tex.: Adv. TBA KSTP, Minneapolis-St. Paul: Adv. TBA VICTORY AT SEA WHAS, Louisville: Lincoln Life Insurance KOAM, Pittsburg, Kan.: Adv. TBA THE FALCON WAGA, Atlanta: Carling's Beer THE VISITOR WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA DANGEROUS ASSIGNMENT WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA CAPTURED WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA INNER SANCTUM WDAF, Kansas City, Mo.: Midwest Motors WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA PARAGON PLAYHOUSE WCTV, Tallahassee, Fla.: Thomasville, Ga.: Adv. TBA LIFE OF RILEY-A KOOK, Billings, Mont.: Pacific Gamble LIFE OF RILEY-B KOAM, Pittsburg, Kan.: Adv. TBA LIFE OF RILEY-D WIBW, Topeka, Kan.: Adv. TBA SCREEN GEMS, INC. YOUR ALL STAR THEATER KVVU, Tular, Calif.: Baldwin Jewelers CELEBRITY PLAYHOUSE KOOL, Phoenix, Ariz.: Falstaff Brewing STUDIO FILMS, INC. SHOWTIME WITH FRANKIE FONTAINE KIDO, Boise, Idaho: Sixty's Jewelers KLAS, Las Vegas, Nev.: Key-Te Bread WHUM, Reading, Pa.: KEY-T, Santa Barbara, Calif.: Adv. TBA UM&M DREW PEARSON KCBD, Lubbock, Tex.: U. S. Trusty & Guaranty

Gen. Tele Survey

Continued from page 9

It is understood to have re-set a scale of \$100 for two runs in the smallest markets, most of those being one-station towns. That means \$50 a play, which is within their grasp.

Time Skeds

It is indicated in the General Teleradio survey that most stations put the second run of a feature into the same program that carried its first showing. Most strong first-run feature series are slotted in the late evening. Asked in what time period they schedule their second runs, 70 stations (46.7 per cent) of the 150 answering this question) wrote in a slot between 9 p.m. and midnight. The next most popular slot for the second run is early afternoon. Of the 150, some 49 stations (or 32.7 per cent) checked between noon and 3 p.m. Next comes late afternoon (3-6 p.m.) checked by 22 stations (14.7 per cent).

Generally speaking, the survey showed that the number of runs tends to be in proportion to the number of stations in the market, as might have been expected. In both the two-station and the three-or-more station category, 96 per cent indicated two or more runs. In the latter category 84 per cent had three or more runs. In the two-station markets, 41 per cent checked three or more runs.

In the single-channel markets, 87 per cent indicated two or more runs; 43 per cent three or more runs. These were the respondents with the greatest share of single-run situations, 11 per cent.

The number of respondents from each size market was roughly comparable: 63 were from single-channel markets and 49 from three-or-more-station markets.

New TV Spot Campaigns

Future National Spot Drives—Contracts Being Signed Now

Deals Set During Week Ending October 8

This weekly chart is tabulated from a survey made by The Billboard among all U. S. TV stations. It shows the new national spot campaigns for which contracts were set during the survey week listed above, regardless of the starting air date of those campaigns.

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Table with columns: Product and Advertiser, Product and Advertiser. Lists various products like Blue Bonnet Margarine, Chrysler Cars, Coca-Cola, etc.

REGIONAL SUMMARIES

Eastern

Table with columns: Product and Advertiser, Product and Advertiser. Lists regional products and advertisers for the Eastern region.

Southern

Table with columns: Product and Advertiser, Product and Advertiser. Lists regional products and advertisers for the Southern region.

Midwestern

Table with columns: Product and Advertiser, Product and Advertiser. Lists regional products and advertisers for the Midwestern region.

Southwestern

Table with columns: Product and Advertiser, Product and Advertiser. Lists regional products and advertisers for the Southwestern region.

Rocky Mountain & West Coast

Table with columns: Product and Advertiser, Product and Advertiser. Lists regional products and advertisers for the Rocky Mountain & West Coast region.

NOVEMBER 5, 1955

LEGIT

La Booth Turns 'Set' Into Own Brand of Fun

By BOB FRANCIS

Since it has long been this department's opinion that Shirley Booth can do just about everything that has to be done on a stage and do it better than practically anybody else, it hardly matters that "The Desk Set," William Marchant's new comedy at the Broadhurst, is a tenuous bit of nonsense. To watch Miss Booth as a fem walking encyclopedia at war with an electronic brain is about as beguiling a laugh treat as you'll find in a current theater.

Marchant's whimsy concerns the plight of the fem personnel of the research department of a network, when their jobs are threatened via the installation by a stuffed-shirt efficiency engineer of an electronic brain in their office. Naturally, it turns out that they were never in danger of being fired, and after the hilarious defeat of the machine at the hands of Miss Booth, it even turns out that the efficiency lad isn't so stuffy, after all. That's about it as far as a play is concerned.

There's Miss Booth

But along the way, Miss Booth paints such a warm and happy portrait of the lady who knows all the answers, that she completely fools you as to the slenderness of "Desk Set's" plotting. Who cares about plot when she is nudging you into hysteria with an hilarious drunk scene at a typical office Christmas brawl, or reciting "Hiawatha" and "Curfew Shall Not

**Fernanda Montel
Maisonette, New York**

Fernanda Montel comes back to the Maisonette for a fifth singing stint over a period of four years. Perhaps it is because the platinum-haired chanteuse is such a prime favorite in the room that she grows in projection with each re-appearance.

Be that as it may, she certainly has the St. Regis clientele eating out of her hand again. As usual, she sings in French and English, but it seems to me that something has been added, a sort of Chevalier touch in delivery which I never noticed before. At all events, the over-all is delightful.

Much of her current rep is new. The organ grinder number is still on tap, as well as other old faves, but a couple of show tunes have been added—"I Love All of You" and "The Gentleman Is a Dope." She does a beautiful arrangement of "Autumn Leaves" and adds a giddy little juke box specialty with "What Lola Wants."

Milt Shaw's orchestra gives wonderful backing to a real ornament to this swank little room.
Francis.

**Comedie Francaise
Broadway Theater, New York**

Tho it is culture rather than entertainment that's for sale here, anyone who did well in high school French can get a kick out of this lovely production of Moliere's "Le Bourgeois Gentilhomme," so clear and distinct is the reading of Louis Seigner in the title role. A Porky-the-Pig of a clown, Seigner plays the social climbing Monsieur Jourdain almost exactly as you'd expect Bert Lahr to do it. In this broad, twinkling style, the character is so lovable that your sympathies are all on the side of conceit and against the forces of common sense that surround it. Hence, the satirical level is all but vanished. In his time Moliere made plenty of enemies. But, granting the language barrier, a "Bourgeois Gentilhomme" thusly directed will hardly need an audience trained to the situation comedy.

The white two-story living room and the 17th Century French and Turkish costumes were dazzling. But the ballets were cramped and unsure.
Plotnik.

Ring Tonight" into the telephone or planting all the winning twists of infinite variety which she invariably brings to all her characterizations. Our Shirley is wonderful all over again.

She gets some staunch support, too, in carrying out the illusion. I like Byron Sanders' progressive bafflement as the efficiency expert, and Frank Milan is helpful as the man in her life. Clarice and Dorothy Blackburn and young Anne-Marie Gayer likewise give solid assists as her trio of assisting research gals. Joseph Fields has paced them all admirably, and George Jenkins has provided a splendid office background for them to work in.

"Desk Set" isn't much of a play, but I'll take it as long as Miss Booth wants to play it. So will a lot of other people, too.

**Jimmy Caesar
Steuben's Vienna Room, Boston**

What practically amounts to a one-man musical comedy is rocking this spot which, of late, seems to be featuring up and coming young comedians. Jimmy Caesar bounces on in a Pinky Lee routine and works at a hell-bent-for-leather pace for 25 minutes. Almost everyone is grist for his mill—Arthur Godfrey, Gary Cooper, Jimmy Stewart, Al Jolson and Gabby Hayes, as well as a slick impression of Stan Laurel, whom he looks a good deal like. This room has boosted its acts to five, including the suave singing of emcee **Dom Dennis**.

Jennie Collins, a young singer with an exciting presence, makes operetta numbers seem like big productions and winds up in a duet with Dennis which won wild applause. Carlos and Linda, a superior Cuban dancing team, garner a big reaction with an audience participation mambo. Marjorie and Lee Murray get in some spectacular ballet sequences, and Tony Bruno's ork backs a good drawing show in fine style.
Dewar.

**Yma Sumac
Cotillion Room, New York**

As far as this reporter is concerned, appreciation of Yma Sumac's five-octave chanting is strictly an acquired taste. As yet he hasn't managed it.

Currently, the Peruvian thrush is offering a program of 10 numbers for Cotillion Room edification, with the assistance of a pair of picturesque dancing Andean lasses, Ula and Sari, and native drum tempos supplied by Andean gentlemen Siboney and Kilka.

When Miss Sumac sticks strictly to her native Peruvian idioms, in such matters as "Tumpa" and "Chun Cho," using her highly trick voice to simulate the sound of an earthquake or voices from a jungle,

NIGHT CLUB

Cab Calloway's One for the Book

By BOB FRANCIS

It's been a good many years that this reporter has been writing about Cab (Hi-De-Ho) Calloway.

I haven't caught up with him since his appearance as Sportin' Life in "Porgy and Bess," a matter on which I was one of a very few dissenters as to his contribution. However, as to his current headlining of the Latin Quarter show, be it said that Cabell Calloway III is on the crowd-pleasing beam in mine or anybody else's book. He is quite terrific.

A hand mike lets him make ample use of the Quarter's big stage, and being the showman that he is, he knows how to put it into the top-selling bracket. He limits himself to eight numbers, but they are splendidly diversified in the

**BROADWAY
SHOWLOG**

Performances Thru
October 29, 1955

| DRAMAS | |
|--------------------------------------|---------------|
| A Roomful of Roses | 10-17-'55 16 |
| A View From the Bridge | 9-27-'55 39 |
| Cat on a Hot Tin Roof | 3-24-'55 251 |
| Comedie Francaise | 10-25-'55 7 |
| Diary of Anne Frank | 10-5-'55 29 |
| Deadfall | 10-27-'55 3 |
| Inherit the Wind | 4-21-'55 220 |
| Joyce Grenfell Requests the Pleasure | 10-10-'55 24 |
| No Time for Sergeants | 10-20-'55 12 |
| The Carefree Tree | 10-11-'55 23 |
| The Desk Set | 10-24-'55 8 |
| The Chalk Garden | 10-26-'55 5 |
| The Tea-house of the August Moon | 10-15-'55 855 |
| Tiger at the Gates | 10-10-'55 32 |
| Will Success Spoil Rock Hunter? | 10-13-'55 20 |
| Witness for the Prosecution | 12-16-'54 366 |
| The Young and Beautiful | 10-1-'55 33 |
| MUSICALS | |
| Comedy in Music | 10-2-'54 763 |
| Damn Yankees | 5-5-'55 204 |
| D'Oyly Carte | 9-27-'55 39 |
| Fanny | 11-4-'54 412 |
| Maurice Chevalier | 9-28-'55 37 |
| Pajama Game | 5-13-'54 606 |
| Plain and Fancy | 1-27-'55 316 |
| Silk Stockings | 2-24-'55 283 |
| The Boy Friend | 9-30-'54 452 |
| CLOSED | |
| Heart! Heart! | 9-27-'55 37 |
| COMING UP | |
| Song Out of Sorrow | 10-31-'55 |
| Heavenly Twins | 11-4-'55 |

**Deadfall
Holiday Theater**

There are at least two happy items in "Deadfall," Leonard Lee's murder melo at the Holiday. One is the Broadway stage debut of movie actress Joanne Dru, who makes a vengeful heroine vastly attractive, and another is the contribution of Sheila Bond with another of her elegant portraits of a cheerful tart.

Otherwise Lee has plotted neither wisely nor well. His yarn about a lady who sets out to frame the freed murderer of her husband for another killing rap on circumstantial evidence is a sound enough notion. But he has neglected to salt it with suspense and there is no final inventive twist to give it an exit lift. So 50 per cent of the time it boils down to a parade of court-room witnesses and experts with the central scoundrel glowering in the dock. The melo is about as dull as the testimony makes it.

John Ireland is properly convincing as vicious heel who gets his comeuppance. Clarence Derwent, Jay Jostin, Paul Huber and Harold Vermilyea are all helpful, as are Ralph Alswang's two excellent sets. But "Deadfall" just ain't got it.
Francis.

she is extremely interesting. But when she essays a pop ballad like "Love Is a Many Splendored Thing" or a medley of Latin mambo, the result is anything but felicitous.

In all honesty, I enjoyed the contributions of Stanley Melba's Cotillion Strings infinitely more than anything Miss Sumac had to offer.
Francis.

LEGIT

Chalk Up 'Garden' as Literary Bit of Talk

By BOB FRANCIS

We have been treated off and on to the species of British play in which the characters sit about in an English country house for seemingly interminable talk anent ethics, life as it should be lived, but isn't, etc. Nothing much ever happens, but it is viewed with great interest by an enchanted few. Such is Enid Bagnold's latest effort, "The Chalk Garden," as presented by Irene Mayer Selznick at the Ethel Barrymore Theater.

"Garden" is literate. In fact, it can ring up an epigram at the drop of a hat. It likewise is quite frequently witty, but it is far more an exercise in precious, literary dalliance than anything resembling a drama. Beyond the fact that it is expertly played and directed, any enchantments it may have are for the highly enlightened few.

Miss Bagnold's manor house conceit concerns an extremely odd group of people. Practically no one appears who is normal. There is a grand dame grandmother whose interests are divided between a garden which doesn't grow and an obnoxiously psychotic granddaughter. There is a remarkable mother who wants to take the child away. There is a manservant decidedly off the mental beam and a judge as mixed up as the rest of them. There is a dying butler somewhere upstairs who dominates the whole shebang by telephone. Into this extraordinary menage arrives a governess, who takes over the mental rehabilitation of the posturing, teen-age stinker.

While she is partially succeeding in this, it comes to light that

**Gaudsmith Brothers
Palace Theater, New York**

There are some new faces on the bill this week, and they're all good. Comedienne Fay de Witt is admirable, altho her expertly delivered material is a little East-side bistro-ish for a Palace audience. The Jay Brothers team up for sharp projection with song satires and celeb impressions, and Michael Terrace and Barbara Ann Gray offer a brand of modern ballet terping which is extremely fresh and sleek.

The Gaudsmith Brothers, long house favorites with their great comedy poodle act, are in next-to-closing. Other returning items include the opening hot stepping of Billy and Ann, Negro tap experts; the virtuosity of Stan Harper on the harmonica, and the solid cross-fire comedy of Milton Douglas and his wife, Priscilla. Last are always a solid click on any Palace agenda. The Wilfred Mae Trio, standard hoop juggling act, is just right for the wind-up of an exceptional bill.
Francis.

she has just been put back in circulation after doing 15 years for murder. The child finally goes away with her mother, and the grand dame and the governess are left to tend the manor garden together. I gathered that Miss Bagnold was telling us that both garden and life were built on chalk, and it takes a lot of understanding to make either one bloom.

Gladys Cooper is back to give another sharply etched portrait of the grandmother. There is a fine, comic contribution from Fritz Weaver as the man-servant. Betsy von Furstenburg enjoys posturing as the nasty child, and Marian Seldes and Percy Waram are helpful as the mother and judge, respectively. Cecil Beaton has contributed one of his better sets. But I chalk up a "no" on "Garden."

**Rudy Vallee
Mocambo, Hollywood**

Tho his clipped New England speech and deft intellectual manner might be topped by the portfolio set at the United Nations meeting hall, Rudy Vallee knows the chalk lines on stage at the Mocambo quite well and will likely prove to be the best box-office bait the boite has seen in quite some time. Vallee does more than parade a collection of yesteryear tunes for ringsiders. His turn is immensely heightened by some pretty sharp material, most of which indicates an acute awareness of what the audience may have been thinking before he went on. Lyrically there's "My Time," "As Time Goes By," "The Wiffenpoop Song" and a medley of oldies including such trademarks as "Vagabond Lover" and "Kansas City Kitty." All the tunes come off exceptionally well, with the audience offering Vallee a rousing send-off. Clyde Vulch accompanies, while the Paul Hebert ork backstops and plays for dancing.
Friedman.

**Slapsie Maxie Rosenbloom
Billy Gray's Band Box, Hollywood**

The laugh-a-minute pace common to this fun palace has been somewhat slowed, but there are still enough chuckles left to entice mirth-loving habitués. Billed as "Shower of Scars" and toplining Slapsie Maxie Rosenbloom, it's a familiar routine with Sid Fields and Sammy Wolfe reading the straight lines formerly handled by Max Baer. Rosenbloom is best when left to wander in and out of self-made predicaments. The opening "This Is Your Life" sketch was almost totally devoid of laughter, tho Maxie came back strongly via a Marlon Brando song satire. Buxom Bea Sweet, a stripper, adds to the lure on this bit. Song chores are handled by the Smith Twins and Sid Gary, who add little if anything to the show. Gerry Dolin Trio cuts the show.
Friedman.

**Liberace
Chicago Theater, Chicago**

He came. He smiled. He conquered. In substance, that is exactly what happened as Liberace held a one-day stand here to boost his newly released motion picture. He also played the piano, sang and even did a short tap dance, but it appeared to this reporter that all of this was incidental. The idol was present and the faithful prayed.

Needless to say, it was a packed house with applause galore. He opened with "Twelfth Street Rag," ran thru it straight once and then whipped thru a souped-up version, "I Don't Care," "Sincerely Yours," "Piano Roll Blues" plus a nod to Chopin concluded the proceedings, but not until he had tickled the ladies with a few dance steps.
Dietmeier.

Col'bia to Offer Gift Wraps, Certificates

Aims at Holiday Sales Boost; Designed For Non-Season Use, Keyed to Releases

NEW YORK, Oct. 29.—Columbia Records next week will launch for dealers a gift certificate and gift wrap program aimed at boosting holiday sales but designed to be appropriate for use on a continuing, non-seasonal basis.

Containing several unique features, the certificate-and-wrap service will keynote the diskery's November promotion which also includes an ambitious release schedule in all package categories including pop, classical, jazz and documentary.

Push package sets will be a new "I Can Hear It Now" pack featuring Winston Churchill, and an original sound-track album from the new Liberace film "Sincerely Yours." Their introduction will be

supported by heavy promotion and the distribution of special point-of-sale dealer aids.

Gift Certificates

The gift certificate plans call for free distribution to participating dealers of certificate books, each containing pads of 25 certificates each. Pages include a stub on which dealers write in the purchaser's name and retail value (disk price) which is retained for store bookkeeping. The customer's portion includes a check-like tab on which the purchaser writes in the gift recipient's name and the amount of the purchase. Another portion of the customer's certificate consists of an order on the dealer for merchandise chosen by the gift recipient.

A specially decorated mailer is provided and may be sent to the recipient by the dealer or by the purchaser. A catalog of Columbia LP and EP best-sellers is included. The recipient may request his gift records by mail or come into the store to pick them up.

In either case, however, the certificate can be honored only by the store making the original sale. Nothing is sent to the Columbia distributor or the manufacturer, it was stressed.

Gift Wraps

The firm's gift wrap service will supply dealers with kits containing decorated wrapping paper, pre-cut

(Continued on page 20)

WAXING PARTY

Detroit Date To Be Opened To Teen-Agers

NEW YORK, Oct. 29.—RCA Victor's new singles division is making a bold move to enlist teenage interest and support by way of a big open-house party and recording session to be held in Detroit November 13.

The event will take place on that Sunday afternoon at the University of Detroit fieldhouse, which has a seating capacity of 11,000. Following a closed-door rehearsal period, the doors will be thrown open to guests on a first-come first-seated plan, and actual recordings will be cut by Jaye P. Morgan with the Hugo Winterhalter ork, and by the Rhythmettes.

Winterhalter will conduct a band consisting of 30 New York and Detroit musicians. He will later play for dancing, as will the Mike Pedicin Quintet, who also record for Victor. The various Victor artists will act as hosts during the social activities that follow the waxing.

Prior to the event, heavy plugging will be given by approx-

(Continued on page 28)

Tito Puente Quits Tico for Victor

NEW YORK, Oct. 29.—Tito Puente, the Latin-American orkster-arranger, this week signed an exclusive contract with RCA Victor. Previously he recorded for Tico, tho several years ago he also waxed for Victor's International Series.

In his new affiliation Puente will record for both the Latin and jazz markets. Puente is the second big name to exit Tico in the last two months, Joe Loco previously having gone over to Columbia.

Video Lure Claims Simson & Schuster

HOLLYWOOD, Oct. 29.—Simon & Schuster, producer of Little Golden Records, is scheduled to bow a television series of its own early next year, with a half-hour film series already reportedly sold to NBC-TV.

Series is currently being shot in New York and has been tentatively titled "Golden Time." Basic plot of the series stems from a character tagged G. Wiz (Golden Wizard), with story ideas to be developed from the firm's series of children's books.

ASK DIMES FOR LP AUDITIONS

PORTLAND, O., Oct. 29.—Mr. and Mrs. Marvin Gribble, who operate the Sixth Avenue Record Shop here, have hit upon a neat way to keep their listening booths available on a fast turnover without alienating prospective buyers. They ask each customer to donate 10 cents to a cancer fund box for every LP they audition but don't buy.

Harms, Witmark Sue Decca Over 'Otto' Royalties

Test Case Could Help Clarification Of Copyright Act

NEW YORK, Oct. 29.—A novel legal action just launched against Decca Records may result in clarification of a disputed quirk in the Copyright Act. The plaintiffs are Harms and Witmark, publishing affiliates of Music Publishers Holding Corporation, and the point at issue involves royalty claims on the first "Crazy Otto" record to break in this country.

Disk, distributed here about a year ago, held a medley of about eight tunes of which half were in the plaintiffs' catalogs. All disk copies were imported pressings, manufactured by Deutsche Grammophon in Germany.

Mechanical royalties due publishers were paid by Deutsche Grammophon in Europe, states Decca, and the diskery has declined to meet demands for payment here by the MPHC firms.

(Continued on page 28)

IPR, TIC Near Pact on Tape

HOLLYWOOD, Oct. 29.—International Pacific Recording Corporation, producer of Omegatape and Jazztape, is expected to reach agreement with Telesco International Corporation, calling for the world-wide release of the firm's pre-recorded tape product.

Dave Hubert, president of IPR, revealed that negotiations with Arthur Etro, representing Telesco, are currently being concluded. Pact will grant the export firm distribution rights in all countries save Canada, where IPR has a contract with Tower Productions.

Under terms of the export pact, IPR would ship its finished tape product, with manufacturing and packaging continuing in this country. IPR tapes are processed and packaged in Canada under the Tower label there.

Sears Seeks Hyped Disk Sales Via Club

Project Designed to Draw Repeat Biz; \$20 in Trade Means \$1 to Customers

CHICAGO, Oct. 29.—Sears Roebuck & Company, the nation's largest retailer, has adopted the forward look in the merchandising of phonograph records.

The Sears' expanded emphasis on disks is a many-faceted operation, much of the heart of the program evolves about the launching of a national record club, a device "designed to get repeat traffic in our record departments," according to Richard Dougherty, senior record buyer here.

Dougherty this week revealed that the club is an in-store merchandising idea aimed at building a steady clientele. Tho many dealers thruout the country have previously used record clubs of their own, Sears by far is the largest chain carrying records to initiate such a program.

Member Cards

Basically, here's the manner in which the club operates: Customers who join the club are given a membership card which carries punch holes, indicating

sales, numbered 1 to 40. Forty sales or the equivalent of \$20 in disk purchases entitles the customer to \$1 in free records. There are no restrictions applied to a members' purchases as to label, speed or price, nor are there any restrictions in the choice of a free recording.

Sears has been promoting its club via prominently displayed posters thruout the more than 200 stores participating. According to Dougherty, some stores have enrolled as many as 300 and 400 members, with the club substantially increasing Sears' disk volume.

Each store runs its own club and, in a broader sense, its own record department. Tho the chain does have a central operating policy, individual stores are self-autonomous.

Streamlines Merchandising

Dougherty disclosed that Sears has been concerned with modernizing disk merchandizing and purchasing methods for some time, and among the innovations, inventory control systems have been set up thruout the chain. Buying methods have also been reorganized to accommodate record distributors interested in exposing new packages. Record racks have been set up thruout the chain, with Sears operating on the principle of carrying a reasonably limited inventory, tho exposing more records. Tho each store is an individual case, little or no bin stock is carried generally, with

(Continued on page 28)

BID SCRAMBLE

Angel Records Gilels, Victor Sign for Date

NEW YORK, Oct. 29.—Emil Gilels, Russian pianist who has been on the receiving end of wholesale recording bids by State-side recording companies since his recent appearances here, has already cut a session in this city for Angel Records, it became known this week.

The diskery recorded the Soviet artist in the Chopin Sonata in B Flat Minor and several shorter works by Shostakovich last Wednesday (19) and Thursday, and the resulting LP has been scheduled for release in January. Another Angel recording session with Gilels will be held soon.

Tho Angel beat out the competition time-wise, it was also learned that RCA Victor has inked Gilels for at least one recording. This session will be held this week-end in Chicago where the Soviet musician will cut the Tchaikovsky Piano Concerto with the Chicago Symphony under Fritz Reiner. This LP will also be rushed out to retail channels.

Columbia Miss

Among the diskeries that tried to get Gilels into a studio and

(Continued on page 28)

JATP Gross of 588G for 42 Stands Looms

HOLLYWOOD, Oct. 29.—Norman Granz's 16th annual Jazz at the Philharmonic concert tour will have grossed an estimated \$588,000 when it winds up its current stand Monday (31), an increase of approximately \$170,000 over 1954.

Current tour played a total of 42 dates at a house scaled at \$2.75, \$3.75 and \$4.75, with the only deviation to this policy occurring in five cities in which the show was bought as a package.

Granz, here for the last of four concerts in the series at Long Beach, San Jose, San Diego and Fresno, revealed that the 1956 tour is currently being lined up with few contracts yet to be signed. Granz is scheduled to leave here November 14 for a week of recording

(Continued on page 20)

CHRISTMAS SWEEPSTAKES

Race on Among Pubbers and Diskers for Hit Yule Tune

By BILL SIMON

NEW YORK, Oct. 29.—There are only 57 more days until Christmas, and entries in the race for annual holiday song honors are warming up for the run.

So far, the stable with the most new starters is the Hill & Range group, with five. But once again, like every year in the past five, the tune with the most new versions will be "Rudolph, the Red-Nosed Reindeer."

Of the new holiday songs, only one, Ross Jungnickel's (H&R) "Nuttin' for Christmas" appears to be getting heavy coverage, with

seven versions already cut. "Rudolph," so far, has nine new versions cut, with several more committed, according to writer-publisher Johnny Marks, of St. Nicholas Music. Last year, the perennial's sixth trip around, there were 10 new versions out, which brought the then total number of disking over the 70 mark.

Generally, around the recording circuit, the diskeries are showing a tendency to play it safe this year with packages. And the sheet music jobbers, who have been burned in recent years by heavily-hyped novices, are sticking close to the standards. Where the disk-

eries have gone for new tunes, it has usually been with the guarantee of an "exclusive."

Sheet Sellers

Among sheet jobbers, the only Christmas entry of recent vintage to shape up as a fair perennial sheet seller has been "I Saw Mommy Kissing Santa Claus," altho the major sale inevitably goes to "Rudolph," "White Christmas," "Winter Wonderland," "Silver Bells," and "Santa Claus Is Coming to Town."

The jobbers have found that the plugging season for new Christmas

(Continued on page 20)

WHO'S MAD?

'Cole Story' Short Omits Cap Name

NEW YORK, Oct. 29.—Universal-International recently filmed a short tagged "The Story of Nat (King) Cole," but oddly enough the record star's label, Capitol, receives nary a mention in the film.

The original script reportedly included a scene wherein hero Cole was signed to a recording contract by Capitol proxy Glenn Wallichs. However, in the final version, (premiered here at a special press party last week) the label chief is referred to as Ben Waller and Capitol isn't mentioned at all.

Altho Capitol reportedly is a bit miffed over what it considers a

(Continued on page 20)

John Redmond Sets Religious Guild Pubbery

Firm Seeks Tunes With Pop Appeal; First Go to Unique

NEW YORK, Oct. 29.—The Religious Song Guild, Inc., an independent music publishing firm which intends to publish religious songs with a broad popular appeal, has been organized. One of the moving spirits in the organization is John Redmond, well-known writer-member of the American Society of Composers, Authors and Publishers, who has written religious material in addition to his standard works.

Redmond blueprinted the idea with the aid of Father Timothy Flynn, radio and television director of the archdiocese in New York. Arrangements have already been set to air recordings of the firm's songs over "The Catholic Hour" on NBC-TV Sundays.

The firm will operate as a semi-philanthropic venture, and writers whose songs are published and recorded will receive customary royalties. The first disk will be released in two weeks on the Unique label, the sides being "Soldier in Christ's Army," backed with "The 10 Commandments Songs (for Little Children)." Talent is the St. Bartholomew's Boys' Choir, with Joe Leahy's orchestra.

Album Releases

Unique is also planning to release albums as the firm acquires copyrights. The Guild plans to publish 500 songs on the themes of the sacraments, various doctrinal subjects, etc., by writers of high caliber. Redmond, in collaboration with cleffer Jack Ward, has already written songs on the seven sacraments and is now turning out songs on the commandments.

An independent organization, *(Continued on page 20)*

Demand Grows For C&W Sets

NEW YORK, Oct. 29.—The demand for albums in the country and western field is a fact, and it is growing, according to Syd Goldberg, Decca sales chief. Diskery, in view of the quick sales reaction on Paul Cohen's recently released country and western "Dance-O-Rama" series of seven albums, is rushing out three more.

Whereas the first seven were 10-inch packages, the new ones are 12-inch. They are "Near the Cross," by Jimmie Davis; "Powerhouse Dance Party," by Grady Martin, and a third is by the top-selling country vocalist, Webb Pierce, titled "Webb Pierce."

One single has already been pulled out of the original "Dance-O-Rama" series. This is "Osage Stomp" and "Echo Yodel" by Bob Wills.

The country field remained primarily a 78 r.p.m. business long after the pop field went to 45 and LP. Now, in the singles field, 45 r.p.m. has been strongly closing the gap, and the trend toward LP disks is marked.

COL. SOLVES AIR BAN ON 'DO IT'

NEW YORK, Oct. 29.—Columbia Records, unable to get air plays on the "Let's Do It" band of its fast-sell "Noel Coward at Las Vegas" LP, has etched the sophisticated ditty on a special promotional 45 r.p.m. disk which it is sending out to 3,000 dealers for in-story demonstration. Last week's CBS-TV spectacular featuring Coward and Mary Martin has further boosted demand for the LP, it was said.

ASCAP PAYS RECORD THIRD PART DIVIDEND

NEW YORK, Oct. 29.—Business is better than ever for the American Society of Composers, Authors & Publishers, which paid out a dividend of \$4,535,791.48 for the third quarter this year. ASCAP dividend payments for the past eight months total slightly more than \$13,200,000, with its over-all dividend figure for 1955 expected to hit close to the \$18,000,000 mark.

The fact that the Society's third quarter is higher than its second quarter (\$4,429,790.35) is considered significant in the trade, since third quarter payments—covering the traditionally light summer months—have seldom, if ever, exceeded second quarter loot. Foreign distribution of \$1,316,088 will be made by ASCAP in a few weeks.

ASCAP is now licensing 25,610 users of all kinds, including 24 radio networks, three TV networks, 403 TV stations, and 3,206 radio stations. The bulk of ASCAP revenue now comes from TV, with the next highest take from radio. Operating costs at ASCAP this year are reported down to 15 per cent of its total income as compared to 18 per cent in 1954, with 52 per cent of the operating money going for salaries, which total around \$1,200,000.

Decca Picturola Projects Colors

NEW YORK, Oct. 29.—Decca Records has added a new model to its phono line. Named the Picturola, the equipment features an optical device which flashes a color pattern on a screen. The pattern changes as the disk is played—being activated by sound and volume.

The model, which couples sound and visual appeal, lists at \$69.50 and is known as the DP 600 in the Decca line. Decca now has a total of 12 phonos in its line.

'Special' LP's Kick Off RCA Album Div. Push

NEW YORK, Oct. 29.—RCA Victor's album division, which already is operating separately from the singles division under the diskery's new alignment, will spearhead its November push with several special-interest packages.

Under the new arrangement also, the division, headed by George Marek, may be expected to make a wider assortment of diskings available for issuance on the low-price subsidiary Camden label, which now falls under its jurisdiction.

The publicity play is likely to go to three piano packages, by Rachmaninoff, Horowitz and Rubinstein. The Rachmaninoff package will be a box of four 12-inch LP's including the late composer-pianist

ASCAP Meet Reveals New Logging Plan Being Weighed

Airs Present Distrib Method, Reports On Public Relation, Copyright Drives

By JUNE BUNDY

NEW YORK, Oct. 29.—The American Society of Composers, Authors and Publishers has under advisement a new and improved logging plan, whereby its present coverage of 210 outlets in 21 markets would be increased to cover 30 marketing areas. The new logging blueprint was brought out by President Stanley Adams at ASCAP's general membership meeting here Tuesday (25).

The meet was also keynoted by pro and con discussions of ASCAP's present distribution method, a report on the Society's stepped-up public relations campaign, the usual breakdown on finances and membership figures, fill-ins on the Society's running negotiations with the motion picture studios and

Muzak and the continuing drive for changes in the copyright laws.

A colorful side issue of the meeting was a rather heated debate between publisher Barney Young and Music Publishers Holding Chief Herman Starr, with accusations flying reported ASCAP pressure on stations and the juke box industry.

Lawrence Protest

Adams' disclosure of ASCAP's new logging plan was preceded by writer-publisher Neil Lawrence, who protested that ASCAP does not log enough small stations and consequently rhythm and blues material is being short-changed on performances. In support of this argument, he noted that altho he personally had heard his songs played on the air "hundreds of times" his last check from ASCAP was for \$6.36.

Thereupon Adams launched into a discourse on the new logging plan under consideration by the Society, which calls for ASCAP to log an extensive number of stations in 30 marketing areas, covering 41 out of the 48 States. Local performances—now given 15 credits each—would be increased to 25 credits per airing, while local stations (now logged two and a half hours a day) would be logged four hours a day. Prior to adopting the present logging system in 1952, Adams recalled that ASCAP logged networks only until 1950, at which time they started logging 100 stations in 10 marketing areas for two and a half hours a day, crediting each local performance with seven and one-half credits.

Put It on Paper

In a general discussion of continuing problems facing ASCAP, Adams cited rharubs arising over royalty divisions (wherein a writer composes lyrics for an established instrumental standard) and requested that henceforth all publishers and writers work out written agreements on such matters before involving the Society.

Adams also touched on several other continuing issues which he had previously mentioned at the semi-annual meeting of the Society's West Coast members (The Billboard, October 8). Namely, he noted an agreement has still not been reached with the motion pic-

(Continued on page 20)

Pubbers Stiffening At Disk Giveaways

Concern Grows Over Bonus Handouts Of 'Non-Royalty' Material to Dealers

NEW YORK, Oct. 29.—Publishers, particularly those with heavy catalogs of standard material, are subjecting to closer scrutiny diskery claims of promotional deductions when it comes time to make out mechanical royalty statements.

Of special concern to these publishers is any claim that no royalty need be paid on records given free to one-stops and key dealers. This has become a practice that bubbles up with greater frequency these days as diskeries vie with one another to establish near-simultaneous "cover" waxings of new tunes.

While the standard rarely is the side that is being plugged the flip

side of the disk may contain an evergreen, and old-line pubbers feel that they are entitled to full payment on their copyrights.

It is also stressed by these publishers that not all diskeries attempt such deductions. But those which do are meeting a stiffer attitude.

Pubbers, of course, make no royalty claim on disks sent out free to disk jockeys. These are white label copies and clearly marked "not for sale."

One-stop and dealer giveaways, on the other hand, eventually wind up as retail sellers. It has become almost standard practice for some diskeries to hand out one-for-three on hotly-contested tunes. If they balk at paying mechanical royalties on the giveaways, then these publishers howl.

"We've had enough of one-for-good-measure sales," said a publisher this week. Another commented that "there is a certain point where exploitation must stop and sales begin."

Audio Issues 4 New Albums; Sets Project for FFTR

HOLLYWOOD, Oct. 29.—Audio Books, Inc., slow-speed diskery specializing in literary works, this week announced the release of four new albums and the successful completion of negotiations calling for a project under the auspices of the Fund for the Republic.

Raymond Tierstein, general manager of the company, disclosed the release of the complete and

(Continued on page 20)

MISS BREWER

'Shoot It' TV Debut Fires Disk Sales

NEW YORK, Oct. 29.—The launching of Teresa Brewer's new record, "Shoot It Again," on U. S. Steel's hour-long dramatic show of the same name over CBS-TV Wednesday (26) night triggered an immediate sales reaction on the disk, according to Coral chief Norm Wienstroer.

The Brewer platter received the full promotional treatment both before and during the show. Total circulation of newspaper ads (featuring a prominent plug for the record) on the telecast was over 23,000,000. The comedy's star, Geraldine Page, did a two-minute lip-sync bit with the disk during the play, and the record was also heard for 50 seconds at the opening of the program and was played in full at the close, with a special plug for Coral and Miss Brewer inserted in the final credits.

Records were made available to deejays and were in the stores Thursday (27) morning following the broadcast. It was the first time U. S. Steel has introduced a commercial platter on its TV program.

Wemar Sues Over 'Pledging'

NEW YORK, Oct. 29.—Wemar Music this week filed suit in New York Federal Court against the Meridian Music Corporation, asking an injunction, damages sustained and an accounting for alleged infringement on the tune "Pledging My Love."

The complaint states that on January 15 the Lion Music Publishing Corporation, owner of the song, agreed to give Wemar a 50 per cent interest if Wemar would secure a recording by a well-known pop artist. Wemar also claims that by oral and written agreement it was to advance

(Continued on page 20)

Coming Next Week!

THE BIGGEST, MOST IMPORTANT MUSIC-RECORD ISSUE OF THE YEAR!

THE BILLBOARD'S 8th Annual Disk Jockey, Radio Management Issue.

Liberace

singing the
theme song
from
his first
motion picture



SINCERELY YOURS

From the WARNER BROS. Motion Picture "SINCERELY YOURS"

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WARNER BROS. MUSIC DIVISION
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MUSIC AS WRITTEN

FRESHMEN CRACK TOP IN SALT LAKE CLUB . . .

The Four Freshmen hauled in a record take for the spot in a two-day stand at Jerry Jones Rainbow Rendezvous in Salt Lake City, October 14-15. They went into percentage both nights, taking out \$3,364.95 for their end at 60 per cent of the gross.

ROGER WILLIAMS SET FOR PERSONALS . . .

Roger Williams, riding his No. 1 best-seller, "Autumn Leaves," starts his first tour of personals on Tuesday (1) since the platter clicked. After four days in the Midwest with an Ed Sullivan troupe, he steps into the Kin-Wa-Lo Club, Toledo, Monday (7) for a week, following which he is set for a stint at the Vogue Terrace in Pittsburgh.

MYERS TO PUB SCORE OF 'PLEASURE DOME' . . .

Jimmy Myers, Myers Music prexy and writer of "Rock Around the Clock," has been signed to publish the score of "Pleasure Dome," upcoming musical to be produced by Jack Segasture. Described as a musical holiday, the show will feature Bernice Parks, Josephine Premice, Patti Spangler and Lila King in lead roles.

ARMSTRONG LP GETS HOT CLUB AWARD . . .

The American jazz great, Louis Armstrong, this week was awarded the Grand Prix de Disque by Le Hot Club of France for his Columbia LP recording "Louis Armstrong Plays W. C. Handy." The club ruled against giving any additional prizes this year because of "The exceptional importance of this masterwork." The set was cut here last year under the supervision of Columbia's jazz department chief, George Avakian.

NEWARK DISTRIBBERS WIN THUNDERBIRDS . . .

Distributor winner of Columbia Records' CL 500 competition is Times-Columbia, of Newark, N. J. Distrib chief Paul Southard will get his Ford Thunderbird Monday (31), as will top-rating salesman Stan Morris. Winners were selected on the basis of how much they exceeded assigned sales quotas.

NO AFM ACTION ON COPYRIGHT REVISION . . .

Headquarters of the American Federation of Musicians has not taken under advisement a suggestion calling for revision of the copyright law, according to Arthur (Doc) Rando, board member of Local 47, Hollywood. Rando, defeated in his bid for a vice-presidency of Local 47 by Cecil Read, advocated such revision.

New York

Bob Lissauer, tunesmith and revue author, has opened two new publishing firms. Mode Music, Inc., is his ASCAP outlet, while Scope Music, Inc., is his BMI affiliate. Lissauer previously had been a publisher in 1940-42, after he and Johnny Loeb bought out the old Kalmar-Ruby catalog. They in turn sold out to Leeds Music in 1942.

Dick Gersh is the new Eastern promotion representative for Ridge-way Records, California firm. . . . West will issue its first 12-inch LP this week. . . . Real Records prexy Paul Landwehr signed a pact last week with Mike Kestler of Discos Columbia de Mexico giving Columbia distribution rights to Real's Latin wax in Mexico, Brazil and Argentina. . . . Billy Maxted, who has been house pianist with all of the bands at Nick's here for the past seven years, finally took over last week as leader. He recently completed a piano LP for Cadence.

"Hear Me Talkin' to Ya," the Nat Shapiro-Nat Hentoff jazz tome, is to be published in England this week. Contracts also have been signed to bring the book out in translated versions in Denmark, Sweden and France early in 1956. A German deal is pending.

The Midwest Distributing Company has replaced Roberts as distributor of Imperial Records in

the St. Louis area. . . . Robert Leon, of Brush Electronics, elected a member of the board of directors of the Magnetic Recording Industry Association at a special meeting held here recently.

Frederick Music has acquired full publishing rights to the song "Night Train" from Pamlee Music. . . . Sid Bernstein, formerly with Lou Walters, has joined the booking staff of Billy Show Artists. . . . D. & D. Distributing Company, Minneapolis, has been appointed distributors for the Atlantic, ATCO, and Cats Record lines thruout the Northeast area.

Volume Two of a "This Is the U.N.; Its Actual Voices" album series was released on United Nations Day (October 24), the 10th anniversary of the international organization. The album, which features a documentary report of highlighted U.N. activities from 1950 to 1955, was written and produced at U.N. headquarters by Saul Carson, who (with Eleanor Gardiner) was co-creator of Volume One in the series.

The Music Publishers' Association of America has been admitted to membership of the American Music Conference. The MPA trustee will be Leonard Feist, of Mercury Music here. . . . The latest edition of the ASCAP Program Guide (a compilation of contemporary concert and symphonic recorded music by both American and foreign composers) was issued this week to radio and TV stations across the country.

Crescent Industries of Chicago has appointed the George Medill Company, York, Pa., exclusive Harrisburg-York area distributor for Crescent phonos and tape recorders. . . . Margaret Murphy, secretary to Dick Linke, of Columbia Records, has announced her engagement to Frank Smusz.

With two sellout Carnegie Hall concerts and other successful appearances in the East under his belt, Montovani is now touring the Midwest. Concerts are slated for St. Louis, Kansas City, Des Moines, Minneapolis, Chicago, Buffalo, Philadelphia and Washington with the tour winding up in a third Carnegie Hall appearance November 6.

Larry Newton has been appointed field sales manager for Remington and Plymouth Records. Headquartering in New York, he replaces Thomas Brusk. . . . Bob Heller now represents the diskeries in Philadelphia. . . . Magnavox has reported sales thru September 30 to be 30 per cent ahead of the same period last year. Biggest increases were shown by radio-phonotelevision sales. . . . Billy Eckstine moves into Philadelphia's Latin Quarter for one week, starting November 7.

In the story on "hype" records carried last week, The Billboard mentioned Johnny Desmond's Coral disk, "Hearts and Flowers," as among those which proved unsuccessful. This was in error. Desmond's disk hit the national best-selling chart.

Paul Baldwin, former ace engineer with WOR, has opened his own recording studio, Masterpiece Recording Company, and has leased studio space from Station WINS. . . . Tunesmith-conductor Bernie Wayne is cutting an LP of his own compositions for ABC-Paramount for release in January. Wayne formerly recorded for Coral. . . . Harold Wald, proprietor of the young Coliseum Music firm, has landed his first song in a film. It's "Hold on to Your Heart," which will be featured in the Columbia flick, "The Crooked Web." The tune already has been cut by Tad Bruce on Watco, in a session supervised by Sid Feller prior to his current ABC-Paramount affiliation.

Pianist Erroll Garner goes into the Las Vegas club, Baltimore, Tuesday (8) for a week. With the exception of two weeks in January, Garner is booked solid right thru March. . . . Richard Maltby, Label "X" recording maestro, takes his band into the Statler Hotel Friday (4) for a four-week stand. . . . Joe Ward, eight-year-old star of "Juvenile Jury," has been signed

(Continued on page 20)

1 EASY LESSON AT \$2,000 PER

HOLLYWOOD, Oct. 29.—This might be called a lesson in how to place a song—and tunesters Ben Oakland and Ray Gilbert are the teachers.

In the release of their latest disk, "His Name Is Judas," by Joe Reisman on RCA Victor last week, the label copy somehow ran afoul of gremlins, with Southern Music shown as the publisher. According to Oakland, the tune hadn't been turned over to Southern, as a search of that firm's files later revealed.

"Why get everybody tangled," said Oakland. "We let 'em keep the song—for a \$2,000 advance."

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Isn't Anyone Born on 1st Of August?

NEW YORK, Oct. 29. — Nat Shapiro, publicity head for the special projects division of Broadcast Music, Inc., ran into a serious snag this week. He currently is engaged in compiling the new edition of BMI's "Meet the Artists" book for station use. In conjunction with this he also is preparing a special birthday list, and that's where the problem lies.

It appears that out of 1,500 biographies in the tome, Shapiro has not been able to locate one show business personality whose birthday falls on August 1. He is covered for every other day of the year and is reluctant to leave that horrible gap.

But Shapiro, a scholarly type, is quite excited by the possibility that he may have stumbled onto some new cosmic law regarding November 1 and show people.

WNEW Sold to Wrather Group

NEW YORK, Oct. 29.—WNEW, one of the country's top radio indies, this week was sold for the second time in less than two years. The station was purchased for over \$4,000,000 (almost a 100 per cent increase over its \$2,100,000 purchase price early in 1954) by a syndicate headed by Jack Wrather, Texas-California industrialist.

Richard D. Buckley, who assumed the WNEW management reins when the station was sold a year and a half ago, will retain his 25 per cent interest under the new ownership set-up, and no changes as yet are contemplated in the current personnel.

The acquisition of WNEW, subject to FCC approval, makes Wrather one of the country's leading radio-TV property owners. His other interests include KFMB-TV and radio, San Diego, Calif., and a grant for a UHF-TV station in Boston. He also owns all rights to "The Lone Ranger."

Faron Young Stricken on 1-Niter Tour

NASHVILLE, Oct. 29.—Country and western star Faron Young entered the Vanderbilt University Hospital here last Saturday (22) suffering from a severe case of hepatitis. As a result, his manager, Hubert Young, has been forced to cancel out more than \$25,000 worth of bookings, since Young's doctors recommended suspension of all road work until after the first of the year.

Young, who has been on a 30-day one-nighter tour to plug his "Stars of the Grand Ole Opry" TV film series, collapsed on the stage of the Municipal Auditorium, Albany, Ga., October 12, but his case was first diagnosed as food poisoning.

MDS NOTES SPURT

Pop Sheet Sales 100% Over Six Months Ago

NEW YORK, Oct. 29.—Pop sheet music sales have taken a sudden spurt forward. Music Dealers Service, leading jobber, reports that the top selling tunes today are selling just about twice as many copies as was the case six months ago. MDS attributes the change for the better to good songs—songs of the type which generally prove sheet music sellers.

Biggest sellers on the current MDS list are "He," published by Avas; "Autumn Leaves," Ardmore; "Yellow Rose of Texas," Planetary; "Love Is a Many-Splendored Thing," Miller; "The Bible Tells Me So," Paramount-Roy Rogers; "Love and Marriage," Barton; "Suddenly There's a Valley," Hill & Range, and "Wake the Town and Tell the People," Joy Music.

MDS pointed out that six months ago, songs below the first five meant very little as sheet sellers. This is not true today. Sales are strong even on tunes which are 11 and 12 in rank.

This upsurge in the pop business, plus the yearly increases in sheet sales in the educational field, have brightened the picture considerably, MDS execs observed.

Some tradesters feel that a num-

25,000 See 2d N. E. Hi-Fi Show in Hub

BOSTON, Oct. 29.—An estimated 25,000 persons attended the Second Annual New England High Fidelity Music Show at the Hotel Touraine here last weekend. Heading the list of directors for the affair was Arthur Fiedler, conductor of the Boston Pops Orchestra.

It was explained by President Arhold Deutschman that, while the total number of persons viewing the show last year had been in excess of 30,000, interest and sales in hi-fi were actually greater than a year ago. The event is sponsored by upwards of a dozen dealers here and was sparked chiefly by The Radio Shack, one of New England's biggest suppliers.

Krey's, Inc., big local discount record firm with three stores, also was among the sponsors. Three floors of the hotel were used for display purposes as well as a large space on the first floor. The show was kicked off Friday (21) noon by the Governor and city officials.

'Cryin' Suit Vs. Cedarwood

HOLLYWOOD, Oct. 29.—Frank Jones and Leroy A. Goddard, latter doing business as Dart Music, Inc., this week filed suit in U. S. Federal Court here against Cedarwood Music Publishing Company, claiming infringement of copyright involving the song "Cryin', Prayin', Hopin', Waitin'."

Complaint asks for \$25,000 damages and an accounting of profits thus far accrued, and also names RCA Victor, Broadcast Music, Inc., Hank Snow, Country Song Round-up and Cowboy Song Magazine as defendants.

Harvey G. Cooper, plaintiff's attorney, claimed in his complaint that more than six composers other than Jones, who authored the tune, have laid title to the song. Goddard, professionally known as Lee Penny, claims copyright ownership thru his Dart Music firm.

Berk Heads Epic's Ad-Promotion Unit

NEW YORK, Oct. 29.—Newly appointed Epic Records exec Howard Berk is in charge of advertising and sales promotion there. A story here last week incorrectly tagged him as sales manager. Latter post at Epic is held by Bill Nielsen.

ber of publishers, including many who suffered most severely from the inroads of rhythm and blues material, have recovered from the shock and are getting onto an even keel. There has been virtually no slack in r.&b. influence in the pop field, but it has been shown that given a good ballad-type pop song, it will sell copies. And there are a goodly number of such around.

Several publishers observed that often the sheet sales continue strongly, and even pick up, after the recorded version of the song begins to move down on the best-selling charts. An example is Joy's "Wake the Town and Tell the People."

NEWS REVIEW

Jazz Tome By Feather Is a Must

By BILL SIMON

NEW YORK, Oct. 29.—Leonard Feather's new "Encyclopedia of Jazz" (Horizon Press, Inc., \$10) is unquestionably the best and most complete reference work yet assembled on the subject. The knowledgeable author-critic, who has been intensely active for about 20 years exclusively within the jazz idiom, was the logical person to compile such a tome, and the result is an indispensable item for station libraries, record company personnel, columnists, annotators, plain jazzophiles and disk dealers who want to know what they're selling in the jazz line.

The book itself is a handsomely laid out package, 360 pages long, with 200 photographs. The meat of the volume is 1,065 biographies of people associated with jazz performances, including their birthdays and, wherever possible, their addresses. Also included in most bios is an evaluation, as objective as is possible with this sort of thing, of the artist's jazz ability and/or contribution.

After an interesting foreword by Duke Ellington, there are a brief but complete enough history of jazz and a learned analysis of jazz music. In the section following the bios, there are a chronological listing of birthdays, a glossary of jazz terms, a list of jazz record companies and a bibliography, including jazz periodicals of all countries.

Disk dealers could well find this, even at the high tag, an excellent Christmas gift item. Certainly it comes at a time when interest in jazz is at its all-time peak.

It is to be hoped that Feather will continue the service he has begun by bringing his "who's who" up-to-date with annual supplements.

Houston Dice Charge Pfft!

HOUSTON, Oct. 29.—Charges that singer Ella Fitzgerald and other members of Norman Granz' "Jazz at the Philharmonic" were playing dice backstage at the Music Hall here were dismissed this week.

The charges were filed October 7, when five policemen invaded Miss Fitzgerald's dressing room. An investigation was ordered but apparently faded into nothingness. Miss Fitzgerald was eating a piece of pie and drinking coffee at the time. Police acknowledged she was "just present."

Chief of Police Jack Heard was quoted The Houston Post as saying the officers were "a little bit over-zealous." He stated common sense should apply and indicated he would talk to the officers.

One columnist, Carl Victor Little of the Houston Press, wrote that he would strike five medals of valor for the intrepid raiders.

Logging Plan Being Weighed

• Continued from page 17

ture studios and commented on the strong opposition the Society is meeting in attempts to renegotiate its current pact with wired music users (specifically Muzak) at a substantial increase in rates over the "experimental" low-rate granted in 1945.

Adams admitted that ASCAP still has a considerable way to go on discontinuing exemption of juke boxes from provisions of copyright laws and said the Society was "still pressing" for other revisions in the copyright laws (e.g. longer terms of copyright, lifting of the 2-cent statutory mechanical royalty rate and higher damage claims against infringements). He pointed out that each year, as new legislation is introduced, bills get more and more congressional support.

Unity Stressed

The meet's three key speakers, Adams, L. Wolfie Gilbert and Herman Starr, all stressed the need for tranquility and unity in the Society,

with Starr taking a particularly strong stand against those members he termed "rabble rousers." During the open question period Barney Young, who has owned his ASCAP firm Gem since 1938, demanded that the ASCAP board and officials cease pressuring radio shows to play the songs of large publishers and ignore the songs of small publishers.

This was evidently interpreted as a reference to ASCAP's stand against radio programs playing the works of one publisher exclusively. At any rate Starr was inspired to reprise his earlier remarks about "conniving" members, the gist of his rebuttal being that if a song is only played on one radio show and not heard elsewhere it doesn't rate a share of ASCAP's take. Starr also referred to Young's past affiliations with BMI and juke box operators.

A run-down on membership data by Adams revealed that since March, 118 new writer members have been elected to the Society, 67 publisher members and 140 non-participating members, making a total membership today of 3,283 writers, 848 publishers and 418 non-participating members.

John Redmond

• Continued from page 17

The Guild is not connected with any church group. In view of the interest manifested by "The Catholic Hour," however, it is hoped that eventually the material will be widely used on all Catholic programs. Also planned is a teaching aid program in connection with school training.

Altho the first disks are being released by Unique, the Guild plans no exclusivity here. Records will be sought on different labels. In addition, the songs will be published in the usual sheet music forms, including choral arrangements, folios, organ, etc. It is planned to plow the profits back into the organization to carry on the long-range objective of broadening the popular appeal of religious music.

George Foley, TV packager and talent agent, is general counsel for the firm.

'Special' LP's

• Continued from page 17

of Beethoven's "Pathétique" and "Moonlight" sonatas, and these will be brought out back-to-back.

The commercial "plug" item in the Red Seal category for November will be Grofe's "Grand Canyon Suite," as newly cut by Arthur Fiedler and the Boston Pops ork. This will be backed by Aaron Copland's "El Salon Mexico."

In the pop category, Victor will place special emphasis on "Champagne for Dinner," a set of mood music composed and recorded by Armando Trovati, an orchestral conductor "in the Melachrino-Mantovani manner," who is contracted to the RCA label in Italy.

Regarding the position of the \$1.98 Camden line under the new Victor set-up, Marek suggested that Camden's new output may not be confined to transfers from old shellac cut-outs in the future.

Wemar Sues

• Continued from page 17

\$5,000 to Lion, which sum would be returned when royalties accrued.

In view of the 50 per cent offer by Lion, Wemar claims it secured a Teresa Brewer recording on Coral, and the disk subsequently made the best-selling chart. In view of this effort, Wemar claimed the 50 per cent interest.

Lion, the complaint alleges, breached the agreement by assigning the tune to Meridian.

As to the \$5,000 advance, Wemar in its complaint stated it sent Lion \$2,500 as part payment, but Lion subsequently returned the money.

Music as Written

• Continued from page 19

to a term contract by King Records. His first disk will be a Christmas tune.

Joe Leibowitz of Premium Records has inked Vikki Nelson, a new r.&b. thrush. . . . Lyle (Spud) Murphy, one-time arranger for Benny Goodman, who has been teaching music in recent years, has returned to performing via his first LP for Contemporary Records, scheduled for November release.

Hollywood

Milt Deutch has booked Helen Humer and the Red Norvo Trio for three weeks of dates in Australia. . . . Ann Weldon set for two weeks at the Hollow Egg, San Francisco. . . . Peggy Lee returned to Hollywood following three weeks of dates in the East. . . . George Gobel will introduce "Thanksgiving Song," penned by Farlan Myers and Hal Levy, on his teleshow November 19. . . . Harry James, due in next week from two months of TV appearances and one-nighters, opens at the Hollywood Palladium November 9. . . . Gloria Woods, Coral Records artist who just completed a featured role in M-G-M's "Gaby," inked a personal management pact with Gabbe, Lutz & Heller. . . . Jerry Fielding, musical conductor of the Royal Nevada Hotel in Las Vegas, has been signed for a weekly musical stint via CBS. . . . Freddy Martin, who holds the longevity record for name bands at the Ambassador Hotel's Coconut Grove, moves to the Boca Raton Club in Miami for four months starting December 7. Grove shutters in January for a complete overhaul. . . . Russ Morgan ork set to do a chain of one-nighters in California. . . . Bill Loeb has set the Hi-Lo's for an upcoming CBS-TV spectacular. . . . Publisher Leon Rene left for New York last week to promote his Oscar McLollie recording of "Convicted." . . . Composers and Lyricists' Guild set to hold simultaneous meetings in Hollywood and New York November 8. . . . Sammy Fain, composer of the hit tune, "Love Is a Many-Splendored Thing," guested at Hal Levy's lyric writing course at UCLA last week. . . . Bethlehem Records has scheduled a second Frances Faye recording session, with label topper Red Clyde due here to record the singer. . . . Marais and Miranda inked to record special African themes for the forthcoming "I Found Albert Schweitzer" stanza on "I Search for Adventure." . . .

Columbia Offers

• Continued from page 16

for 7, 10 and 12-inch disks (50 sheets each), plus mailing containers for all three sizes (25 each). Dealer price thru distributors for the kits will be about \$10. Replacement units will also be made available. The diskery expects dealers to tie in the wrap and certificate services.

Classical disks due in the November release include sets by the Philadelphia Orchestra, the Budapest String Quartet and Sir Thomas Beecham. A special package features Lotte Lenya in Kurt Weill songs.

On the pop side Columbia has a sound track LP of the Paramount flicker "The Rose Tattoo," and LP's by Doris Day, Xavier Cugat, Sarah Vaughan and Herb Shriner. Three new LP's are somewhat piquantly titled "Music for Bachelors," "Music for the Engaged" and "Music for Baby-Sitters." Among the seven jazz LP's also due are packs by Teddy Wilson, Gene Krupa, Count Basie, Lenny Hambro and the Calvin Jackson Quartet.

'Cole Story'

• Continued from page 16

sluff-off by Universal (affiliate company of Decca), it is still going along with a joint-promotional push on the picture and is contributing over 3,000 copies of Cole's earlier hit this year, "Darling Je Vous Aime Beaucoup," for promotional use by theater exhibitors and Universal field men across the country.

Race On for Hit Yule Tune

• Continued from page 16

records is too short to benefit sheet sales in the song's first year, and that few of the songs last even beyond that first plug season. Most stations, of course, will not allow a holiday disk to be played before Thanksgiving.

As for "Rudolph," this one appears to be heading into one of its biggest years. The publisher already has all of the rack orders, and reports sheet sales ahead of last year's. To date, in seven seasons, the tune has sold more than 2,000,000 copies.

Among the new recordings are those by the Four Aces (Decca), the Three Suns and also the Walter Schuman Voices (RCA Victor), Dennis James (Kapp), George Feyer (Vox), and others on Wing and Merlin.

Hill & Range

Hill & Range, besides the five new tunes, is going to work on five older issues. The new plug, "Nuttin' for Christmas," blueprinted for the major action, has been cut by both Eartha Kitt and Homer and Jethro for Victor, Stan Freberg (Capitol), Ricky Zahnd (Columbia), Art Mooney (M-G-M), Stuart Foster (Little Golden) and Joe Ward (King). Other new tunes from the Aberbach combine are "Christmas, Christmas," cut by George Beverly Shea (Victor); "Italian Jingle Bells," by Lou Monte (Victor); "Santy's Movin' On," by Homer and Jethro (Victor), and "What Is Christmas?" by Jack Pleis (Decca).

Perhaps most typical of this year's attitude is Coral's list of contenders. Only two new singles have been cut, these by the McGuire Sisters and by Dorothy Collins. The latter's two sides, which artists and repertoire chief Bob Thiele believes are "exclusives," are being kept under wraps. But the McGuire's sides are both properties to which the parent Decca firm is linked. One is "I'd Like to Trim a Christmas Tree With You," in Decca's Northern Music, and the other is a song based on Loretta Young's standard Decca album of "The Littlest Angel." Again, "exclusives."

Columbia, altho it will once

Audio Issues 4

• Continued from page 17

unabridged works of the "Autobiography of Benjamin Franklin," an anthology titled "The Best of Mark Twain," Howard Pyle's "The Merry Adventures of Robin Hood," and the "Confraternity of Christian Doctrine Text." Last named package, consisting of 30 records, is the Catholic version of the Bible and is narrated by Father Robert L. Gannon.

Thomas Mitchell has been commissioned to read the Fund for the Republic project, later titled "The Trial of Socrates" and consisting of two complete books, "Apology" and "Crito."

Tierstein also disclosed a change in production of the firm's 16^{3/4} records, with new releases bearing label copy and carrying similar center hole dimensions as a 45 r.p.m. recording.

With more phonograph manufacturers adding the fourth speed (16^{3/4}), Tierstein expressed the belief that the company might soon be in a position to discard the adaptor sold in conjunction with the label's product. To date Admiral, Motorola, Zenith and V-M include the four speeds on their line of home phonographs.

again push its hit-heavy backlog of Christmas standards, is placing heavy emphasis behind its new child warbler discovery, Ricky Zahnd, and his "Nuttin' for Christmas," but also behind an "exclusive" in BVC's "Rootie Tootie Kewtee."

One thing already is certain—despite the vows of all diskeries as late as the summer months to play the yule "cool," there will be the usual avalanche of old, new, exclusive and not-so-exclusive Christmas disks, of which not more than a handful will account for the overwhelming majority of sales and spins.

JATP Gross

• Continued from page 16

ing activity in New York, and then take off for London where he will set the annual European JATP tour. Tho no firm plans have as yet been made for the JATP overseas jaunt, Granz revealed that the troupe will play a week of charity dates in Israel next year.

Meanwhile, Bernie Silverman, national sales manager for the Clef and Norgran platteries, set December 16-18 for the annual convention of the firm's distributors. A total of 70 distributors and their guests are expected to attend the meet in Las Vegas.

Clef Records this week released seven 12-inch packages comprising conversions of former 10-inch JATP concerts. Albums are tagged (i.e.) New Volumes 1-7, with one LP of several concerts now offered at a \$3.98 list as opposed to a similar list for the old 10-inch package.

DIRECT From The Orient . . . our NEW HIT

THE JAPANESE FAREWELL SONG

Sensationally recorded by
KAY CEE JONES
on Marquee

RANGER MUSIC, INC. 1515 Broadway New York 19, N. Y.

nuttin'???

WANT SONG COLLABORATOR

SUCCESSFUL Adman with composing hobby has variety good songs. Wants collaborator with Publisher and A&R contacts. References exchanged.

BOX D-161
c/o The Billboard
Cincinnati 22, Ohio

nuttin'!

3 Hits to Program!

"REMEMBERING"

"I WANT TO GO WHERE YOU GO, THEN I'LL BE HAPPY"

"I NEVER KNEW"

BOURNE, INC. 134 W. 52d St. N. Y. C., N. Y.

nuttin'!!!

"TWINKLE TOES" and the Crew Cuts

RETURN BIGGER THAN EVER THIS CHRISTMAS ON MERCURY RECORD #70491

Frederick Music Co. - B.M.I.



MR. DEALER!
WANT ACTION?

Stock this one: Sales will pour in

PATTY ANDREWS

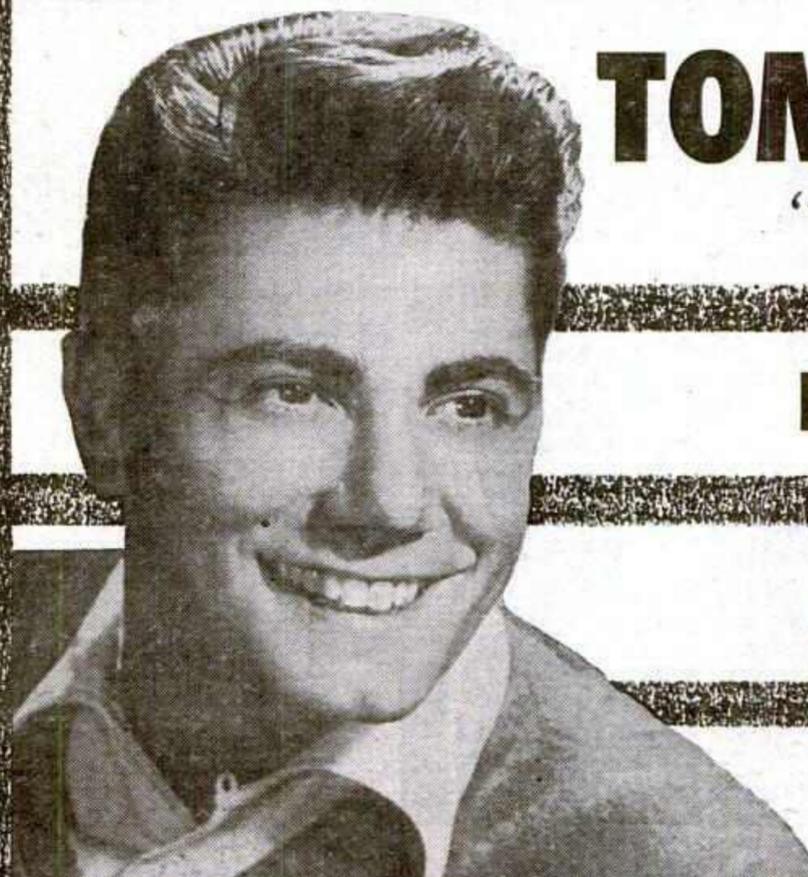
**THE RAINS
CAME DOWN**



b/w

I'LL FORGIVE YOU

record no. 3268

TOMMY LEONETTI
"The New Teen-Age Rage"

HEARTLESS

SOMETIME

record no. 3274

Already breaking big in Cincinnati and Cleveland...this is hot for big sales!!

**Kit
Carson**

**BAND
OF
GOLD**

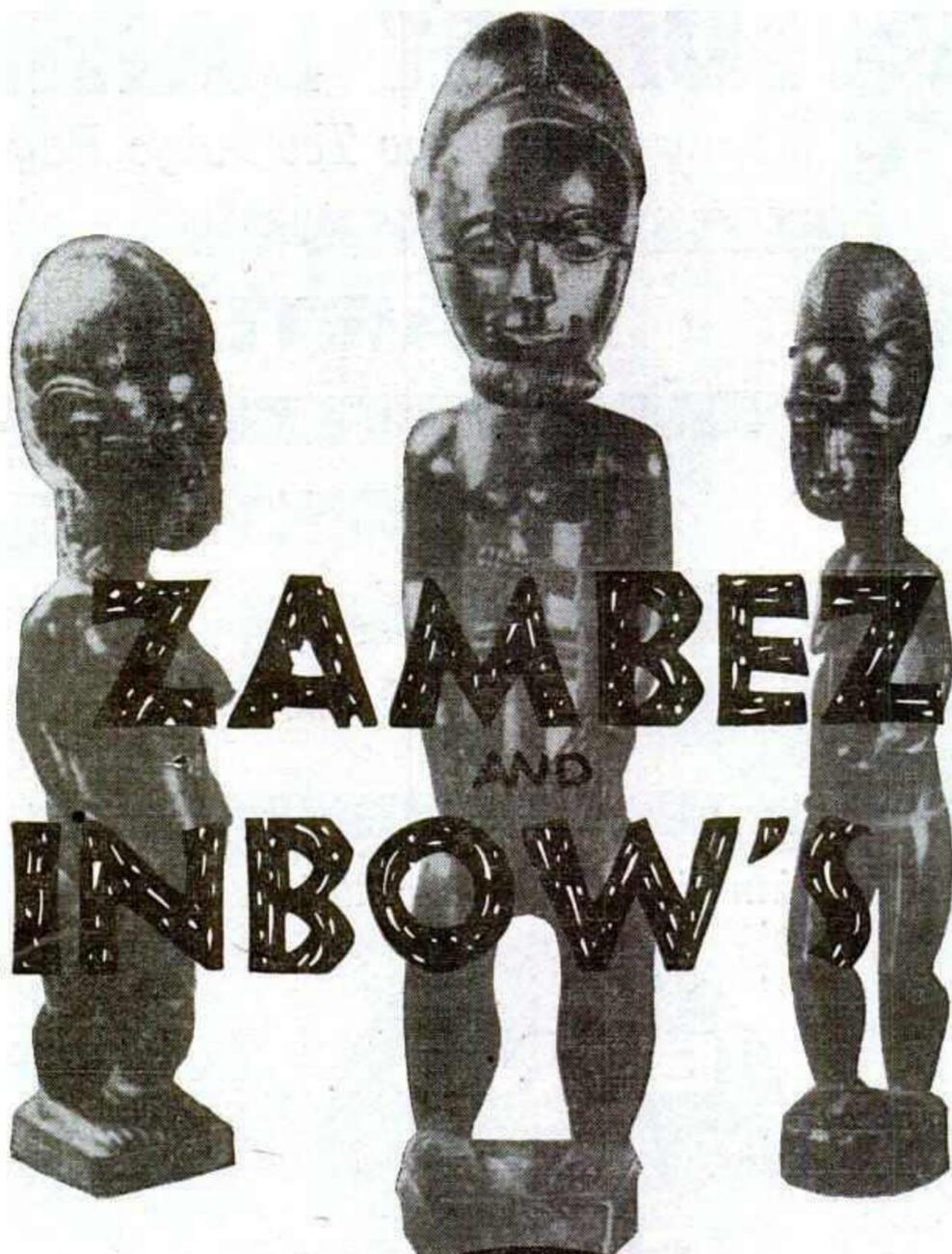
**CAST YOUR
BREAD UPON
THE WATERS**
record no. 3283



*a new artist...a new sound
and two new songs that make
a positive selling combination!*

LOU BUSCH

conducts a
musical journey to



ZAMBEZI AND RAINBOW'S END

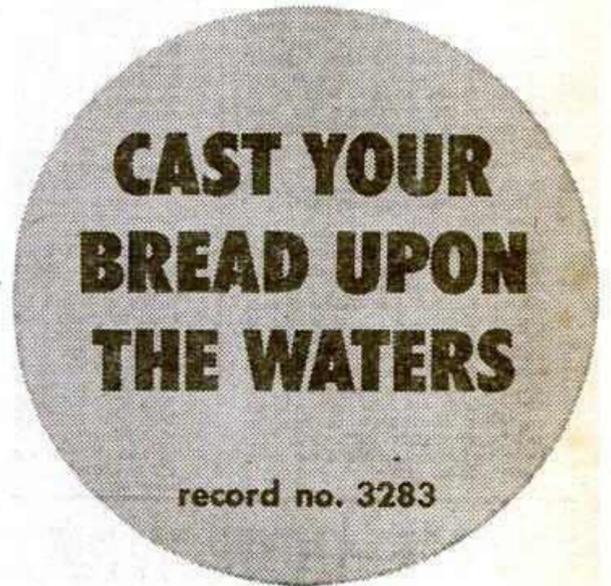
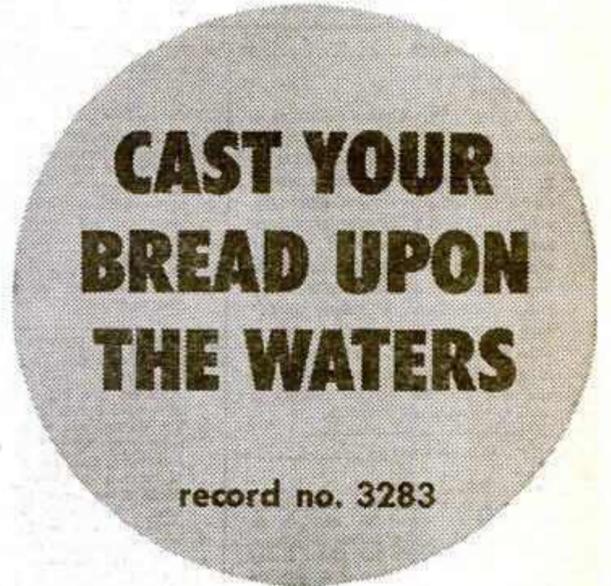
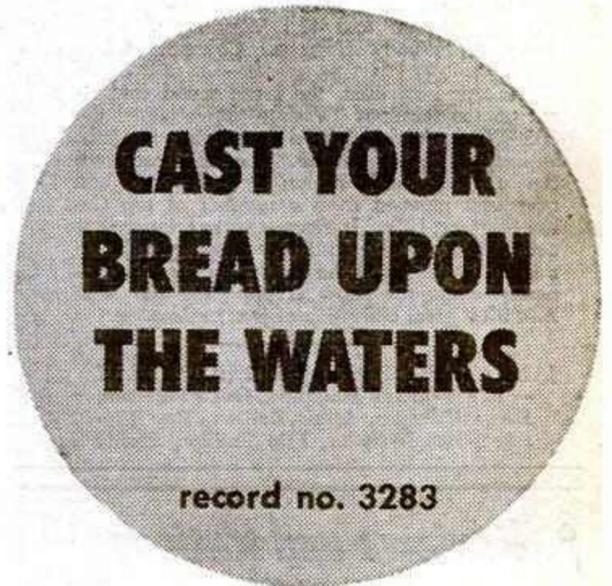


record no. 3272

Already breaking big in Cincinnati and Cleveland...

this is hot for big sales!!

The Original!



record no. 3283

• **Review Spotlight on . . .**

ALBUMS

Popular

MISS SHOWBUSINESS: JUDY GARLAND
(1-12)—Capitol W 676

This package contains many of the songs most commonly associated with Miss Garland. A number of them are taken from the act she did in the now famous New York Palace Theater stint and repeated on her recent TV bow on the Ford Star Jubilee. It's been out only three weeks and has already hit The Billboard's Pop Album charts. There's tremendous sales potential here and if any dealer missed out on the first go-around, the word is get it on the shelves fast.

Jazz

\$64,000 JAZZ (1-12) — Benny Goodman, Louis Armstrong, Eddie Condon, Harry James, Buck Clayton, Duke Ellington, Dave Brubeck, Pete Rugolo, Sarah Vaughan, J. J. Johnson and Kai Winding, Erroll Garner, Woody Herman. Columbia CL 777

As this is written, the jazz-minded contestant on the fabulous TV show has attained the \$32,000 mark, which is a great plug for jazz, and especially for this LP. The collection itself is like a de luxe "sampler," with the best and near best gleaned from a number of top Columbia jazz LP's. It figures to get immediate action if displayed, and any dealer would be missing a sure bet if he didn't display it prominently while the show is providing the heat. And it's a great collection of jazz besides.

JAZZ AT THE PHILHARMONIC, VOL. 17
(3-12)—Lionel Hampton, Oscar Peterson, Dizzy Gillespie, Louis Bellson, Roy Eldridge, Ben Webster, Flip Phillips, Buddy

DeFranco, Buddy Rich, Bill Harris, Ray Brown, Herb Ellis. Clef MG Vol. 17

Like its two most recent predecessors in Norman Granz' "straight from the concert" JATP disk series, this is presented as a complete concert program, most of which, in fact, was cut in 1954 in Hartford, where Granz traditionally opens his annual tour. There has been, in the JATP issues, as in JATP itself, a steady musical growth away from the early exhibitionism for its own sake, and this has been attained without sacrificing the electrical excitement that can be generated via Granz' judicious juxtaposition of jazz stylings. This is quite a show, with lyrical as well as visceral moods. The name value, and that of JATP alone, plus the usual David Stone Martin cover and packet of photographs, make this box a likely holiday item for almost all brands of jazz fanciers.

Classical

GOLDEN JUBILEE CONCERT A(1-12)—Josef Hofmann, Piano. Columbia 5 ML 4929

Here is one of the most fascinating disk releases of this or any year. And its appeal will not be limited to a small circle of connoisseurs, but is certain to spread over a far larger segment of the disk-buying public than normally is the case with a piano album. The set is composed of diskings waxed at Hofmann's recital (in 1937) marking his 50th year before the American public. The rather primitive sound, by today's standards, is no bar to the enjoyment of performances by one of the truly great giants of the keyboard. Heard are a number of Chopin selections, plus others by Rachmaninoff, Mendelssohn, Beethoven and Moszkowski. Included in the package is an absorbing and elaborate booklet with an appreciation of Hofmann by Abram Chasins and clips of reviews spotlighting the impact of Hofmann's early appearances in the United States.

heads as well as supporting fem singers. Should have a ready market among the juve element.

THE STORY OF CHRISTMAS 75
Epic Choir (1-12")
Epic LC 3144

A highly decorative package will have a lot to do with selling this, aside from its timely contents. The liner takes the form of an eight-page booklet, inside pages being of fine heavy gloss paper. There's a full page reproduction of "Madonna and Child" together with other religious prints of ancient vintage. The entire story of the nativity is told in selected biblical passages in these pages. On the record itself, there are 18 songs and carols covering every possible Christmas mood, sung effectively by the Epic Choir, directed by Peter Sozio.

KAY STARR: IN A BLUE MOOD 75
(1-12")
Capitol T580

Capitol, Kay Starr's former label, has gathered together a dozen items which present the chanteuse at her bluest best. Miss Starr, of course, has many fortes; but for purposes of atmosphere and mood this selection of tunes makes sense, and includes "I Got It Bad and That Ain't Good," "What Will I Tell My Heart," "A Woman Likes to Be Told," "He's Funny That Way," etc. Hard to tell at this point how Miss Starr's present slow streak in the singles field will affect her as a catalog artist.

ARTIE SHAW ON THE SHANDSTAND 69
(1-10")
Epic LN 1102

Tho the die-hard Artie Shaw fans will perhaps enjoy hearing this platter, the unfortunate truth is that the material adds up to a below par selection. The old theme song "Nightmare" is here with one good jump tune, "Non-Stop Flight," from the late thirties' rep but the recording of "A Pretty Girl Is Like a Melody" is definitely inferior and not one the band is remembered for. All three numbers on side two fall into about the same disappointing category.

ITALIAN FOLK SONGS AND DANCES 65
(1-10")
Folkways FP 915

The word "folk" is not taken lightly here, as so often is the case in such packages. These are authentic performances by native groups of indigenous Italian material that is constantly charming and diverting. Sales could be promoted successfully to folk collectors.

SOUNDS OF CARNIVAL 59
The Midway, Merry-Go-Round Music (1-12")
Folkways FPX 126

Barkers, thrill acts, carousel music—the myriad sounds of the carnival, and its raucous atmosphere, are captured in this LP, one of the interesting projects of Moe Asch. An attractive feature of the package is a pamphlet of notes by Charles Edward Smith on carnival and circus lore, with fascinating anecdotes and pictures. Will interest kiddies and adults, for there is much educational material here.

Jazz

THE SHEARING SPELL 81
George Shearing Quintet (1-12")
Capitol T648

The pianist's shift in labels, after all these years, is not accompanied by

• **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.

Music Classical Best Sellers

1. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowsky)..... RCA Victor LM 1984
2. OFFENBACH: CAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
3. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) RCA Victor LM 1893
4. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy)..... Columbia ML 4888
5. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch) RCA Victor LM 1900
6. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathetique")—Boston Symphony (Monteux) RCA Victor LM 1901
7. TCHAIKOVSKY: ROMEO AND JULET FANTASY OVERTURE; 1812 OVERTURE; MARCHÉ SLAV—Philadelphia Orchestra (Ormandy)..... Columbia ML 4997
8. VERDI: AIDA—Milanov, Rome Opera Orchestra (Perlea)..... RCA Victor LM 6122
9. GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F—Katchen, Mantovani Orchestra..... London LL 1262
10. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner) RCA Victor LM 1903
11. IBERT: ESCALES; RAVEL; BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy)..... Columbia ML 4983
12. THE SERIOUS GERSHWIN—Morton Gould..... RCA Victor LM 6033
13. STRAVINSKY: LE SACRE DU PRINTEMPS; PETROUCHKA—Philadelphia Orchestra (Ormandy) Columbia YL 5030
14. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini)..... RCA Victor LM 6009
15. THE FAMILY ALL TOGETHER—Boston Pops Orchestra (Fiedler) RCA Victor LM 1879
16. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) Columbia ML 4965
17. PUCCINI: MADAME BUTTERFLY—de Los Angeles, Rome Opera Orchestra (Gavazzeni)..... RCA Victor LM 6121
18. TOSCANINI OMNIBUS—NBC Symphony (Toscanini)..... RCA Victor LM 6026
19. COLORATURA-LYRIC—Maria Callas..... Angel 35233
20. CRIEG: PEER GYNT SUITES, NOS. 1 AND 2; BIZET: L'ARLESIENNE SUITES, NOS. 1 AND 2—Philadelphia Orchestra (Ormandy)..... Columbia ML 5035

• **Reviews and Ratings New Classical Releases**

HAYDN: SYMPHONY NO. 94 (SURPRISE); SYMPHONY NO. 101 (CLOCK) (1-12")—Rochester Philharmonic: Erich Leinsdorf, Cond. Entree RL 6621 78

Of the host which Haydn wrote, these two symphonies are just about at the top of the list of perennial favorites. Their coupling here in a low-priced package (\$1.98) makes this LP about as commercial as you can get. Artistic standards are far above what you would expect at the price; these are solid, musicianly performances. And the sound is good, too. Should be a rapid seller.

MOZART: THE ABDUCTION FROM THE SERAGLIO (2-12")—Maria Stader, Ernst Hafliger, Josef Greindl; RIAS Symphony and Chorus; Ferenc

any radical change in style. Indeed, if anything stands out here, it is simply that he is saying what he has been saying a long time—but with greater refinement. A new high, in terms of his own idiom, is the subtle, chastely conceived "Moonray." Shearing's most significant experimentation continues to be in Afro-Cuban stylings of standards; "Out of This World" and "Strange" are particularly successful essays. The work of Jean Thielemans on guitar and harmonica once more must be specially singled out in this rich, well programmed package. Easy sales are predicted.

DUET: 89
Stan Kenton and June Christy (1-12")
Capitol T656

A great many pop as well as jazz buyers will be attracted to this distinctive program of intimate, jazz-oriented vocal stylings by the one-time Kenton vocalist. Kenton at the piano is the sole accompanist, and while he isn't the most fluid pianist, his Ellington-like chordings are sympathetic. The titles include fairly obscure show tunes and off-beat ballads, and Miss Christy turns in the warmest work we have heard from her. The people who have been buying Chris Connor should take just as quickly to her model.

THE "HAWK" TALKS 77
Coleman Hawkins; Tenor Saxophone (1-12")
Decca DL 8127

Recently, the standing of Hawkins has come once more to be what it was before it was fashionable to debunk all tenor men that antedated the cool school. Most of the material in this album (recorded at various times and with various groups in and 1953) is of the relaxed rhapsodic type known as "mood" music. Four of the tunes cushion Hawkins' horn against strings and show off his melodic power; others feature him in swinging Afro-Cuban settings; yet others are remarkable for their displays of improvisation. In all, a great jazz voice is heard and ought (Continued on page 28)

Fricasy, Cond. Decca DX 133 77

With the exception of an older set on London this is the only complete LP treatment of the comic and highly enjoyable opera. It bubbles with joyful melody and gives quick pleasure to almost any listener. Of all the singers in the cast—each is more than competent—basso Greindl as the Pasha takes top honors, but the support given by Fricasy and the orchestra adds body to the satisfying performance. Attractive packaging by Decca and good engineering add plus factors that should be reflected in strong sales among opera lovers in this season of Mozart celebrations.

CHOPIN: NOCTURNES (COMPLETE) (2-12")—Jan Smeterlin, Piano. Epic SC 6007 74

Smeterlin is entirely convincing in these poetic readings of some of the most personal and tenderly romantic music ever written. At least one reviewer, however, failed to take the jacket advice and was bold enough to listen to these disks in the daylight. They still provided great pleasure. Only deficit is the low level which permits the higher than average surface noise to gain undesirable prominence on occasion. The repertoire should make this an attractive seller, and Smeterlin will add his own considerable following to the fairly substantial market.

A JOHN CHARLES THOMAS RECITAL (1-12")—Camden CAL 244 72

There's plenty of character and style in these old sides by John Charles Thomas. They include "Take Me Back to My Boots and Saddle," "Mah Lindy Lou," "Gentle Annie" and many others from the Victor vaults. For non-hi-fi customers, the sound is good enough; and the package is attractive at the price. Will attract buyers from pop as well as classical backgrounds.

SCHUBERT: SCHWANENGESANG; BEETHOVEN: GELERT LIEDER (1-12")—Inez Matthews, Mezzo-Soprano. Period SPL 717 67

In certain similarities and in certain deficiencies, Inez Matthews brings Marian Anderson to mind. She has an opulence of tone and instinctive dramatic gift that recall Anderson in her prime, but complete penetration and vocal mastery of the more difficult selections are not within Miss Matthews' grasp. The lighter, more lyric songs like the popular "Serenade" and "Das Fischermädchen" are delightful, as are most of the Gellert lieder of Beethoven. German-English texts for all the songs are provided.

EDWARD VITO — RECITAL NO. 2 (1-12")—Period SPL 721 66

The music itself is pretty bland stuff and simply points up the paucity of distinguished harp music, but the gentle rippling quality of the instrument, and especially when coupled with the flute, as it is on one complete side here, makes for pleasant, in effect, "mood music." Vito, a competent harpist long associated with NBC, does what he can with pieces by Spohr, Tournier, Granjany—and with flutist Jean Robert's works by Gretchaninoff, Schaposhnikoff, etc.

• **Reviews and Ratings of New Popular Albums**

COLLEGE CLASSICS 82

Les Brown Ork (1-12")
Capitol T657
Les Brown's first Capitol album is a potent promotional item, which the leader himself is currently pushing in a big way during an extensive schedule of college dance dates across the country. The LP includes 11 swiny arrangements of the most popular alma mater themes—"Maine Stein Son," "Sweetheart of Sigma Chi," "Girl of My Dreams," "Betty Coed," etc. Each tune is wrapped up with a deft danceable beat. Dealers should reap considerable sales benefits on the package from sales to students as well as to nostalgic alumnae.

HARRY JAMES IN HI-FI 80
(1-12")
Capitol W654

Here's a collector's item with plenty of nostalgia appeal as well as an excellent sales come on for hi-fi bugs. Capitol has re-recorded 15 of Harry James' biggest wax hits over the last 16 years. All of his standout platters are there—"Sleepy Lagoon," "Cribbi-biribin," "You Made Me Love You," "Cherry," "I've Heard That Song Before," "I Cried for You" and "I'm Beginning to See the Light." Helen Forrest registers as strongly as ever on the vocals, and the hi-fi sound gives the old favorites a big plus listening-wise. Great deejay programming material.

TAMBOO 79
Les Baxter Chorus and Ork (1-12")
Capitol T655

This is a package full of lush tropical sounds. It's like a musical travelog to a flock of romantic far-off places like Havana, Mozambique, Rio, Bumba, Zambesi and Teheran, each one of which is a title of a number on the disk. This is exotic music, highlighting the insistent beat of unusual types of drums which help to set the Latin-American mood. The arrangements are rich and exciting employing many kinds of bells, as well as woodwinds and strings. The liner is colorfully done and the music lives up to the billing.

MUSIC AND MEMORIES:

SONGS BY GEORGIA GIBBS 78
(1-12")
Mercury MG 20071

Georgia Gibbs' success this past year in the singles market has undoubtedly raised her stature in the pop album field. Here she sings 12 standards, lovely ballads which set a mood and showcase her versatility. No r.&b. type material here, just fine relaxed performances of items including "He's Funny That Way," "What'll I Do," "It's the Talk of the Town," etc. Will sell well.

SWINGIN' ON CAMPUS! 78
Ray Anthony Ork (1-12")
Capitol T645

Anthony is a big dance band man on campuses across the country, and this LP should pull plenty of sales attention from his collegiate and teen-age following, as well as from older fans in search of swiny, comparatively unobtrusive music with a danceable beat. Selections include "Chloe," "The Lady in Love With You," "On the Alamo" and "Am I Blue."

JOE (FINGERS) CARR PLAYS THE CLASSICS 77
(1-12")
Capitol T649

Capitol's ultra-versatile artist Lou Busch (under his "Joe (Fingers) Carr" pseudonym) is a steady seller in the honky-tonk piano field. His ragtime treatment of 12 classical war-horses—"Melody in F," "Scarf Dance," "Waltz of the Flowers," "Anitra's Dance," etc.—spotlights his usual clean precision and taste. The cover photo—a hilarious parody on Liberace's candelabra-on-the-keyboard gimmick—is a standout.

AIN'T IT SOMETHIN'? 76
Somethin' Smith (1-10")
Epic LN 1105

Here's a 10-inch LP selection of six tunes by Smith and his group which the fans should go for big. Their big hit "It's a Sin to Tell a Lie" is here with other standards like "My Baby Just Cares for Me," "Five Foot Two, Eyes of Blue" and "If I Could Be With You One Hour Tonight." The "Something" guy has a way with a tune and he gets a chance to show all his wares, with help from the Red-

JUKE BOX WRAP-UP

Juke box operators in Detroit prepare talent-packed show for local teen-agers. Get co-operation from local disk jockeys, record artists and amateur talent. Deejays Bob Maxwell, Larry Gentile and Ted McCoy to steer event that will feature the Wilder Brothers, Bunny Paul, Pattie Jerome and Sunny Graham.

Music operators find multi-versions of pop singles add new problems to their record buying. Run down on tunes picked as top 10 on juke boxes, as compiled by The Billboard, shows 17 labels vying for honors, 44 artists and 46 versions.

for full details on these stories see Music Machines department on page 70.

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They've got everything!"*



New Hi-Fonic High Fidelity Wood Table Model three-speed automatic phonograph, shuts off after last record, Volume, Bass, Treble Controls, 3-speaker system. Use as floor or table model. DP-220 Mahogany, brass legs \$119.95*; DP-221 Blonde, black legs \$129.95*. Both UL Approved.



Portable High Fidelity Phonograph with two speakers features three-speed automatic phonograph and separate Volume, Bass, and Treble Controls. Comes in navy blue and gray, Model DP-231 \$79.95*. UL Approved.



Portable 45 RPM High Fidelity Phonograph has automatic changer. Speaker has extra heavy magnet. Beautiful light brown case with luxurious gold beading. Separate Volume, Bass and Treble Controls. Model DP-920 \$59.95*. UL Approved.



Three-Speed Manual Portable Phonograph weighs only 8 lbs. . . . light enough for a child to carry. Self-starting, constant speed turntable has permanent 45 RPM adapter. Separate Tone and Volume Controls. Handsome two-tone gray with smart gold beading. DP-580 \$29.95*. UL Approved.

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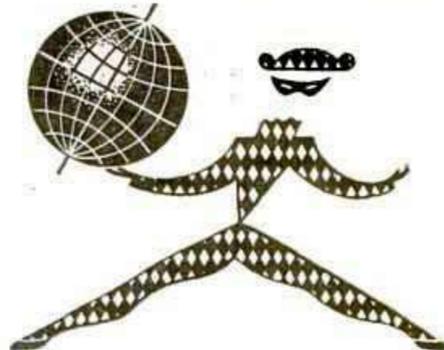
You'll get fast, easy sales when your Holiday customers spot these versatile new Decca Phonographs. There's a model for every taste and every pocketbook. While only a few of the models are shown here, the complete line is featured in ads, direct mail, and point-of-sale literature. Contact your Decca branch or distributor now for new merchandising aids and full details on this fast-selling line.

*Suggested List Prices
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Table, Floor, or Portable Automatic Phonograph with removable wrought iron legs that can be carried right in the case. Three-speed automatic changer has complete automatic shut-off after last record has played. Separate Volume and Tone Controls give you perfect reproduction. Light-weight pick-up arm is easy on your records. Rich maroon with contrasting gray fits decor of any room. Model DP-530 \$54.95* (legs extra). UL Approved.

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of Sound...*

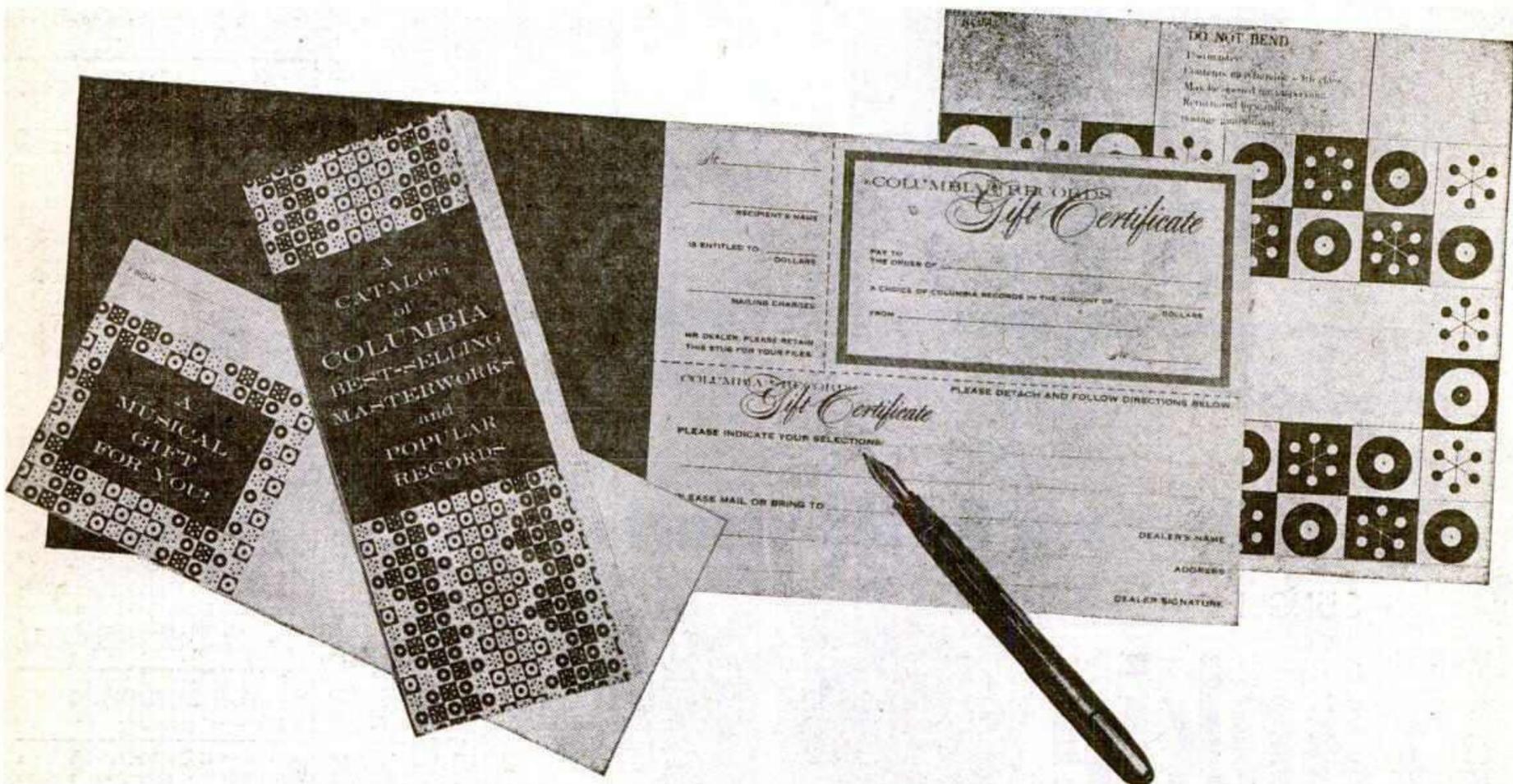


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A year-round gift wrapping and gift certificate plan!



A "Wrapped Up" Package for Extra Sales!
Your Customers Can Have Records Gift
Wrapped and Sent Anywhere They Like. It's
Great for Christmas—Creates New Sales All
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Columbia Gift Certificate Plan

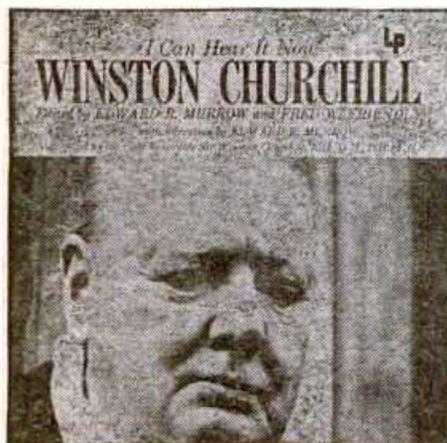
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2. Certificate is sent to recipient in special envelope with a catalog of best-selling Columbia Records on "LP" and 45 RPM from which he makes his choice.
3. The recipient chooses the records he wants, fills out the certificate and returns it to you. **YOU FILL THE ORDER.**

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Herb Shriner on Stage! CL 774

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HANDS OFF

First And Best Pop Version

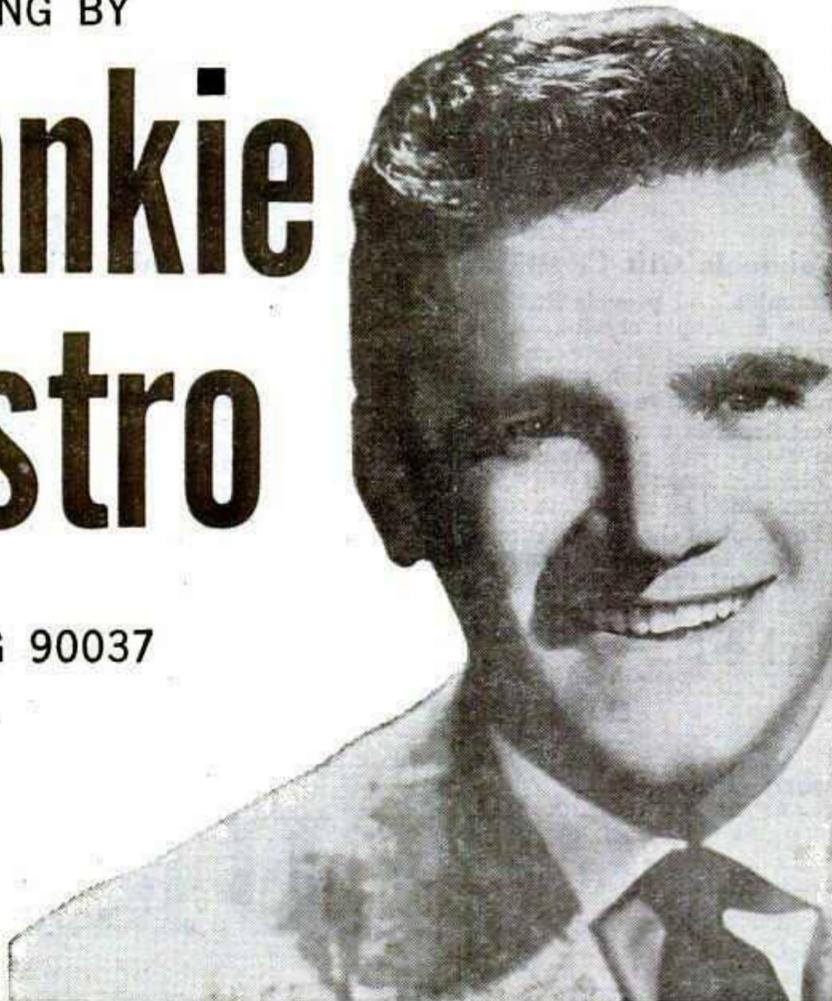
COUPLED WITH

In The Kingdom Of My Heart

SUNG BY

Frankie Castro

WING 90037



WING RECORDS
A SUBSIDIARY OF MERCURY RECORD CORP.

Ratings of New Popular Albums

Continued from page 24

to stimulate sales among a broad cross-section of jazz customers.

FLOW GENTLY, SWEET RHYTHM...73

Charlie Shavers, Trumpet; John Kirby Ork (1-10")
Period SPL 1113

About 15 years ago, the John Kirby band, largely due to its weekly national broadcasts, enjoyed strong popular support. Their brand of playing was soft and subtle, the kind that keeps listeners' toes tapping while never abusing their eardrums. While Kirby himself has since died, the members of his original group are still very much with us, and are re-assembled here to re-create his relaxed, melodious music. Slightly old-fashioned in sound and style, this disk nevertheless will have more than nostalgic appeal. Excellent in solo roles are Shavers on trumpet, Russell Procope on alto and Buster Bailey on clarinet. Maxine Sullivan handles the vocals here, as she did on the broadcasts.

GEORGE LEWIS AND HIS NEW ORLEANS STOMPERS, VOL. 372

(Blue Note BLP 7027)
Another enjoyable—and authentic—New Orleans program that abounds in even more kicks than Lewis' previous two. The long association of all the instrumentalists with the idiom (and with the New Orleans scene itself) gives them a comfortable, well-integrated ensemble sound that does not disguise the individuality of soloists like Jim Robinson on trombone and "Kid" Howard on trumpet. Lewis' clarinet is still the outstanding feature, and he blazes a merry trail on lesser known New Orleans standards like "Mahogany Hall Stomp," "See See Rider Blues," "Gettysburg March," "Walking With the King," etc. New Orleans fans have a treat in store.

AFRO-CUBAN KENNY DORHAM71

(1-10")
Blue Note BLP 5065
There are good names here, and an often exciting brand of jazz over a mostly Cuban rhythm. Dorham is a fine modern trumpeter and then there are J. J. Johnson, trombone; Hank Mobley, tenor; Horace Silver, piano; Oscar Pettiford, bass; Art Blakey, drums, etc., all of whom have plenty to say. If pushed, this could sell nicely to moderns.

SIR CHARLES THOMPSON TRIO66

Sir Charles Thompson, Piano; Skeeter Best, Guitar; Aaron Bell, Bass. (1-10")
Vanguard VRS 8018
Tho Thompson is a fine jazz pianist, and a real rock in a Kansas City-type rhythm section, this solo collection is not completely ingratiating. However, everything he does swings, and in one selection, "Best By Test," he indulges in some highly imaginative bop-derived improvisation that justifies the price of the set.

THE GELLERS65

Lorraine Geller, Piano; Herb Geller, Alto Sax; Keith Mitchell, Bass; Mel Lewis, Drums (1-12")
EmArcy MG 36024
Herb plays alto sax and wife Lorraine plays piano. Both are in the modern idiom and they play in a fluid style. Herb plays with a strident Charlie Parker-like tone, only more so, but he fingers his horn at hot rod speed, and there lies his appeal. Comparative newness of the artists and the lack of any momentous happenings hereon won't make for too easy selling.

LOU MECCA QUARTET62

(1-10")
Blue Note LP 5067
At present, Mecca doesn't have enough of a name to insure easy sales, and the music itself is not particularly startling. Mecca plays an even staccato type of single string guitar, with little variance of mood or color. Real guitar addicts may want to round out their collections with this, however.

Country & Western

DANCE-O-RAMA 75

(7-10")
Decca DL 5561-7
This series of seven packages of country dance music represents a colorful slice of American music and an ambitious project on the part of Decca. The series lends itself admirably to point of sale display, and the label has prepared special point of sale material for this purpose. Promotion-wise, the series will get strong treatment at the deejay and other levels, and this should materially affect consumer sales. Artists in the series are Milton Brown, Bob Wills, Spade Cooley, Adolph Hofner, Tex Williams, Grady Martin and Billy Gray. Most of the recordings are new. Those which are not—as the sides of the late Milton Brown—add a good historical touch. Series should have a strong sale in country markets, and is definitely worth stocking in those metropolitan centers which are showing an increased dollar volume in country sales.

GENE CRABB

I've Tried53
RURAL RHYTHM 229 — Country performers essay the r.&b. idiom, and end up in a pop groove, very badly recorded. Guitar sparkles thru somewhat. (Four Star Sales, BMI)
Gotta Have a Woman....50
Poor blues material, poorly sung and poorly recorded. (Four Star Sales, BMI)

Waxing Party

Continued from page 16

mately 16 disk jockeys in the area, all of whom will have specially designated spots on the fieldhouse floor, where they will meet their fans in person.

Fast Pressings

Victor plans to strike while interest is still hot, and will release one of the records cut in the Detroit area within three days after the actual slicing.

The actual recording will be supervised by the diskery's top singles artists and repertoire man, Joe Carlton, and recorded by Chief Engineer Bill Miltenberg. Also in attendance will be Bill Bullock, general manager of the singles division; Jack Burgess, sales manager; Jerry Thorpe, public relations topper, and flack Ann Fulchino.

Some top RCA brass also may be on hand to observe the effectiveness of the admittedly expensive promotion, and arrangements have been made to have the event covered by NBC-TV's "Wide World" Sunday show, which will highlight this affair as the weekly event in its continuing study of the nation's teen-agers.

Harms, Witmark

Continued from page 16

Latter's position is that sales of the disks here make such payment mandatory under terms of the Copyright Act. Decca counters this with the statement that royalties are payable by the manufacturer, and that the American diskery merely acted as distributor in the case of the disputed disk.

Should Decca establish its point in court, the decision could have significant bearing on the activities of other publishers and manufacturers. London Records, for instance, markets many English-pressed disks here. A London exec, however, this week stated that all royalties are paid to publishers of record in this country. In some cases, it is understood, the diskery would come off better if it could pay European publishers, since royalty rates on medleys are often less abroad.

Harms and Witmark are asking for \$4,000 in mechanical royalties, based on an estimated sale of the imported "Crazy Otto" platter.

Bid Scramble

Continued from page 16

failed was Columbia, which for a short time was close to a deal on a concerto recording with the Philadelphia Orchestra.

Tho Angel had released several Gilels LP's earlier, they were recorded in Paris by an Electric & Musical Industries affiliate under a non-exclusive arrangement.

It is expected that a similar push go get David Oistrakh into an American recording studio will take place when the Russian violinist arrives here in November for his first tour in this country.

Columbia Artists Management has finally completed arrangements for the tour, which will kick off here November 13 when Oistrakh appears as soloist with the Philharmonia Orchestra. Other dates have been set in Philadelphia, Chicago, Washington, Boston and Cleveland.

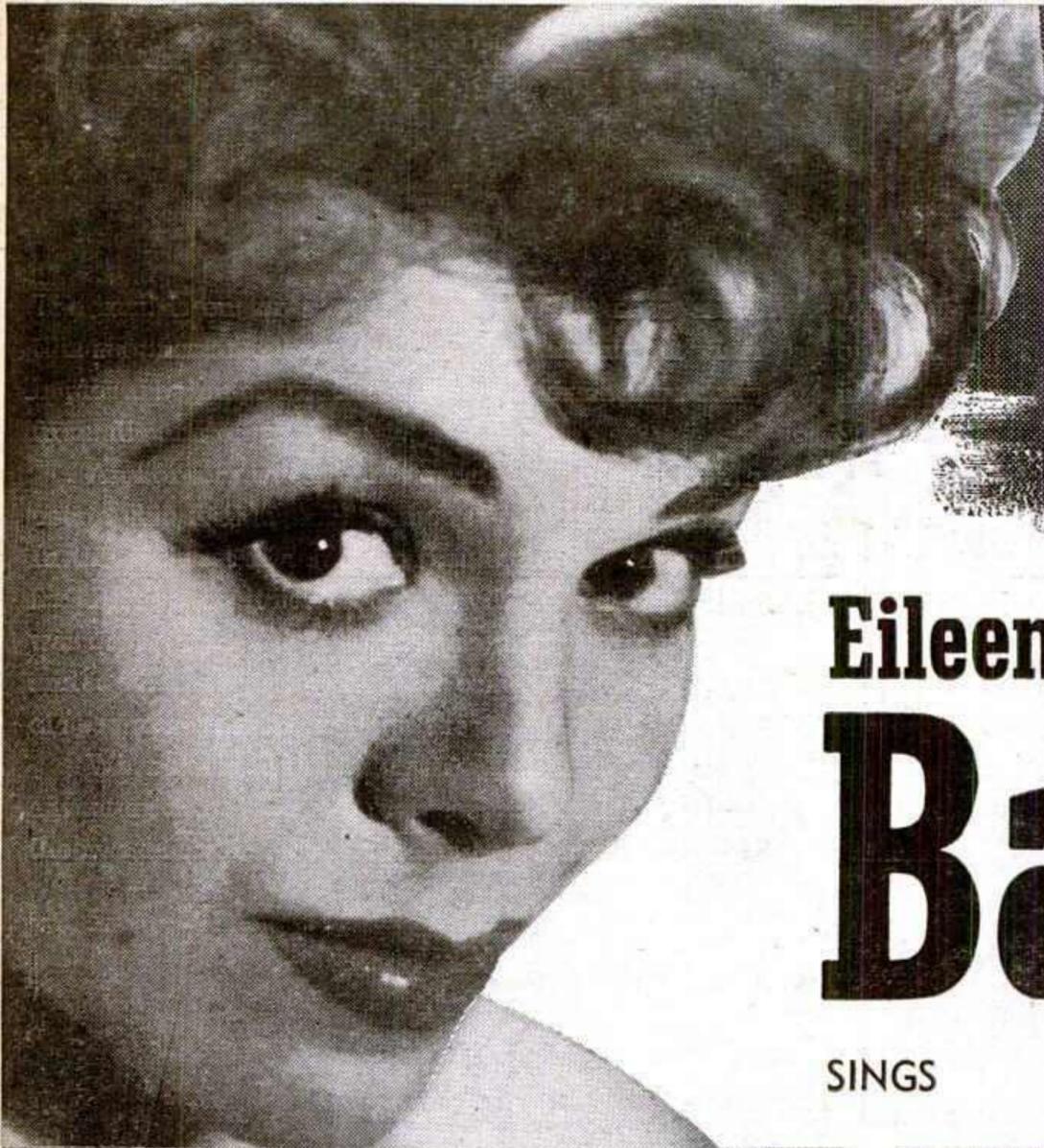
Sears' Disk Sales

Continued from page 16

maximum emphasis placed upon getting records out in the racks.

Tho its hardly the written policy of Sears, Roebuck or the major recording companies, the Sears chain, for all practical purposes, is reported receiving a 100 per cent exchange on all package goods. Sole exception here is reported to be Decca Records.

The new importance placed on disk volume by Sears is looked upon by the major platteries to be a major gain in broadening the scope of the record business. Building volume in such high-traffic outlets at Sears could well be the forerunner needed to break the resistance of other important chain merchandisers.



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BARTON
BALLADS

Eileen

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CORAL 61530

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America's Fastest Growing Record Company
(A subsidiary of DECCA RECORDS, INC.)

RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending October 26

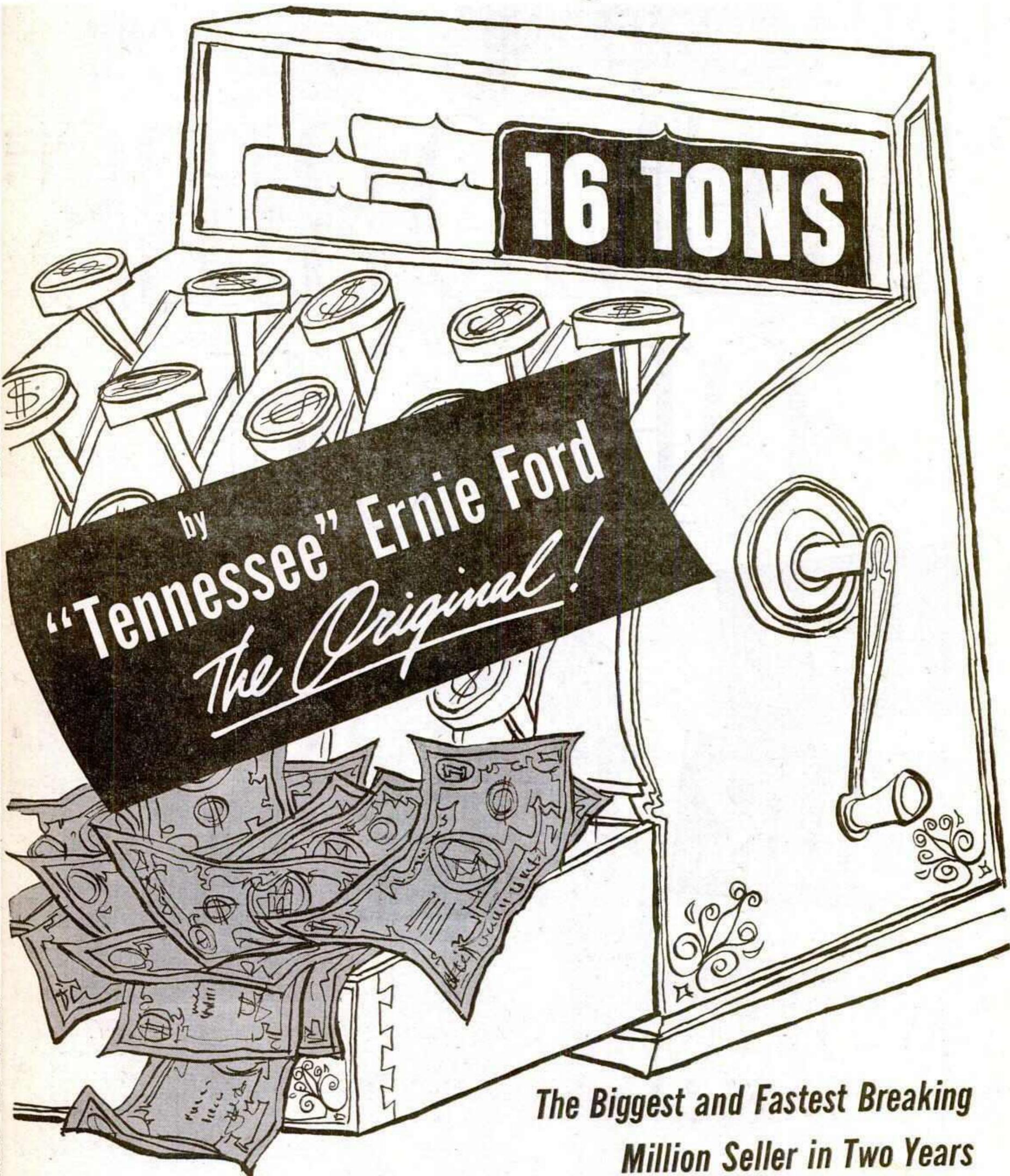
| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|---|-----------|----------------|
| 1. Love Is a Many-Splendored Thing | 2 | 11 | 6. Suddenly There's a Valley | 6 | 9 |
| By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Dou, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard. | | | By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORDS: G. Grant, Era 10003; J. Stafford, Col 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. La Rossa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard. | | |
| 2. Yellow Rose of Texas | 1 | 14 | 7. He | 9 | 7 |
| 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; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard. | | | By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORD AVAILABLE: K. Armen M-G-M 1208. | | |
| 3. Autumn Leaves | 3 | 11 | 8. Seventeen | 7 | 14 |
| By J. Mercer, J. Prevert, J. Kosma—Published by Ardmor (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 Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard. | | |
| 4. Moments to Remember | 4 | 9 | 9. Ain't That a Shame | 8 | 17 |
| By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard. | | | 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. | | |
| 5. Shifting, Whispering Sands | 5 | 8 | 10. Bible Tells Me So | 11 | 14 |
| By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: R. Draper, Mercury 70696; B. Vaughn, Dot 15409. RECORD AVAILABLE: Johnson Family, Vic. | | | By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615. | | |
| Second Ten | | | | | |
| 11. Only You | 15 | 6 | 16. Tina Marie | 14 | 13 |
| By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: L. Armstrong, Dec 29694; Platters, Mercury 70633; L. Dee, Wing 90015; Hilltoppers, Dot 15423. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard. | | | By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard. | | |
| 12. Wake the Town and Tell the People | 10 | 14 | 17. I Hear You Knockin' | 18 | 5 |
| By Gallop & Livingston—Published by Joy (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; M. Carson, Col 40537; L. Weik, Coral 61477. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard. | | | By David Bartholomew—Published by Commodore (BMI) RECORDS AVAILABLE: G. Storm, Dot 15412; S. Lewis, Imperial 5356. | | |
| 13. Black Denim Trousers | 12 | 7 | 18. My Bonnie Lassie | 15 | 7 |
| By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260. | | | By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208. | | |
| 13. At My Front Door | 17 | 4 | 19. Love and Marriage | 21 | 3 |
| By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513. | | | By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; F. Sinatra, Cap 3260; D. Shore, Vic 20-6266. | | |
| 15. Longest Walk | 13 | 12 | 20. You Are My Love | 20 | 5 |
| By Eddie Pola-Fred Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard. | | | By Nabbie—Published by Jubilee (ASCAP) RECORD AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066. | | |
| Third Ten | | | | | |
| 21. Croce Di Oro (Cross of Gold) | 26 | 2 | 26. My Boy Flat Top | - | 1 |
| By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London. | | | By Bennett and Young—Published by Lois (BMI) RECORDS AVAILABLE: B. Bennett, King 1494; I. Collins, Coral 61510. | | |
| 22. Maybellene | 16 | 12 | 27. Forgive My Heart | 24 | 2 |
| 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 Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP). RECORDS AVAILABLE: Nat (King) Cole, Capitol. | | |
| 23. I Want You to Be My Baby | 23 | 10 | 28. Hawk-Eye | - | 2 |
| 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. | | | By B. Bryant—Published by Showcase (BMI) RECORDS AVAILABLE: F. Laine, Columbia 40558; B. Lord, Columbia 21437; C. Miller, Mercury 70697. | | |
| 23. Someone You Love | 22 | 3 | 29. Song of the Dreamer | 26 | 13 |
| By Steven Michael—Published by Bradshaw (BMI) RECORD AVAILABLE: N. (King) Cole, Cap 3234. | | | By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: B. Brooks, Duke 142; E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard. | | |
| 25. No Arms Can Ever Hold You | 30 | 2 | 30. Same Ole Saturday Night | 24 | 7 |
| By Art Crafer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw, Decca; J. Young, London. | | | By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORD AVAILABLE: F. Sinatra, Cap 3154. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard. | | |

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

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(October 17 through 25)



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The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending October 26

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 | Leading side on top | Last Week | on Chart |
|-----------|--|-----------|----------|
| 1. | AUTUMN LEAVES (ASCAP)—R. Williams | 1 | 12 |
| | Take Care (BMI)—Kapp 116 | | |
| 2. | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces | 2 | 10 |
| | Shine On, Harvest Moon—Dec 29625 | | |
| 3. | YELLOW ROSE OF TEXAS (ASCAP)—M. Miller | 3 | 14 |
| | Blackberry Winter (BMI)—Col 40540 | | |
| 4. | MOMENTS TO REMEMBER (ASCAP)—Four Lads | 4 | 10 |
| | Dream On, My Love, Dream On (ASCAP)—Col 40539 | | |
| 5. | ONLY YOU (BMI)—Platters | 9 | 6 |
| | Bark, Battle and Ball (BMI)—Mercury 70633 | | |
| 6. | SHIFTING, WHISPERING SANDS (BMI)—R. Draper | 8 | 6 |
| | Time (BMI)—Mercury 70696 | | |
| 7. | HE (BMI)—A. Hibbler | 10 | 6 |
| | Breeze (ASCAP)—Dec 29660 | | |
| 8. | SHIFTING, WHISPERING SANDS—Parts I & II (BMI)—B. Vaughn | 5 | 7 |
| | Dot 15409 | | |
| 9. | BLACK DENIM TROUSERS (BMI)—Cheers | 6 | 7 |
| | Some Night in Alaska (BMI)—Cap 3219 | | |
| 10. | BIBLE TELLS ME SO (ASCAP)—D. Cornell | 7 | 9 |
| | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467 | | |
| 11. | MY BONNIE LASSIE (ASCAP)—Ames Brothers | 16 | 5 |
| | So Will I (BMI)—Vic 20-6208 | | |
| 12. | I HEAR YOU KNOCKIN' (BMI)—G. Storm | 20 | 3 |
| | Never Leave Me (ASCAP)—Dot 15412 | | |
| 13. | AT MY FRONT DOOR (BMI)—P. Boone | 17 | 2 |
| | No Arms Can Ever Hold You (BMI)—Dot 15422 | | |
| 14. | SUDDENLY THERE'S A VALLEY (BMI)—G. Grant | 15 | 5 |
| | Love Is (BMI)—Era 1003 | | |
| 15. | TINA MARIE (ASCAP)—P. Como | 12 | 12 |
| | Fooled (ASCAP)—Vic 20-6192 | | |
| 16. | FORGIVE MY HEART (ASCAP)—Nat (King) Cole | 18 | 3 |
| | SOMEONE YOU LOVE (BMI)—Cap 3234 | | |
| 17. | YELLOW ROSE OF TEXAS—J. Desmond | 13 | 13 |
| | You're In Love With Someone (ASCAP)—Coral 61476 | | |
| 18. | AIN'T THAT A SHAME (BMI)—P. Boone | 11 | 17 |
| | Tennessee Saturday Night (BMI)—Dot 15377 | | |
| 19. | SEVENTEEN (BMI)—Fontane Sisters | 14 | 11 |
| | If I Could Be With You (ASCAP)—Dot 15386 | | |
| 19. | YOU ARE MY LOVE (ASCAP)—J. James | 21 | 3 |
| | I Lay Me Down to Sleep (BMI)—M-G-M 12066 | | |
| 21. | AT MY FRONT DOOR (BMI)—El Dorados | 24 | 4 |
| | What's Buggin' You, Baby (BMI)—Vee Jay 147 | | |
| 22. | HE (BMI)—McGuire Sisters | 25 | 2 |
| | If You Believe (ASCAP)—Coral 61501 | | |
| 22. | SUDDENLY THERE'S A VALLEY (BMI)—J. Stafford | — | 2 |
| | Night Watch (BMI)—Col 40559 | | |
| 24. | SEVENTEEN (BMI)—B. Bennett | — | 17 |
| | Little Old You-All (BMI)—King 1470 | | |
| 25. | LONGEST WALK (ASCAP)—J. P. Morgan | 23 | 9 |
| | Swanee (ASCAP)—Vic 20-6182 | | |

THIS WEEK'S BEST BUYS

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

SIXTEEN TONS (American, BMI)—Tennessee Ernie Ford—Capitol 3262
This week's territorial charts show Ford bustin' out all over; Minneapolis-St. Paul, Milwaukee, Pittsburgh and Dallas-Fort Worth are the cities that number this disk in their top 10. In addition to these, however, there was hardly a major market in the entire country that did not report the record a strong seller. The singer's many country fans are not overlooking this record; sales to them are also reported to be unusually good. Flip is "You Don't Have to Be a Baby to Cry" (Frank, ASCAP).

IT'S ALMOST TOMORROW (Northern, ASCAP)—The Dream Weavers—Decca 29683
Each week this disk has taken a big step in the direction of the charts and is now well established in many markets. Now appearing on the Cleveland and Atlanta territorial charts, the record is also enjoying excellent volume in Boston, New York, Baltimore, Chicago, St. Louis and Durham. Flip is "You Got Me Wondering" (Northern, ASCAP).

DADDY-OH (Mar-Kay, BMI)
ADORABLE (Panther, BMI)—Fontane Sisters—Dot 15425
DADDY-OH (Mar-Kay, BMI)—Bonnie Lou—King 4835
Bonnie Lou is currently enjoying one of her biggest records to date in "Daddy-Oh," and

is breaking out in areas as widely scattered as Baltimore, New York, Pittsburgh, Cleveland, Cincinnati and Chicago. The Fontane version has not been available quite so long, but is coming up quickly, with best reports coming from Boston, Philadelphia, Baltimore, St. Louis, Pittsburgh, Providence, Chicago, Nashville and Los Angeles. The Dot record is helped by the fact that "Adorable" is as popular as the flip in many areas. The Fontane Sisters disk was a previous Billboard "Spotlight" pick.

WHEN YOU DANCE (Angel, BMI)—The Turbans—Herald 458

A rhythm and blues record that has been attracting a larger and larger pop audience. Its appearances high on the Detroit and Pittsburgh pop territorial charts this week are warning signals for other areas that have not yet picked up this disk. Pop sales are also reported good in Philadelphia, Cleveland, Milwaukee, Nashville, Atlanta and Durham. Flip is "Let Me Show You" (Angel, BMI).

NOTE: One side of Eddy Arnold's recent record, "I Walked Alone Last Night" (Reis, ASCAP), RCA Victor 6290, was erroneously omitted under last week's list of pop Best Buys. Pop action on this tune has been very good in many areas, and it merited listing along with "The Richest Man."

Most Played in Juke Boxes

For survey week ending October 26

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 | Leading side on top | Last Week | on Chart |
|-----------|--|-----------|----------|
| 1. | YELLOW ROSE OF TEXAS (ASCAP)—M. Miller | 1 | 12 |
| | Blackberry Winter (BMI)—Col 40540 | | |
| 2. | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces | 2 | 7 |
| | Shine On, Harvest Moon (ASCAP)—Dec 29625 | | |
| 3. | AUTUMN LEAVES (ASCAP)—R. Williams | 4 | 8 |
| | Take Care (BMI)—Kapp 116 | | |
| 4. | AIN'T THAT A SHAME (BMI)—P. Boone | 3 | 17 |
| | Tennessee Saturday Night (BMI)—Dot 15377 | | |
| 5. | MOMENTS TO REMEMBER (ASCAP)—Four Lads | 9 | 4 |
| | Dream On, My Love, Dream On (ASCAP)—Col 40539 | | |
| 6. | SEVENTEEN (BMI)—Fontane Sisters | 5 | 12 |
| | If I Could Be With You (ASCAP)—Dot 15386 | | |
| 7. | SHIFTING, WHISPERING SANDS (BMI)—R. Draper | 13 | 3 |
| | Time (ASCAP)—Mercury 70696 | | |
| 8. | YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond | 5 | 11 |
| | You're In Love With Someone (ASCAP)—Coral 61476 | | |
| 9. | LONGEST WALK (ASCAP)—J. P. Morgan | 7 | 11 |
| | Swanee (ASCAP)—Vic 20-6182 | | |
| 10. | SEVENTEEN (BMI)—B. Bennett | 11 | 11 |
| | Little Old You-All (BMI)—King 1470 | | |
| 11. | SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn | 14 | 5 |
| | Dot 15409 | | |
| 12. | BIBLE TELLS ME SO (ASCAP)—D. Cornell | 11 | 7 |
| | LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467 | | |
| 12. | I HEAR YOU KNOCKIN' (BMI)—G. Storm | 16 | 2 |
| | Never Leave Me (ASCAP)—Dot 15412 | | |
| 14. | MAYBELLENE (BMI)—C. Berry | 7 | 10 |
| | Wee Wee Hours (BMI)—Chess 1604 | | |
| 15. | TINA MARIE (ASCAP)—P. Como | 14 | 10 |
| | Fooled (ASCAP)—Vic 20-6192 | | |
| 16. | WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter | 9 | 8 |
| | I'll Never Stop Loving You (ASCAP)—Cap 3120 | | |
| 17. | HE (BMI)—McGuire Sisters | 18 | 2 |
| | If You Believe (ASCAP)—Coral 61501 | | |
| 18. | ONLY YOU (BMI)—Platters | 17 | 3 |
| | Bark, Battle and Ball (BMI)—Mercury 70623 | | |
| 19. | HE (BMI)—A. Hibbler | 20 | 2 |
| | Breeze (ASCAP)—Dec 29660 | | |
| 20. | AT MY FRONT DOOR (BMI)—P. Boone | — | 1 |
| | No Arms Can Ever Hold You (BMI)—Dot 15422 | | |

Most Played by Jockeys

For survey week ending October 26

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 | Leading side on top | Last Week | on Chart |
|-----------|--|-----------|----------|
| 1. | LOVE IS A MANY-SPLENDORED THING—Four Aces | 1 | 11 |
| | Shine On, Harvest Moon (ASCAP)—Dec 29625 | | |
| 2. | MOMENTS TO REMEMBER (ASCAP)—Four Lads | 2 | 8 |
| | Dream On, My Love, Dream On (ASCAP)—Col 40539 | | |
| 3. | YELLOW ROSE OF TEXAS—M. Miller | 3 | 14 |
| | Blackberry Winter (ASCAP)—Col 40540 | | |
| 4. | AUTUMN LEAVES—R. Williams | 4 | 9 |
| | Take Care (ASCAP)—Kapp 116 | | |
| 5. | SHIFTING, WHISPERING SANDS—PARTS I & II—B. Vaughn | 5 | 7 |
| | Dot 15409 (BMI) | | |
| 6. | YOU ARE MY LOVE—J. James | 8 | 3 |
| | I Lay Me Down to Sleep (ASCAP)—M-G-M 12066 | | |
| 7. | BLACK DENIM TROUSERS—Cheers | 6 | 5 |
| | Some Night in Alaska (BMI)—Cap 3219 | | |
| 8. | LOVE AND MARRIAGE—F. Sinatra | — | 1 |
| | Impatient Years (ASCAP)—Cap 3260 | | |
| 9. | AIN'T THAT A SHAME—P. Boone | 11 | 26 |
| | Tennessee Saturday Night (BMI)—Dot 15377 | | |
| 10. | HE—A. Hibbler | 19 | 4 |
| | Breeze (BMI)—Dec 29660 | | |
| 11. | ONLY YOU—Platters | 18 | 3 |
| | Bark, Battle and Ball (BMI)—Mercury 70633 | | |
| 12. | YELLOW ROSE OF TEXAS—J. Desmond | 16 | 12 |
| | You're In Love With Someone (ASCAP)—Coral 61476 | | |
| 13. | SUDDENLY THERE'S A VALLEY—J. Stafford | — | 3 |
| | Night Watch (BMI)—Col 40559 | | |
| 14. | I HEAR YOU KNOCKIN'—G. Storm | 14 | 2 |
| | Never Leave Me (BMI)—Dot 15412 | | |
| 15. | SHIFTING, WHISPERING SANDS (BMI)—R. Draper | — | 2 |
| | Time (ASCAP)—Mercury 70696 | | |
| 16. | LONGEST WALK—J. P. Morgan | 12 | 12 |
| | Swanee (ASCAP)—Vic 20-6182 | | |
| 17. | AT MY FRONT DOOR—P. Boone | — | 1 |
| | No Arms Can Ever Hold You (BMI)—Dot 15422 | | |
| 18. | MY BONNIE LASSIE—Ames Bros | 15 | 6 |
| | So Will I (ASCAP)—Vic 20-6208 | | |
| 19. | TINA MARIE—P. Como | 7 | 12 |
| | Fooled (ASCAP)—Vic 20-6192 | | |
| 20. | SUDDENLY THERE'S A VALLEY—G. Grant | 9 | 6 |
| | Love Is (BMI)—Era 1003 | | |

DECCA
RECORDS



SHE'S BEAUTIFUL

SHE'S TALENTED

SHE'S on DECCA

THE BRIGHT NEW SINGING STAR OF THE STEVE ALLEN "TONIGHT" TV SHOW . . .

PAT KIRBY

Don't tell
me not
to love
you

HER
FIRST
ON
DECCA

Happiness
is a thing
called
Joe

29733 • 9-29733

America's Fastest Selling Records



M-G-M'S HARVEST of HITS



ON ALL CHARTS

JONI JAMES YOU ARE MY LOVE

ORCH. & CHORUS CONDUCTED BY DAVID TERRY

and I LAY ME DOWN TO SLEEP

MGM 12066 78 rpm K 12066 45 rpm

TOP ALBUM

THE ONLY INSTRUMENTAL VERSION

DAVID ROSE and his Orchestra

LOVE IS A MANY-SPLENDORED THING

and YOU AND YOU ALONE

MGM 30883 78 rpm • K 30883 45 rpm

JONI JAMES

WHEN I FALL IN LOVE

E 3240 33 1/2 lp
X 326 45 rpm ep

LERROY HOLMES and His Orchestra

MY ARMS, MY HEART, MY LOVE

ALL AT ONCE (Deja)

MGM 12085 78 rpm • K 12085 45 rpm

SPECIALS

LERROY HOLMES and His Orchestra

THE JAPANESE FAREWELL SONG

and UNTIL

MGM 12119 78 rpm • K 12119 45 rpm

BETTY MADIGAN

THERE SHOULD BE RULES

and STRANGERS

MGM 12094 78 rpm • K 12094 45 rpm

THE NATURALS

ROBIN HOOD

and DUM DA DEE DUM

MGM 12120 78 rpm • K 12120 45 rpm

BIG

Lt. Rip Masters of the Rin Tin Tin TV show

THE WHITE BUFFALO

and IT'S LONESOME OUT TONIGHT

MGM 12080 78 rpm • K 12080 45 rpm

ROBBIN HOOD

DANCIN' IN MY SOCKS

and HAPPY IS MY HEART

MGM 12046 78 rpm
K 12046 45 rpm

JOE LIPMAN and His Orchestra

DOG FACE SOLDIER

and STREET SCENE

MGM 12102 78 rpm • K 12102 45 rpm

THE RAY CHARLES SINGERS

AUTUMN LEAVES

and EARLY AUTUMN

MGM 12068 78 rpm
K 12068 45 rpm

ART MOONEY

GIVE ME A BAND AND MY BABY

and THE GIRL I LEFT BEHIND ME

MGM 12073 78 rpm • K 12073 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36 N.Y.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending October 26
Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
1. Autumn Leaves, R. Williams, Kap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Someone You Love N. (King) Cole, Cap.
 4. Moments to Remember, Four Lads, Col.
 5. Only You, Platters, Mer.
 6. It's Almost Tomorrow Dream Weavers, Dec.

- Baltimore**
1. Shifting, Whispering Sands R. Draper, Mer.
 2. He, A. Hibbler, Dec.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Autumn Leaves, R. Williams, Kap.
 5. Only You, Platters, Mer.
 6. Moments to Remember, Four Lads, Col.
 7. At My Front Door, P. Boone, Dot
 8. My Bonnie Lassie, Ames Brothers, Vic.
 9. You Are My Love, J. James, M-G-M
 10. Someone You Love, N. (King) Cole, Cap.

- Boston**
1. Autumn Leaves, R. Williams, Kap.
 2. He, A. Hibbler, Dec.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Love and Marriage, F. Sinatra, Cap.
 6. Only You, Platters, Mer.
 7. Shifting, Whispering Sands R. Draper, Mer.
 8. You Are My Love, J. James, M-G-M
 9. Bible Tells Me So, D. Cornell, Cor.
 10. Moments to Remember, Four Lads, Col.

- Buffalo**
1. Autumn Leaves, R. Williams, Kap.
 2. Love Is a Many-Splendored Thing Four Aces, Dec.
 3. Bible Tells Me So, D. Cornell, Cor.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. My Boy Flat Top, D. Collins, Cor.
 6. Croce Di Oro (Cross of Gold) J. Regans, Lon.
 7. Moments to Remember, Four Lads, Col.
 8. Shifting, Whispering Sands B. Vaughn, Dot

- Chicago**
1. Autumn Leaves, R. Williams, Kap.
 2. Only You, Platters, Mer.
 3. Shifting, Whispering Sands R. Draper, Mer.
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Love Is a Many-Splendored Thing Four Aces, Dec.
 6. Moments to Remember, Four Lads, Col.
 7. Remem'ring P. L. Hayes & M. Healy, Col.
 8. Tina Marie, P. Como, Vic.
 9. At My Front Door, El Dorados, VJ
 10. I Hear You Knockin', G. Storm, Dot

- Cincinnati**
1. Autumn Leaves, R. Williams, Kap.
 2. Only You, Platters, Mer.
 3. Moments to Remember, Four Lads, Col.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Yellow Rose of Texas, M. Miller, Col.
 6. Shifting, Whispering Sands R. Draper, Mer.
 7. You Are My Love, J. James, M-G-M
 8. He, A. Hibbler, Dec.
 9. Black Denim Trousers, Cheers, Cap.
 10. Croce Di Oro (Cross of Gold) P. Page, Mer.

- Cleveland**
1. Autumn Leaves, R. Williams, Kap.
 2. At My Front Door, El Dorados, VJ
 3. It's Almost Tomorrow Dream Weavers, Dec.
 4. Moments to Remember, Four Lads, Col.
 5. Daddy O, B. Lou, Kng.
 6. My Bonnie Lassie, Ames Brothers, Vic.
 7. It's Obnoxious, B. Johnson, Mer.
 8. Only You, Platters, Mer.
 9. Yellow Rose of Texas, M. Miller, Col.
 10. Black Denim Trousers, Cheers, Cap.

- Dallas-Fort Worth**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. At My Front Door, El Dorados, VJ
 3. Yellow Rose of Texas, M. Miller, Col.
 4. Autumn Leaves, S. Allen, Cor.
 5. Sixteen Tons, T. Ernie, Cap.
 6. Black Denim Trousers, Cheers, Cap.
 7. Suddenly There's a Valley Mills Brothers, Dec.
 8. Suddenly There's a Valley G. Grant, Era

- Denver**
1. Shifting, Whispering Sands R. Draper, Mer.
 2. Autumn Leaves, R. Williams, Kap.
 3. Suddenly There's a Valley J. Stafford, Col.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Autumn Leaves, S. Allen, Cor.
 6. Moments to Remember, Four Lads, Col.
 7. Black Denim Trousers, Cheers, Cap.

- Detroit**
1. Only You, Platters, Mer.
 2. No Arms Can Ever Hold You G. Shaw, Dec.
 3. At My Front Door, P. Boone, Dot
 4. When You Dance, Turbans, Her.
 5. Shifting, Whispering Sands B. Vaughn, Dot
 6. My Bonnie Lassie, Ames Brothers, Vic.
 7. Love Is a Many-Splendored Thing Four Aces, Dec.
 8. Yellow Rose of Texas, M. Miller, Col.
 9. He, A. Hibbler, Dec.
 10. Black Denim Trousers, Cheers, Cap.

- Kansas City**
1. Autumn Leaves, R. Williams, Kap.
 2. Only You, Hilltoppers, Dot
 3. At My Front Door, P. Boone, Dot
 4. He, A. Hibbler, Dec.
 5. Why Don't You Write Me? Jacks, RPM
 6. Suddenly There's a Valley G. Grant, Era
 7. Yellow Rose of Texas, M. Miller, Col.
 8. Bible Tells Me So, D. Cornell, Cor.
 9. Moments to Remember, Four Lads, Col.

- Los Angeles**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. Autumn Leaves, R. Williams, Kap.
 3. Suddenly There's a Valley G. Grant, Era
 4. Yellow Rose of Texas, M. Miller, Col.
 5. Moments to Remember, Four Lads, Col.
 6. Black Denim Trousers, Cheers, Cap.
 7. Tina Marie, P. Como, Vic.
 8. Shifting, Whispering Sands B. Vaughn, Dot
 9. Longest Walk, J. P. Morgan, Vic.
 10. Shifting, Whispering Sands R. Draper, Mer.

- Milwaukee**
1. Autumn Leaves, R. Williams, Kap.
 2. Shifting, Whispering Sands R. Draper, Mer.
 3. You Are My Love, J. James, M-G-M
 4. Amukiriki, L. Paul & M. Ford, Cap.
 5. Someone On Your Mind, C. Butler, Cor.
 6. I Hear You Knockin', G. Storm, Dot
 7. You Win Again, Paulette Sisters, Cap.
 8. Sixteen Tons, T. Ernie, Cap.
 9. Only You, Platters, Mer.
 10. Moments to Remember, Four Lads, Col.

- Mpls.-St. Paul**
1. Autumn Leaves, R. Williams, Kap.
 2. Moments to Remember, Four Lads, Col.
 3. I Hear You Knockin', G. Storm, Dot
 4. Shifting, Whispering Sands B. Vaughn, Dot
 5. He, McGuire Sisters, Cor.
 6. Love Is a Many-Splendored Thing Four Aces, Dec.
 7. At My Front Door, P. Boone, Dot
 8. Only You, Platters, Mer.
 9. Yellow Rose of Texas, J. Desmond, Cor.
 10. Sixteen Tons, T. Ernie, Cap.

- New Orleans**
1. Autumn Leaves, R. Williams, Kap.
 2. Only You, Platters, Mer.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. You Are My Love, J. James, M-G-M
 5. Yellow Rose of Texas, M. Miller, Col.
 6. He, A. Hibbler, Dec.
 7. Forgive My Heart, N. (King) Cole, Cap.
 8. No Arms Can Ever Hold You G. Shaw, Dec.
 9. Suddenly There's a Valley G. Grant, Era

- New York**
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. Only You, Platters, Mer.
 5. Moments to Remember, Four Lads, Col.
 6. Suddenly There's a Valley G. Grant, Era
 7. He, A. Hibbler, Dec.
 8. Love and Marriage, F. Sinatra, Cap.
 9. Ain't That a Shame, P. Boone, Dot
 10. Longest Walk, J. P. Morgan, Vic.

- Philadelphia**
1. Autumn Leaves, R. Williams, Kap.
 2. Bible Tells Me So, D. Cornell, Cor.
 3. He, A. Hibbler, Dec.
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Moments to Remember, Four Lads, Col.
 6. Love Is a Many-Splendored Thing D. Rose, M-G-M
 7. My Bonnie Lassie, Ames Brothers, Vic.
 8. Yellow Rose of Texas, J. Desmond, Cor.
 9. Shifting, Whispering Sands B. Vaughn, Dot

- Pittsburgh**
1. Sixteen Tons, T. Ernie, Cap.
 2. When You Dance, Turbans, Her.
 3. At My Front Door, El Dorados, VJ
 4. Love Is a Many-Splendored Thing Four Aces, Dec.
 5. Yellow Rose of Texas, M. Miller, Col.
 6. Come Home, B. Johnson, Mer.
 7. Love and Marriage, F. Sinatra, Cap.
 8. Shifting, Whispering Sands R. Draper, Mer.
 9. Autumn Leaves, R. Williams, Kap.
 10. Black Denim Trousers, Cheers, Cap.

- St. Louis**
1. I Hear You Knockin', G. Storm, Dot
 2. He, A. Hibbler, Dec.
 3. Love Is a Many-Splendored Thing Four Aces, Dec.
 4. Moments to Remember, Four Lads, Col.
 5. Autumn Leaves, R. Williams, Kap.
 6. At My Front Door, P. Boone, Dot
 7. Croce Di Oro (Cross of Gold) J. Regan, Lon.
 8. He, McGuire Sisters, Cor.
 9. Forgive My Heart, N. (King) Cole, Cap.
 10. Shifting, Whispering Sands R. Draper, Mer.

- San Francisco**
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. Moments to Remember, Four Lads, Col.
 5. Suddenly There's a Valley G. Grant, Era
 6. Bible Tells Me So, D. Cornell, Cor.

- Seattle**
1. I Hear You Knockin', G. Storm, Dot
 2. Burn That Candle, Cues, Cap.
 3. Why Don't You Write Me? S. Lanson, Dot
 4. Autumn Leaves, R. Williams, Kap.
 5. Yellow Rose of Texas, M. Miller, Col.
 6. Moments to Remember, Four Lads, Col.
 7. Sixteen Tons, T. Ernie, Cap.
 8. Black Denim Trousers, Cheers, Cap.

- Toronto**
1. Love Is a Many-Splendored Thing Four Aces, Dec.
 2. Moments to Remember, Four Lads, Col.
 3. Yellow Rose of Texas, J. Desmond, Cor.
 4. My Bonnie Lassie, Ames Brothers, Vic.
 5. Shifting, Whispering Sands B. Vaughn, Dot

DOT

AMERICA'S
HOTTEST
LABEL

DOT

gives you

No.1

GALE STORM

No.1

No.1

No.1

no.1

No.1

NO.1

#1

No.1

I HEAR YOU

No.1

NO.1

KNOCKIN'

No.1

••Dot RECORDS ••• GALLATIN, TENNESSEE ••• PHONE: 1600
THE NATION'S BEST SELLING RECORDS

DOT 15412

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. Love and Marriage Frank Sinatra
(ASCAP) Capitol 3260
2. Croce Di Oro (Cross of Gold) Patti Page
(ASCAP) Mercury 70713
3. No Arms Can Ever Hold You Georgie Shaw
(BMI) Decca 29679
4. Sixteen Tons..... Tennessee Ernie Ford
(BMI) Capitol 3262
5. Pepper-Hot Baby
If You Don't Want My Love Jaye P. Morgan
(BMI); (ASCAP) RCA Victor 6282
6. Rock-a-Beatin' Boogie
Burn That Candle Bill Haley
(ASCAP); (BMI) Decca 29713
7. It's Almost Tomorrow The Dream Weavers
(ASCAP) Decca 29683
8. Only You The Hilltoppers
(BMI) Dot 15423
9. My Boy—Flat Top Dorothy Collins
(BMI) Coral 61510
10. When You Dance The Turbans
(BMI) Herald 458

NOTE: This chart does not have a set number of selections. The number will vary from week to week.

• Tunes With Greatest Radio-TV Audience

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

| Radio | Television |
|---|--|
| Adelaide (R)—Frank—ASCAP | A Satisfied Mind (R)—Starrite—BMI |
| All At Once You Love Her (R)—Williamson—ASCAP | Ain't That a Shame (R)—Commodore—BMI |
| Amukiriki (R)—Famous—ASCAP | All at Once You Love Her (R)—Williamson—ASCAP |
| Autumn Leaves (R)—Ardmore—ASCAP | Autumn Leaves (R)—Ardmore—ASCAP |
| Bible Tells Me So (R)—Paramount-Rogers—ASCAP | Bible Tells Me So (R)—Paramount-Rogers—ASCAP |
| Croce Di Oro (R)—Shapiro-Bernstein—ASCAP | Compare (R)—Tee Pee—ASCAP |
| Cry Me a River (R)—Frank—ASCAP | Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP |
| Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP | Hollywood Soliloquy (R)—Rooney—ASCAP |
| Hummingbird (R)—Jungnickel—ASCAP | I Want You to Be My Baby (R)—Victory—BMI |
| I Like Them All (R)—Broadcast—BMI | Learnin' the Blues (R)—Barton—ASCAP |
| In Patee (R)—Southern—ASCAP | Longest Walk (R)—Advanced—ASCAP |
| It's All Right With Me (R)—Chappell—ASCAP | Love and Marriage (R)—Barton—ASCAP |
| Kwela, Kwela (R)—Peer—BMI | Love Is a Many-Splendored Thing (R)—Miller—ASCAP |
| Longest Walk (R)—Advanced—ASCAP | Marry a Rich Woman (R)—Cadenza—* |
| Love and Marriage (R)—Barton—ASCAP | Moments to Remember (R)—Beaver—ASCAP |
| Love Is a Many-Splendored Thing (R)—Miller—ASCAP | My Bonnie Lassie (R)—Leeds—ASCAP |
| Miracle in the Rain (R)—Remick—ASCAP | People Will Say We're in Love (R)—Williamson—ASCAP |
| Moments to Remember (R)—Beaver—ASCAP | Pepper-Hot Baby (R)—Sheldon—BMI |
| No Arms Can Ever Hold You (R)—Gil—BMI | Rockin' the Cha Cha (R)—Porgy—BMI |
| Only You (R)—Wildwood—BMI | Same Ole Saturday Night (R)—Barton—ASCAP |
| Pepper-Hot Baby (R)—Sheldon—BMI | Seventeen (R)—Lois—BMI |
| Rose Tattoo (R)—Paramount—ASCAP | Shoot It Again (R)—Miller—ASCAP |
| Seventeen (R)—Lois—BMI | Someone You Love (R)—Bradshaw—BMI |
| Suddenly There's a Valley (R)—Warman-Hill & Range—BMI | Stompin' Down Broadway (R)—Embassy—BMI |
| Then I'll Be Happy (R)—Bourne—ASCAP | Suddenly There's a Valley—Warman-Hill & Range—BMI |
| There Should Be Rules (R)—Witmark—ASCAP | Sweet Kentucky Rose (R)—Schwartz—ASCAP |
| Tina Marie (R)—Witmark—ASCAP | Sweethearts on Parade (R)—Mayfair—ASCAP |
| Wake the Town and Tell the People (R)—Joy—ASCAP | Then I'll Be Happy (R)—Bourne—ASCAP |
| Yellow Rose of Texas (R)—Planetary—ASCAP | Wake the Town and Tell the People (R)—Joy—ASCAP |
| You Are My Love (R)—Jubilee—ASCAP | Yellow Rose of Texas (R)—Planetary—ASCAP |
| | You Gotta Be Different (R)—Livingston-Evans—ASCAP |

• Best Selling Sheet Music

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

| | |
|--|----|
| 1. Autumn Leaves..... 1 | 8 |
| Ardmore | |
| 2. Yellow Rose of Texas... 2 | 13 |
| Planetary | |
| 3. Bible Tells Me So.... 4 | 12 |
| Paramount-Roy Rogers | |
| 4. Love Is a Many-Splendored Thing... 3 | 9 |
| Miller | |
| 5. Suddenly There's a Valley 5 | 8 |
| Warman-Hill & Range | |
| 6. Moments to Remember 7 | 6 |
| Beaver | |
| 7. Shifting, Whispering Sands 6 | 4 |
| Gallatin | |
| 8. He 8 | 6 |
| Avas | |
| 9. Wake the Town and Tell the People.... 9 | 12 |
| Joy | |
| 10. Seventeen 10 | 6 |
| Lois | |
| 11. Love and Marriage... - | 1 |
| Barton | |
| 12. Longest Walk..... 11 | 6 |
| Advance | |
| 13. Ain't That a Shame... 13 | 11 |
| Commodore | |
| 14. Tina Marie..... 14 | 2 |
| Roncom | |
| 15. My Bonnie Lassie.... 12 | 3 |
| Blossom | |

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I Pay 5¢ Extra per Record and Make MORE Money!

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(And You Alone)

by the **PLATTERS** #12244

Two Big Records of COME HOME

Cathy Ryan
KING 4848

Bubber Johnson
KING 4822

BOYD BENNETT and his ROCKETS
LATEST RELEASE

THE MOST KING 4853

America's Fastest Growing POP Line

DEED IT'S A BIG "HIT"
Deed - 1006
"UNTIL DEATH DO US PART"
b/w
"DON'T TOUCH ME"
by RITA RAINES
Records 64 W. Randolph, Chicago

GOOD TIME JAZZ 95 & 45095
Bob Scobey & Clancy Hayes
"SOMEDAY, SWEETHEART"
b/w
"PARSONS, KANSAS, BLUES"

**BOTH
HEADED FOR
THE TOP**

two great
records by

**frank
sinatra**

SAME OLD SATURDAY NIGHT

Words by **SAMMY CAHN** | Music by **FRANK REARDON**
CAPITOL 3154

Roared into **BILLBOARD'S**
"Most played records by D. J.'s"
in No. 13 spot, first week

13. SAME OLD SATURDAY NIGHT— 1
F. Sinatra.....
Fairy Tale (ASCAP)—Cap 3218

LOVE AND MARRIAGE

Words by **SAMMY CAHN** | **CAPITOL 3260** | Music by **JAMES VAN HEUSEN**
THE BIG HIT FROM THE "OUR TOWN" SCORE



The Billboard Music Popularity Chart

POPULAR RECORDS

Review Spotlight on...

RECORDS

LOU BUSCH...Capitol 3272...ZAMBEZI (Shapiro-Bernstein, ASCAP)

This is an exciting and colorful piece of instrumental wax that has a lot of the "Skokiaan" sound, and with at least equal appeal.

THE FOUR COINS...Epic 9129...MEMORIES OF YOU (Shapiro-Bernstein, ASCAP)

The boys could really move out on this one. Featured in years gone by by the Casa Loma band and later by Sonny Dunham, the tune gets a wonderful, modern, well-accented treatment.

THE CREWCUTS...Mercury 70741...ANGELS IN THE SKY (Ridgeway, BMI)

This is a subdued and moving effort with a convincing religious message. Altho the mood is a switch from the usual "Cut" offerings, this stacks up as a mighty well-handled job with all the makings of a big one.

GEORGIA GIBBS...Mercury 70743...24 HOURS A DAY (RT, BMI)

Her Nibs' inimitable sense of the rocking beat and fine expressive sound comes thru in gobs here. There's a good lyric and solid backing, all of which put the side right up at the head of the class.

with more spoken words about the presence of the Lord, including an excerpt from the 23d Psalm. This one could move in sacred circles. (Redd Stewart, BMI)

PHYLLIS BRANCH Be Still, My Heart...76 TUXEDO 906—The old standard gets an unusual performance here.

LOLA DEE Hey Ba-Ba-Re-Bop...76 WING 90035 — This noisy hit of another day is given a new set of lyrics and knockout r.&b. instrumental arrangement.

DELTA RHYTHM BOYS Don't Even Change a Picture on the Wall...76 DECCA 29582—The lads deliver some mighty solid harmony here with a flock of barbershop type chords.

FRANK WEIR Lily of Laguna...76 LONDON 1611—The old-time ditty gets flavoursome male chorus vocal with soprano sax flourishes by Weir.

TOMMY LEONETTI Sometime...75 CAPITOL 3274 — Leonetti warbles with warmth and tenderness on an appealing ballad.

THE LANCERS How Lonely Can I Get?...75 CORAL 61527—Ballad from the U-I pic, "The Second Greatest Sex," is showcased smoothly by the group.

LOU MONTE Tombolote-Tombola...75 VICTOR 6287—Bright and bouncy, this cute ditty is handed a bright reading by Monte, ork and chorus.

JON AND SONDRÁ STEELE Let Me Tell Your Future...74 CARDINAL 1048—The Steeles sell a listenable ballad in their usual commercial-corn style.

MANTOVANI Brass Buttons...74 LONDON 1604—A bright instrumental with combined color of Leroy Anderson and Viennese operetta.

RONNIE GAYLORD Don't Ever Change...74 WING 90034—A vibrant vocal job on a strong ballad with a big beat.

THE TRENTERS Go! Go! Go!...74 EPIC 9127 — New waxing of the Treniers' specially finds them giving out with plenty of vigor in a swinging slice that the kids should go for.

CHARLIE APPLEWHITE The Trouble With Me Is You...73 DECCA 29701—The young chanter handles the dreamy ballad with professional know-how.

projection, and it ought to win some exposure. (Hamilton, ASCAP) This Heart I Bring...72 Applewhite warbles the romantic ballad sincerely and with tonal elegance.

KEN CARSON Dear Angels Above...73 MEDIA 1018 — Smooth feelingful reading of a touching ballad. Lyric tells of his longing for his deceased love.

JOHNNY ALDEN Lonesome Rhapsody...73 MERCURY 12233—A real tea-and-lemon weeper this, with a sobbing fiddle abetting Alden's throbbing warble.

HELMUT ZACHARIAS Waltzes From "The Merry Widow"...72 DECCA 29632—This type of material always has its market and with the pleasant handling it gets here, the platter could enjoy a good long-pull sale.

BOBBY DUKOFF Drifting and Dreaming...72 VICTOR 6306 — Pleasant swinging arrangement of the standard with nice vocal chorus and tasteful sax work by Dukoff.

PATTY ANDREWS The Rains Came Down...72 CAPITOL 3268—A novelty based on the Sadie Thompson story. Has a Latin beat and a refrain that's chanted by a choral group.

LOUIS JORDAN Gotta Go...72 ALADDIN 3295—The Jordan gang rocks thru on a jivey, upbeat tune. It's entirely instrumental, and the boys shine as a group and on the solos too.

LALO GUERRERO (PANCHE LOPEZ) Mickey Mouse Mambo...72 REAL 1303—A routine execution of Disney's clever mambo title gimmick with some kiddie appeal.

WINIFRED ATWELL Tambou...72 LONDON 1207 — The West Indian pianist, with strong Latin backing, serves up a flashy montuna on the 88.

DAVID WHITFIELD Santa Rosa Lea Rose...72 LONDON 1602—Whitefield fans will like this, despite some disconcerting sharp intonation by the tenor.

SANTA CLAUS & HIS HELPERS Santa, the Happy Wanderer...72 COLUMBIA 40577 — "The Happy Wanderer" of recent memory has been spruced up with new lyrics and yuletide colors for a valid new lease on life.

WOODY HERMAN Skinned...71 CAPITOL 3269—This one has little mass appeal, but cats will go big for the fine and unusual work on the drums, which grab the spotlight thru-out.

THE GAYLES My Boy—Flat Top...71 KING 4846—Tho this cover of this currently popular tune comes too late to cash in on its full potential, it is a slickly styled reading that gives the

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

KIT CARSON Band of Gold...83

CAPITOL 3283—Capitol purchased this dinking which originally came out on Mars label. Miss Carson, the former Liza Morrow, shows talent and should get attention with this issue.

Cast Your Bread Upon the Waters...73 This one's patterned on a revival shout, and the thrush intones the moral with bright, happy flavor.

DON CHERRY Band of Gold...82

COLUMBIA—Here's a fine new ballad, offered with plenty of color and feeling. In spite of competition from the Kit Carson wax and others to come, this will get its share of coin.

Rumble Boogie...79 The guy, who is better known as a balladeer, swings out in a rollicking, driving, eight-to-the-bar item. It's got a great beat and looks like one of Cherry's top efforts.

ROY HAMILTON Without a Song...80

EPIC 9125—In this stand-out performance, Hamilton turns on the charm and super-salesmanship that made such hits of other standards. It is here in enough quality to give this disk an impressive sales curve, also.

Cuban Love Song...75 Hamilton reads this ballad with affecting sentiment and ought to score again with the teen-agers with this tune.

THE MARINERS Zindy Lou...79

CADENCE 1278—The boys come up with an exciting beat-full hand-clapper. Lots of gimmicky back-up sounds by half the group keeps things moving fast while the other half carry thru on the catchy melody.

Everybody's Doin' It...75 The boys come thru with a bright, spirited rendition of the old time, rickety-tick Berlin ragtime tune.

LEROY HOLMES ORK Japanese Farewell Song...78

M-G-M 12119—There's a lovely, haunting, oriental flavor in evidence here which finds the Holmes-directed chorus and ork in fine form.

Until...75 The vocal group gets in the spotlight again in a mellow reading of a pleasant old standard.

JILL COREY Cry Me a River...78

COLUMBIA 40596—An excellent cover job on the expressive ballad, with unusually fine vocal performance by Miss Corey. However, it looks as tho the Julie London platter will be hard to catch.

Nobody's Heart...74 Wistful piping on the haunting Rodgers-Hart oldie. Effective programming for deejays.

JOE REISMAN Robin Hood...78

VICTOR 6308—A rousing treatment of the old legend. The ditty is already causing some action via the TV series.

His Name Was Judas...70 Reisman has given this piece of material considerable flash, arranging it for ork and choral group.

EYDIE GORME Sincerely Yours...77

ABC-PARAMOUNT 8655 — The gal has developed a good following via her Steve Allen show appearances,

and this wax will only add to her standing. The title tune from the new pic gets a tender reading, and spells a mighty impressive effort.

Come Home...76 Another polished ballad performance that goes right along with the flip as a candidate for first-rate spin action.

LEO DIAMOND Fantasia Mexicana...77

VICTOR 6307—Arrangement of a long-hair excerpt with a bitter-sweet and haunting melody is ably projected by harmonica and ork.

provide deejays with good program change-of-pace, and it could step out. (Boosey Hawks, ASCAP) Mister X...73 This is a Diamond original, a pretty and bouncy melody as played here.

EDDIE DEAN The First Christmas Bell...76 SAGE & SAND 208 A—In spoken voice Dean tells the story of the first Christmas bell, with choral back-up.

SOMEbody Great...74 This is a moving devotional tune,

(Continued on page 42)

THE NEW BALLAD HIT!

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VOX JOX

By JUNE BUNDY

SPIN-STERS: The girls are taking over the turntables at many stations, the situation reaching some kind of a height at new radio outlet WHER, Memphis, where the management plans to put girls only in front of the mikes as announcers, deejays and what-have-you. The front-office, tho, is exclusively male, which may explain the whole thing. . . . In line with this new trend, 15-year-old high school girl Sheila Owens is doing an hour-long afternoon disk show over WEIC, Charleston, Ill., every afternoon after school, while Patty Boyd at WMAX, Grand Rapids, Mich., is that city's only fem jockey. Miss Boyd is also president of the Del Wood fan club.

THIS 'N' THAT: Dick Martin, WWL, New Orleans, will emcee a jazz concert at the Iowa State Teachers College November 16 and 17. Martin became a proud papa of a girl, Antoinette, recently. Joe Delaney, Cadence Records sales chief and ex-New Orleans deejay pal of Martin, is godfather. . . . Bill Bowser, WFAL, Fayetteville, N. C., won Wing's contest on the Arthur Prysock "Woke Up This Morning" record. Bowser

YESTERYEAR'S TOPS—

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

- NOVEMBER 3, 1945
1. Till the End of Time
 2. It's Been a Long, Long Time
 3. I'll Buy That Dream
 4. That's for Me
 5. On the Atcheson, Topeka and Sante Fe
 6. Along the Navajo Trail
 7. I'm Gonna Love That Guy
 8. It's Only a Paper Moon
 9. How Deep Is the Ocean?
 10. If I Loved You
 11. Love Letters
 12. Gotta Be This or That
 13. Chickery Chick
 14. Tampico
 15. You Came Along
 16. That Feeling in the Moonlight

- NOVEMBER 4, 1950
1. Harbor Lights
 2. Goodnight Irene
 3. All My Love
 4. Mona Lisa
 5. Nevertheless
 6. Play a Simple Melody
 7. Can Anyone Explain?
 8. Thinking of You
 9. La Vie En Rose
 10. Bonaparte's Retreat

came the closest to playing the disk on the day and time (e.g., Friday, 5.02 a.m.) Prysock was born. . . . Scott Muni, WSMB, New Orleans, has interviewed the following names during the past few weeks — Bob Hope, Jack Webb, Betty Johnson, Sunny Gale, Andy Griffith, Rosemary Clooney, Pat Boone and Bob Mitchum. . . . Tom Edwards, WERE, Cleveland, appears in Universal International's new film short on WERE's Bill Randle "The Fabulous Pied Piper."

GIMMIX: Dave Steere, WMAK, Nashville, writes, "We're causing quite a stir in this country and western music center. Amidst Roy Acuff, Minnie Pearl, et al, WMAK has dared to program entirely pop music—18 hours daily. It's never been done or tried before, and needless to say WMAK is the focal point for attention, speculation and meditation. . . . Speaking of Acuff, the Smoky Mountain Boys dropped in on Bill Edmonds' "Barnyard Jamboree" over WMGM, New York, this week, along with Kitty Wells and Johnny and Jack. . . . John Woods, WTAC, Worcester, Mass., is conducting a four-week "Guy De Maupassant Festival" featuring De Maupassant short stories edited and narrated by Woods and "Parisian type" pop records. Wood calls the show "the first radio spectacular," and has already received a request for "a serial version of 'War and Peace.'" . . . Gene Klavan and Dee Finch, WNEW, New York, have latched

onto an idea to keep listeners tuned in to the radio. Every morning they simply give away the plots of current movies appearing on TV locally that afternoon and night. (e.g., "The butler dun it.")

CHANGE OF THEME: Larry Bush, formerly with WELS, Kingston, N. C., and WLEU, Erie, Pa., has joined WDBF, Delray Beach, Fla., and is spinning 'em six hours a day. "We can use all pop and progressive records," notes Larry. . . . Larry Getchell, ex-KIMS staffer, Lincoln, Neb., and Bob Dunn have joined KLIN, same city. Dunn is the new program director. . . . Alan Fredericks, WABJ, Adrian, Mich., will trek back home to New York to marry Natalie Levinson of Brooklyn November 6. . . . Jack Logan has moved over to KQV, Pittsburgh, as the station's new morning man.

Merrill Skinner, formerly manager of KRXX, Rexburg, Idaho, is the new manager of KGEM, Boise, Idaho. Current KEGM jockey line-up includes Dick Snyder, Dick Lewis, Howard MacDonald, Marv Hyman, Milt Hale and George Turpin. Info comes from Garry Wynn. . . . Terry Atteberry, a senior high school student, has been appointed director of pop music for KCOL, Fort Collins, Colo., Atteberry has worked at KCOL as record librarian, announcer and licensed operator since his junior high school days. . . . Bob Johnson, KICK, Springfield, Mo., recently increased his rhythm and blues Saturday show across the board. . . . Howard M. Kenney has taken over the "Record Rack" on KAPK, Minden, La.

Tancil Horne has returned to WGNI, Wilmington, N. C. . . . Dick Bradley, formerly with WGAN, Portland, Me., has joined WLAM, Lewiston, Me. . . . Ellis Feinstein, KWIN, Ashland, Ore., recently started spinning pops from 9:30 to 5 a.m. . . . Mike Heuer, KMA, Shenandoah, Ia., has extended his nightly show another hour and is now heard from 7 to 11 p.m. . . . Paul Coss has joined WORC, Worcester, Mass., on a full-time schedule after two years as a weekend and summer staffer. . . . Jim Martin recently started two new record shows (one early morning, the other afternoon) over WTBO, Cumberland, Md. . . . Vernon Cooper is a new staffer at WEBY, Milton, Fla.

England's Top Twenty

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

- Blue Star—Victoria (Young)
- Man From Laramie—Chappell (Columbia)
- Yellow Rose of Texas—Maddox (Planetary)
- Hey There—Frank (Frank)
- Everywhere—Bron (Mills)
- Hernandos Hideaway—Frank (Frank)
- Evermore—Kassner (Piccadilly)
- I'll Come When You Call—Reine (*)
- Close the Door—Duchess (Trinity)
- Every Day of My Life—Robbins (Miller)
- Learnin' the Blues—Campbell, Connelly (Barton)
- Stars Shine in Your Eyes—Maurice (*)
- Unchained Melody—Frank (Frank)
- Love Me or Leave Me—Prowse (Bregman, Vocco & Conn)
- Go on By—Bluebird (Pamblen)
- I Wonder—Macmelodies (Sanson)
- Cool Water—Feldman (American)
- Softly, Softly—Cavendish (Sherwin)
- The Dambusters March—Chappell (Chappell)
- John and Julie—Toff (Leeds)

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 40

girls a fine send-off on this debut disk. (Lois, BMI)
1 Get So Happy . . . 67
 A smoothly harmonized ballad, done to r.&b. styling and beat. A smart entry that plays into current commercial trends. (Jay & Cee, BMI)

ROSALIE RAND
Tonight I've Got a Feeling for the Blues . . . 71
KING 4842—Yes, this new artist on the label does have the feeling—and better yet, the voice—for the blues. Sultry and stylishly handled, her voice is easy on the ears. (Coliseum, BMI)
That's What a Song Can Do . . . 66
 The bluesy quality of the flip shows up here again to good effect. The chattering strings ample sentiment out of this nostalgic material. (Meridian, BMI)

MARGIE RAYBURN
That's the Chance I've Got to Take . . . 70
CAPITOL 3273—The canary sings the attractive ballad with plenty of vitality and heart. (Hill & Range, BMI)
Until Death Do Us Part . . . 69
 An expressive reading of the effective ballad with lyrics inspired by the marriage ceremony. (Hill & Range, BMI)

TED MARTIN
You Gave Me Your Love . . . 67
Q RECORDS 1008—A sad, sad story told to tango tempo, with fiery, convincing projection by warbler Martin. Could get healthy play in many sectors. (BMI)
The Man Behind the Badge . . . 60
 It's a salute, of course, to the cop on the beat. Commercial possibilities are very slim, tho this dishing should have some special production value and should be kept handy in station libraries. (ASCAP)

JOE LOCO QUINTET
Love Is a Many-Splendored Thing . . . 66
COLUMBIA 40591—Loco will confuse his loyal followers with this fancy-schmaltzy arrangement of the film tune. De-Latinized, he sounds like some of the respectable pop pianists who have lost their audiences in the last few years. (Milen, ASCAP)

Love and Marriage . . . 64
 While this side has more beat, it is even more poorly conceived, for in attempting to hit a combined pop, L.-A. and jazz groove, it does not make it in any of these veins. (Barton, ASCAP)

THE MERRY MACS
The Lord Is a Busy Man . . . 64
ERA 1007 — Rhythmic jubilee-type ballad is swung briskly by the group. (Ross Jungnickel, ASCAP)
Boom, I'm in Clover . . . 62
 Clever opus has a good beat, and it's chanted well on this listenable slicing. (Warman, BMI)

BOBBY JOY
Merry Xmas Window . . . 62
GILT-EDGE T-23 — Bobby Joy, is billed as the "Whittle" boy on this routine yule item. Crazy gimmick bing his baby-talk vocal style. Christmas wax competition will be tough, and it's doubtful if jockeys will be spinning much seasonal material until after the Thanksgiving holiday. (Four Star Sales, BMI)
Santa Cause . . . 62
 Same comment. (Reed, BMI)

THE BATCHELORS
Mountain Dew . . . 60
RAMA 176—Bright and bouncy and a cute side.
The Ballad of Betsy Ross . . . 58
 There's a good idea here, using one of our fem heroines to add a bit of glamor to the current trend, unfortunately the effort is sub-standard, and nothing much is likely to happen with it. (Sands, ASCAP)

BONNIE BARTLETT
Priceless . . . 60
TIP-TOP 1003—The thrush has a sound reminiscent of Joan Weber's. (Red, White & Blue, BMI)
Pop De Loom . . . 50
 A feeble rhythm novelty. (Red, White & Blue, BMI)

Reviews of New Polka Records

RAY HENRY
Trip to the Moon Polka . . . 80
DANA 3213—Sound effects of space ship taking off for the moon kick off this bright, fast-moving side. Should tempt the terpers.
Skiddies Polka . . . 76
 Always a star performer, Henry comes thru with a good swinging effort. Followers will like it. (Instrumental, BMI)

GENE WISNIEWSKI
Wedding Anniversary Polka . . . 77
DANA 3211—The familiar waltz is handed an extra beat per measure and sharpened into a bright polka, energetically played by Wisniewski and his ork.
Cuddles Polka . . . 75
 Another infectious and gay effort, one that polka fanciers will like mighty fine. (BMI)

JOHNNY VADNAL
Smile . . . 75
VICTOR 6309—Good, happy sound to this side, with a lively banjo beat

supporting the vocal. Nice for the boxes. (E. B. Marks, BMI)
Hi-Fi Polka . . . 74
 Lively polka instrumental makes a pleasant item for the boxes. (Country, BMI)

THE POLKATEERS
Itchy-Bon Polka . . . 74
DANA 3206—A spirited and bright reading of a colorful sample of the species. Should be well received among the folk dance and ballroom set.
Scarecrow Polka . . . 72
 Less sprightly than the flip, but this one should still get a good reception in the right quarters.

Reviews of New Jazz Records

TYREE GLENN
Sidewalks of New York (East Side, West Side) . . . 80
ROYAL ROOST 612 — Glenn, the veteran jazz trombonist, with rhythm section has come up with two delightful sides. Both are taken at a perfect easy swinging tempo, and Glenn almost "talks" his way thru. This face has some r.&b. and pop potential, with Glenn using a "wah-wah" mute to great effect. (Forshaw, BMI)
How Could You Do a Thing Like That? . . . 79
 This is a ballad recorded by Sinatra some releases back, and Glenn hands it a beautifully improvised interpretation. Jazz and late hour jocks should flip over this. (United Music)

Reviews of New Spiritual Records

THE KAISER SINGERS
This May Be My Last Time . . . 78
TUXEDO 903 — James Ellison and Janet Jordan exchanges solos over a catchy repeated figure by the Singers that becomes every more insistent and builds to an impressive climax.
Keep Believing . . . 77
 The outstanding contralto lead with the Singers, Janet Jordan sparks the group again to a briskly paced reading of material with an inspirational message. (Martin & Morris, BMI)

PROF. CHARLES TAYLOR
I've Got a New Born Soul . . . 76
TUXEDO 904 — Professor Taylor exults in his newly found faith and generates a feeling of happy excitement. The snappy choral backing adds a powerful beat. (Martin, BMI)
Keep on Trusting . . . 75
 The singer vigorously urges his listeners to remain faithful to the Lord. His message has sincerity and passionate delivery to recommend it. Two good sides for this field. (Martin, BMI)

Reviews of New Sacred Records

LITTLE JIMMY DICKENS
Are You Insured Beyond the Grave? . . . 77
COLUMBIA 21464—The singer asks those disquieting questions that every man must, to make certain of his final salvation. Effectively presented vocally—and in a recitation—Dickens drives the point home with force. (Cedarwood, BMI)
I'm Braver Now . . . 74
 Having found the church and the hope which it offers, Dickens sings happily of his new outlook on life. A good side for the sacred market. (Tree, BMI)

LESTER FLATT-EARL SCRUGGS
Gene Home . . . 73
COLUMBIA 21460—Excellent country sound on this sacred side. (Acuff-Rose, BMI)
Bubbling in My Soul . . . 73
 Another sacred side, very well done. (Driftwood, BMI)

Number of Releases This Week

| Label | Pop | C&W | R&B |
|---------------|-----|-----|-----|
| ALADDIN | 1 | — | 3 |
| ATCO | — | — | 1 |
| CAPITOL | 6 | 4 | — |
| CARDINAL | 1 | — | — |
| COLUMBIA | 4 | 5 | — |
| CORAL | 1 | — | — |
| DECCA | 3 | 2 | — |
| DOOTONE | — | — | 1 |
| DOT | 1 | — | — |
| EPIC | 3 | — | — |
| ERA | 1 | — | — |
| FABLE | — | 1 | — |
| FINE | — | 4 | — |
| FLAIR | — | — | 2 |
| GILT-EDGE | 1 | — | — |
| HICKORY | — | 1 | — |
| HULL | — | — | 1 |
| KING | 2 | 1 | 2 |
| LONDON | 4 | — | — |
| MEDIA | 1 | — | — |
| MERCURY | 2 | 1 | — |
| MIDDLE-TONE | — | — | 1 |
| PEP | — | 1 | — |
| Q | 1 | — | — |
| RAMA | 1 | — | 1 |
| REAL | 1 | — | — |
| SAGE AND SAND | 1 | — | — |
| STARDALE | — | 1 | — |
| STARDALE | — | 3 | — |
| TIP-TOP | 1 | — | — |
| TUXEDO | 1 | — | — |
| VICTOR | 5 | 4 | — |
| WING | 2 | — | 1 |
| TOTAL | 44 | 28 | 15 |

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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• This Week's Best Buys

EAT, DRINK AND BE MERRY (Earl Barton, BMI)—Porter Wagoner—RCA Victor 6289

After the sales performance of "Satisfied Mind," it is not surprising that this record should have had such success since release. Wagoner is a real comer, and sparked good action the past two weeks in Nashville, St. Louis, Durham, Richmond, Atlanta and New England. Flip is "Let's Squiggle" (Hill & Range, BMI). A previous Billboard "Spotlight" pick.

SIXTEEN TONS (American, BMI)—Tennessee Ernie Ford—Capitol 3262

See this week's pop Best Buy selections.

• Review Spotlight on . . .

TALENT

PATSY CLINE

Hidin' Out (Four Star, BMI)—Coral 61523.

Originally a Billboard talent pick, Miss Cline comes thru solidly on her second waxing. There's a great lyric about clandestine trysts and the gal sings it with a load of appeal. This one has plenty of paydirt potential. Flip is "Turn the Cards Slowly," a catchy, swingy bit about "double dealing" hearts. (Four Star, BMI)

FOLK TALENT & TUNES

By **BILL SACH**

Around the Horn

Roy Acuff and His Smoky Mountain Boys, together with Johnny and Jack, Kitty Wells, Ruby Wells and the Cedar Hill Square Dancers, all of WSM, Nashville, open Friday (4) at the New York Palace Theater for a week's stand. The group will fly back to Nashville to appear on the second nationwide ABC-TV production of "Grand Ole Opry" November 12.

Shorty Hayes has joined Pee Wee King as fiddle man, replacing Redd Stewart, who now has his own television show on WGN-TV, Chicago. . . . Lulu Bell Si and Her Country Melody Boys, heard weekly in their own hour-long TV show on WTTV, Indianapolis, are now being handled by the Ross W. Christena office in the Hoosier capital. Eight square dancers, billed as the Old Hickory Dancers, appear with the group. . . . Sonny James, of "Big D Jamboree," Dallas, has a new one coming out on Capitol, "Pigtails and Ribbons," b/w "Careless With My Heart," slated to break at the time of the deejay convention in Nashville.

Jimmy Littlejohn, the Tall Texan, managed by Charles Wright, Dallas, has been signed to head up a series of 13 half-hour TV films being produced by Association Film Enterprises, of Tampa and Dallas. Barney Crow represented the film company in the deal. Shorts will be of the Western musical variety and will be filmed on a ranch in the Bandera Hills of South Texas. Actual shooting begins November 15. Others slated to appear in the series are Buddy Griffin (Ekko) and his band, Joe Bill, Arizona Dave, Winnie Johnson, Jean McCoy, Jimmy Field and Jerry (Cornbread) Plumb.

After a squirrel hunt in Southeast Texas, Tex Ritter (Capitol) journeyed to Dallas and Fort Worth last week for a visit with friends and deejays before tripping East. Tex plans to take in the deejay shindig in Nashville November 11-12. . . . Sheriff Tex Davis, in charge of c.&w. music at WCMS, Norfolk, has had one of his song efforts, "Robber, Stealer of Hearts," recorded by Victor. Dick Williams, a new recording name, has waxed the piece on the Victor label with the aid of the old pros in Nashville, namely Chet Atkins, Hank Garland, Dale Potter and Jerry Byrd. Tiz said the ditty may get pop treatment, too. A song called "Robber" written by a sheriff should be a natural for some unusual promotion angles.

Margaret Whiting, Capitol recording star, will appear as

special guest on "Grand Ole Opry's" second television program over the ABC-TV net of 130 stations from Ryman Auditorium, Nashville, November 12, the second day of WSM's Fourth Annual National Disk Jockey Festival. The show, sponsored by the Chows Division of the Ralston-Purina Company, had its premiere October 15, with Les Paul and Mary Ford as special guests.

Little Jimmy Dickens headlined last Saturday's (29) Prince Albert portion of "Grand Ole Opry," with the Wilburn Brothers as special guests for the evening. . . . Carl Stuart and the WVON "Downeast Hoedown" Cowboy Caravan are slated for another show and dance in the main ballroom of Hotel Gardner, Boston, Friday (4), following their recent success at the spot with the combination idea. In addition to Stuart and the Cowboy Caravan, talent roster will include Tex and Bill Sinclair, of WBET, Brockton, Mass.; the LeClair Sisters, Toots and Jackie, of Lowell, Mass., and comic Eddie Dyer.

The mother of Earl Scruggs, banjoist of the team of Lester Flatt and Earl Scruggs, passed away October 22 at Boiling Springs, N. C. Earl and his wife, who were seriously injured in an auto accident while en route to her bedside, are on the mend at St. Thomas Hospital, Nashville. Meanwhile, Grant Turner, WSM announcer-deejay, and Earl are doing on-the-air bedside telephoned reports from the hospital for the benefit of Flatt and Scruggs fans.

C. G. (Red) Matthews, of Ekko Records, has taken off on a three-week tour of the South and Southwest to visit distributors and follow-up on promotion matters. The jaunt winds up in Dallas late in November. Ekko has just opened a national promotion office at 36 N. Cleveland Avenue, Memphis. . . . Wandering Jimmy Patton and his manager, Russell Sims, owner of Sims Records, for which Jimmy waxes, hopped into Dallas last week for a visit. Patton worked last Saturday (2) on "Big D Jamboree," and returns next Saturday (5), after which he departs for the deejay conclave in Nashville. Patton has had two releases on the Sims label since leaving "Big D" as a regular.

Ferlin Huskey, Martha Carson, the Carlises and Jim Wilson are set for next Sunday (6) at Memorial Auditorium, Canton, O. Negotiations are on to bring Red Foley and the "Ozark Jubilee" into the Armory, Akron, soon. For the fall and winter, Canton and Akron will alternate in bring-

• C & W Territorial Best Sellers

For survey week ending October 26

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. Love, Love, Love, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. If You Were Me, W. Pierce, Dec.
4. Kentuckian Song, E. Arnold, Vic.
5. Cattle Call, E. Arnold, Vic.
6. Satisfied Mind, P. Wagoner, Vic.

Charlotte

1. If You Were Me, W. Pierce, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. I Don't Care, W. Pierce, Dec.
5. Satisfied Mind, P. Wagoner, Vic.
6. I Thought of You, J. Shepard, Cap.
7. Malinier, H. Snow, Vic.
8. There She Goes, C. Smith, Col.
9. Don't Tease Me, C. Smith, Col.
10. Just Call Me Lonesome, E. Arnold, Vic.

Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. Cattle Call, E. Arnold, Vic.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. His Hands, T. Ernie, Cap.
6. Love, Love, Love, W. Pierce, Dec.

Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Why, Baby, Why? G. Jones, Sdy.
3. If You Were Me, W. Pierce, Dec.
4. I Forgot to Remember to Forget, E. Presley, Sun
5. Love, Love, Love, W. Pierce, Dec.
6. Let 'Em Talk, J. Work, Dot
7. Satisfied Mind, P. Wagoner, Vic.
8. Most of All, H. Thompson, Cap.
9. Are You the One? J. Reeves, Abb.
10. I Thought I'd Never Fall in Love Again, J. Newman, Dot

Memphis

1. Love, Love, Love, W. Pierce, Dec.
2. Cry, Cry, Cry, J. Cash, Sun
3. Yellow Roses, H. Snow, Vic.
4. It's a Great Life, F. Young, Cap.
5. Just Call Me Lonesome, E. Arnold, Vic.

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. I Can't Go Home Like This, R. Price, Col.
6. I Forgot to Remember to Forget, E. Presley, Sun
7. Temptation Go Away, Wilburn Brothers, Dec.

New Orleans

1. Love, Love, Love, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. All Right, F. Young, Cap.
4. Why, Baby, Why? G. Jones, Sdy.
5. Cattle Call, E. Arnold, Vic.
6. When I Stop Dreaming, Louvin Brothers, Dec.
7. There She Goes, C. Smith, Col.
8. I Don't Care, W. Pierce, Dec.
9. Satisfied Mind, J. Shepard, Cap.
10. Baby Let's Play House, E. Presley, Sun

Richmond, Va.

1. Love, Love, Love, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. Mystery Train, E. Presley, Sun
4. Born to Be Happy, H. Snow, Vic.
5. Satisfied Mind, P. Wagoner, Vic.
6. Cattle Call, E. Arnold, Vic.
7. When I Stop Dreaming, Louvin Brothers, Cap.

St. Louis

1. Love, Love, Love, W. Pierce, Dec.
2. It's a Great Life, F. Young, Cap.
3. Mystery Train, E. Presley, Sun
4. I Forgot to Remember to Forget, E. Presley, Sun
5. Youder Comes a Sucker, J. Reeves, Vic.
6. Satisfied Mind, P. Wagoner, Vic.

ing in shows every three weeks. Talent interested in playing the dates may contact Denny Denver at WCMW, Hills and Dales Road, Canton, or Cliff Rodgers at WHKK, Akron. In two performances October 16, WLW's "Mid-western Hayride" played to 3,100 paid admissions at the Auditorium, Canton.

Bill Carter, who spins the country wax at KBOX, Modesto, Calif., has just added a new steel player, Laman Davis, to his Hometown Boys combo. Davis has a new release on the Las Vegas label, "Okie at Heart" b/w. "If I Can," copies of which may be obtained by writing to J. E. Swan, Box 107, Maywood, Calif. Carter's wife, Ginnie, recently presented him with a new son, Franklin Cleave, who weighed in at nearly nine pounds. . . . Texas Bill Strength appears on the Pee Wee King TV show over WBBM, Chicago, next Saturday night (5).

Chuck Wiggins, veteran member of the Pee Wee King aggregation, is suffering from complications caused by varicose veins and is convalescing
(Continued on page 44)

IT'S TERRY TIME AGAIN!
AL TERRY
SINGS
(Dear God) I LOVE HER SO
c/w
GOODBYE, MR. SUNSHINE
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

LETTY FRIZZELL
Your Tomorrows Will Never Come... 82
 COLUMBIA 21458—The singer warns his girl, a married woman, who has been misleading him, of the sorrow she can cause both of them. A powerful lyric, read with deep feeling. Has unusually good juke potential.

It Gets Late So Early... 78
 Frizzell voices a familiar lover's plaint in this pretty ditty. Favored with an easy, gently rocking beat, he gives it an attractive turn. Good commercial material. (Hill & Range.)

BOBBY LORD
Don't Make Me Laugh... 78
 COLUMBIA 21459—Lord, who is growing into a first-rank warbler, gives with double-track harmony on a potent weeper. It's a big switch from his recent "Hawk-Eye" and figures to get attention. (Showcase, BMI)

I Can't Do Without You Anymore... 74
 This one's a fairly routine pleader. (Golden West, BMI)

JACK TURNER
Little Boy, Why Do You Weep?... 78
 VICTOR 6305—Story ballad about a hot-headed gent who died on the scaffold is chanted with great impact by Turner. Unusual wax that could easily stir up lots of attention. Bears watching. (Acuff-Rose, BMI)

Nightmare... 74
 Another unusual piece of material, a fanciful and grotesque opus, also sung well by Turner. (Acuff-Rose, BMI)

GEORGE MORGAN
Lonesome Record... 77
 COLUMBIA 21465—A fine performance by Morgan. Tune is a weeper with a strong lyric. A very nice item for the boxes and deejays. (Acuff-Rose, BMI)

Ever So Often... 75
 This side's a bright waltz, with a neat lyric which has a comedy touch. Morgan's vocal is fine. (Cedarwood, BMI)

PEE WEE KING
Peek-a-Boo Waltz... 76
 VICTOR 6302—Pretty tune is retentive and the lyrics sentimental. Redd Stewart sings it warmly, and the ork backs him appropriately. Good for listening or dancing. (Tannen, BMI)

You Won't Need My Love Any More... 73
 Two-beat weeper is handed a sprightly reading by Stewart and the King ork. (Ridgeway, BMI)

RUSTY AND DOUG
Can I Be Dreaming?... 76
 HICKORY 1036—The boys make with some great "down home" type country harmony on a typical sentimental item. (Acuff-Rose, BMI)

Look Around (Take a Look at Me)... 74
 This is a real cornballer. Booming basso starts off the phrase to which the lads reply in the usual high pitched harmony. Cute material. (Acuff-Rose, BMI)

SIMON CRUM
A Hillbilly's Deck of Cards... 75
 CAPITOL F-3270—Crum, who actually is Ferlin Huskey, tells a long, sad story about his bad luck expedition to Reno. Some funny lines here, tho' it's a laborious effort. (Central Songs, BMI)

Ooh, I Want You... 74
 A very silly project here, but it's a side that spinners should try. May even catch on. (Tree, BMI)

BENNY MARTIN
I'm Right and You're Wrong... 75
 MERCURY 70731—Here's a bright country waltz, with a smart lyric, sung in fine style by Martin. Watch this one, for it is likely to get strong deejay action. (Cedarwood, BMI)

Yes, It's True... 74
 Martin does this weeper with style and flavor. Merits deejay attention. (Acuff-Rose, BMI)

THE TENNESSEE MOONBEAMS
Titanic... 75
 VICTOR 6304—The sad story of the ship sinking is told here, but the spirit is gay. The group produces a bright and happy sound. Good wax. Should get lots of spins. (Valley, BMI)

They Cut Down the Old Pine Tree... 74
 Folksy item with a brisk, hand-clap beat makes fine listening in this well-produced side. Many spins due, and it could sell, too. (Miller, ASCAP)

KENNY BROWN-MARILYN KAYE
Throw a Little Wood on the Fire... 75
 PEP 102—Lively country item with a smart novelty lyric. Merits good exposure by deejays. (Pamper, BMI)

Crazy Arms... 69
 There are some good lines in the lyric of this weeper. Fair performance by the duo. (Pamper, BMI)

WANDA JACKSON
It's the Same World... 74
 DECCA 29677—Wanda Jackson packs a strong emotional wallop on a weeper with effective lyrics. Jockeys and juke should spin. (Brazos Valley, BMI)

Don't Do the Things He'd Do... 73
 An appealing thrashing job on an okay weeper.

FRED BAKER
You'll Never Know Till You Try... 74
 CAPITOL 3271—This is a cute, swiny item where the lyrics tell the tale. The guy sings with ease and gets the story over fine. (Veatchwood, BMI)

I'll Make Up... 72
 "I'll make up for those wrongs I did you," says the song, and Baker gives

it a meaningful treatment. (Lowery, BMI)

JIMMY BRYANT-SPEEDY WEST
Chatter Box... 73
 CAPITOL 3276—Excellent guitar work on a catchy instrumental. Made to order for the boxes. (Central Songs, BMI)

Frettin' Fingers... 73
 Same comment.

BOBBY ROBERTS
I'm Gonna Comb You Outta My Hair... 73
 KING 4837—Country blues, with a lyric of some novelty appeal, is sung quite well by this young chanter. Has authentic sound. (Lois, BMI)

My Undecided Heart... 73
 A weeper, slow and mournful in mood, gets a good vocal performance by Roberts.

JIMMY HALL
Little Miss Brown Eyes... 73
 STARDAY 001A—Widowed daddy sings to his little baby girl here, and it's sung with convincing feeling. (Red Top Music, BMI)

Just a Friend... 71
 This is a weeper on a theme as old as time. But it's sung with warmth and tenderness that gets thru well. (Murray Nash, BMI)

BILLY GRAY
Harbor of Love... 73
 DECCA 29678—Adequate rendition of the pretty ballad. Good, relaxed beat for dancers. (Brazos Valley, BMI)

Girls, Girls, Girls... 71
 As long as they're feminine, nothing much else matters, we're told in this okay slicing. (Copar, BMI)

JIMMIE RODGERS SNOW
Bee-Line... 72
 VICTOR 6303—Bright, briskly paced ditty with a solid vocal by Snow and a lively backing job. Strong jockey and juke material. (Fairway, BMI)

The Meanest Thing in the World Is the Blues... 72
 A showmanly warbling job on an easy blues by Hank Snow's boy, with an interesting effect produced by a sweet-talking gal's voice used as an echo. (Tannen, BMI)

JACK DERRICK
Rainbow of Love... 72
 STARDAY 205—This bright ballad is taken at a lively clip, and the singer sells it easily. (Starrite, BMI)

Waitin' and Watching... 71
 Derrick is pleasantly relaxed in this tuneful ditty and makes another good impression. (Starrite, BMI)

J. W. THOMPSON
Your Heart of Stone... 70
 FINE 1005—This is a dripping weeper and Thompson shines in a substantial vocal effort. The guy knows how to sustain the mood. (Singing River, BMI)

Too Young to Know... 68
 A lot of love and tender feeling come true on this effort, and it adds up to more good country wax. (Singing River, BMI)

EDDIE NOACK
Don't Worry About Me, Baby... 68
 STARDAY 213—The singer is humorously nonchalant in dealing with a two-timing girl. In the background is a solid dancing beat to give added value to the side. (Starrite, BMI)

Fair Today, Cold Tomorrow... 65
 In a play on words, Noack describes the behavior of his sweetheart. A smooth performance, but material is limited.

JIM OWEN
I'm Thinking of You All the Time... 63
 FINE 1004—Okay warbling of a so-so ditty. (Singing River, BMI)

Sie Simon Shuffle... 62
 A bright, danceable side with country orking in an r.&b. frame. May do okay in the home territory, which is Mississippi. (Singing River, BMI)

DAN SEAL
Tear Drop Waltz... 62
 FINE 1003—Clefber-warbler Seal could do some home-tome business with this conventional country story-waltz. (Singing River, BMI)

I Wake at Dawn... 60
 A weepy ballad of lost love, sung without flavor by the clefber. (Singing River, BMI)

SANDY STANTON
My Western Home... 62
 FABLE 507—Western-type ballad. Routine.

J. D. LANGFORD
I Want to Be a Lover... 60
 Here boy friend came in and found the would-be lover with his gal. But it's a rather clumsy performance. (American Music, BMI)

HARRY CHOATES
Poor Hobo... 61
 STARDAY 212—A disk for the Louisiana Bayou people. Vigorous fiddling, heavy beat and a Cajun lyric after the heart of the Lake Charles customers. (Starrite, BMI)

Opelousas Waltz... 60
 A three-quarter time opus, also with Cajun French lyric and similar instrumental backing. Great for Louisiana juke boxes.

JOHNNY BOZEMAN
She's My Bayou Babe... 59
 FINE 1006—Bozeman handicaps himself with very thin material of his own clefting. (Singing River, BMI)

Whatta Ya Gonna Be Doing?... 59
 Bozeman is a competent warbler, but again, it's his own material that he's fighting. (Singing River, BMI)

FOLK TALENT AND TUNES

Continued from page 43

at 223 Sage Street, Louisville. . . Tibby Edwards (Mercury), who has been playing California and Oregon for the American Corporation, Hollywood, plays Niles, Calif., Saturday (5) before returning to the movie capital. . . Curley Gold and His Texas Tune-Twisters continue their entertainment trek thru California. . . A "Louisiana Hayride" unit, of KWKH, Shreveport, consisting of Johnny Horton, Betty Amos, David Houston, Hoot and Curley, Lula Joe and Dalton, and Horace Logan, recently attracted 11,000 paid admissions to the Coliseum, Odessa, Tex. "Those figures are authentic," says Logan, KWKH program director. "I know; I was there. Unfortunately, tho, we were in on a flat rate rather than a percentage."

The gospel-singing Blackwood Brothers are set for Sheffield and Decatur, Ala., November 3; Nashville, 4; Montgomery, Ala., 5; Eupora, Miss., 8; Jonesboro, Ark., 9; McKenzie, Tenn., 10; Little Rock, Ark., 11; Forth Worth, 12; Abilene, Tex., 14, and Houston, 15. . . Ray Lunsford, for many years mandolinist with Jimmy Skinner, has his first instrumental release out on Excellent. Titles are "Country Pickin'" and "Red Wing." . . Dan Seal has just been signed to a recording pact by Fine Recording Company. His first release on that label is "Tear-Drop Waltz" b.w. "I Wake at Dawn."

Lefty Frizzell, after winding up a swing thru California, Oregon and Washington with Billy Gray and His Western Oakies, played four dates last week in the Denver sector. On Wednesday (2), Lefty leaves Hollywood, accompanied by Steve Stebbins, of the Americana Corporation, for a series of dates in New Mexico and Texas en route to the deejay conclave in Nashville. On November 12, Frizzell appears on the Webb Pierce NBC-TV network show from Springfield, Mo.

A "Grand Ole Opry" unit comprising Martha Lynn (RCA Victor), the Five-Star Westerners, the Arkansas Dude, Don Adams, the Louvin Brothers and Buffalo, trick fiddler, entertained the hospitalized vets at the Veterans' Administration Center, Waco, Tex., October 14, under sponsorship of the Veterans of Foreign Wars. The group was in Waco for an appearance at the Wrestling Arena. . . Cowboy Howard Vokes, of Vokes Music Publishing Company, New Kensington, Pa., reports that his tune, "Hank Williams, That Alabama Boy," will be released on the Blue Hen label in two weeks. All c.&w. deejays will get a copy, Vokes advises.

Betty Foley (Decca), Texas Bill Strength (Capitol) and Natchee, the Indian, trick fiddler, have been added to the c.&w. talent contingent being presented by Jimmy Skinner and Lou Epstein at Emery Auditorium, Cincinnati, next Sunday (6). Others already engaged for the date include Pee Wee King and band, Bonnie Sloan (Columbia), Fiddlin' Red Herron (King), Neal Burris (Columbia), Little Eller Long, Red Murphy, the Stanley Brothers (Mercury), Hyla Brown (Capitol), Jimmy Williams (M-G-M), and Ray Lunsford (Excellent). Jimmie Skinner will emcee. The big show is being touted via five Cincy radio and TV outlets. It marks the first c.&w. talent brigade to play a Cincinnati theater in many years.

Among the "Big D Jamboree" folks slated to make the hop from Dallas to Nashville for the deejay (Continued on page 48)

Best Sellers in Stores

For survey week ending October 26

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. LOVE, LOVE, LOVE (BMI)—W. Pierce | 1 | 7 |
| IF YOU WERE ME (BMI)—Dec 29662 | | |
| 2. JUST CALL ME LONESOME (BMI)—E. Arnold | 2 | 12 |
| THAT DO MAKE IT NICE (BMI)—Vic 20-6198 | | |
| 3. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter | 3 | 20 |
| KENTUCKIAN SONG (ASCAP)—Vic 20-6139 | | |
| 4. ALL RIGHT (BMI)—F. Young | 4 | 14 |
| Go Back You Fool (BMI)—Cap 3169 | | |
| 4. I DON'T CARE (BMI)—W. Pierce | 6 | 19 |
| Your Good For Nothing Heart (BMI)—Dec 29480 | | |
| 6. SATISFIED MIND (BMI)—P. Wagoner | 4 | 24 |
| Itchin' for My Baby (BMI)—Vic 20-6105 | | |
| 7. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley | 7 | 8 |
| MYSTERY TRAIN (BMI)—Sun 223 | | |
| 8. SATISFIED MIND (BMI)—R. & B. Foley | 10 | 20 |
| How About Me? (BMI)—Dec 29526 | | |
| 9. SATISFIED MIND (BMI)—J. Shepard | 9 | 20 |
| Take Possession (BMI)—Cap 3118 | | |
| 10. MAINLINER (BMI)—H. Snow | — | 1 |
| BORN TO BE HAPPY (BMI)—Vic 20-6269 | | |
| 10. YONDER COMES A SUCKER (BMI)—J. Reeves | 8 | 6 |
| I'm Hurtin' Inside (ASCAP)—Vic 20-6200 | | |
| 12. BEAUTIFUL LIES (BMI)—J. Shepard | — | 2 |
| I THOUGHT OF YOU (BMI)—Cap 3222 | | |
| 13. DON'T TEASE ME (BMI)—C. Smith | — | 3 |
| I Just Dropped In to Say Goodbye (BMI)—Col 21429 | | |
| 14. THERE SHE GOES (BMI)—C. Smith | — | 25 |
| Old Lonesome Times (BMI)—Col 21382 | | |
| 15. MOST OF ALL (BMI)—H. Thompson | — | 9 |
| Simple Simon (BMI)—Cap 3188 | | |

Most Played in Juke Boxes

For survey week ending October 26

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. LOVE, LOVE, LOVE (BMI)—W. Pierce | 3 | 5 |
| IF YOU WERE ME (BMI)—Dec 29662 | | |
| 2. JUST CALL ME LONESOME (BMI)—E. Arnold | 1 | 10 |
| THAT DO MAKE IT NICE (BMI)—Vic 20-2198 | | |
| 3. I DON'T CARE (BMI)—W. Pierce | 2 | 19 |
| Your Good for Nothing Heart (BMI)—Dec 29480 | | |
| 4. ALL RIGHT (BMI)—F. Young | 4 | 9 |
| Go Back You Fool (BMI)—Cap 3169 | | |
| 5. CATTLE CALL (ASCAP)—E. Arnold & H. Winterhalter | 4 | 15 |
| Kentuckian Song (ASCAP)—Vic 20-6139 | | |
| 6. SATISFIED MIND (BMI)—R. & B. Foley | 6 | 18 |
| How About Me? (BMI)—Dec 29526 | | |
| 7. SATISFIED MIND (BMI)—P. Wagoner | 7 | 18 |
| Itchin' for My Baby (BMI)—Vic 20-6105 | | |
| 7. WHY, BABY, WHY? (BMI)—G. Jones | 10 | 2 |
| Seasons of My Heart (BMI)—Starday 202 | | |
| 9. I FORGOT TO REMEMBER TO FORGET (BMI)—E. Presley | — | 2 |
| MYSTERY TRAIN (BMI)—Sun 223 | | |
| 10. YELLOW ROSES (BMI)—H. Snow | 9 | 23 |
| Would You Mind? (ASCAP)—Vic 20-6057 | | |

Most Played by Jockeys

For survey week ending October 26

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. LOVE, LOVE, LOVE—W. Pierce | 1 | 6 |
| Dec 29662—BMI | | |
| 2. ALL RIGHT—F. Young | 2 | 13 |
| Cap 3169—BMI | | |
| 3. JUST CALL ME LONESOME—E. Arnold | 5 | 10 |
| Vic 20-6198—BMI | | |
| 4. SATISFIED MIND—P. Wagoner | 3 | 22 |
| Vic 20-6105—BMI | | |
| 5. I DON'T CARE—W. Pierce | 3 | 20 |
| Dec 29480—BMI | | |
| 6. MOST OF ALL—H. Thompson | 8 | 7 |
| Cap 3188—ASCAP | | |
| 7. YONDER COMES A SUCKER—J. Reeves | 13 | 11 |
| Vic 20-6200—BMI | | |
| 8. WHEN I STOP DREAMING—Louvin Brothers | 11 | 9 |
| Cap 3177—BMI | | |
| 9. YELLOW ROSE OF TEXAS—E. Tubb | 14 | 8 |
| Dec 29633—BMI | | |
| 10. IF YOU WERE ME—W. Pierce | 9 | 2 |
| Dec 29662—BMI | | |
| 11. DON'T TEASE ME—C. Smith | — | 1 |
| Col 21429—BMI | | |
| 12. I FORGOT TO REMEMBER TO FORGET—E. Presley | 7 | 4 |
| Sun 223—BMI | | |
| 13. THAT DO MAKE IT NICE—E. Arnold | 15 | 12 |
| Vic 20-6198—BMI | | |
| 14. I THOUGHT OF YOU—J. Shepard | — | 1 |
| Cap 3222—BMI | | |
| 15. MAYBELLENE—M. Robbins | 10 | 6 |
| Col 21446—BMI | | |

Mr. Consistency does it again

CARL SMITH



**YOU'RE
FREE
TO
GO**

**I
FEEL
LIKE
CRYIN'**

21462 • 4-21462

Billboard "SPOTLIGHT"—Oct. 29 issue

CARL SMITH
You're Free to Go (Ross-Jungnickel, ASCAP)
I Feel Like Cryin' (Mallory, BMI)—Columbia 21462—
These both are real wet weepers that have break-out
potential. Plenty of effective, tearful vocal sound in evi-
dence and on the "cryin'" item the weepy guitar sound
adds even more to the mood. Smith rarely misses with
this type of material.

COLUMBIA

RECORDS

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 b/w
"JUST AS I AM"
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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

R&B Territorial Best Sellers

For survey week ending October 26
 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. I Hear You Knockin', S. Lewis, Imp.
 2. All by Myself, F. Domino, Imp.
 3. Only You, Platters, Mer.
 4. Good Rockin' Daddy, E. James, Mod.
 5. Thirty Days, C. Berry, Chs.
 6. Don't Start Me Talkin', S. B. Williamson, Che.
 7. At My Front Door, El Dorados, VJ
 8. Maybellene, C. Berry, Chs.
 9. All Around the World, L. W. John, Che.
 10. Feel So Good, Shirley & Lee, Ala.

- Charlotte**
1. All by Myself, F. Domino, Imp.
 2. I Hear You Knockin', S. Lewis, Imp.
 3. Thirty Days, C. Berry, Chs.
 4. All Around the World, L. W. John, Che.
 5. At My Front Door, P. Boone, Dot
 6. Good Rockin' Daddy, E. James, Mod.
 7. Play It Fair, L. Baker, Atl.
 8. Don't Take It So Hard, E. (Connelly) King, King.

- Chicago**
1. Only You, Platters, Mer.
 2. At My Front Door, P. Boone, Dot
 3. I Concentrate On You, D. Washington, Mer.
 4. Blackjack, R. Charles, Atl.
 5. Why Don't You Write, Jacks, RPM

- Cincinnati**
1. At My Front Door, El Dorados, VJ
 2. Only You, Platters, Mer.
 3. I Hear You Knockin', S. Lewis, Imp.
 5. Come Back, Maybellene, J. Greer, Grv.

- Detroit**
1. Only You, Platters, Mer.
 2. At My Front Door, El Dorados, VJ
 3. All Around the World, L. W. John, King.
 4. Maybellene, C. Berry, Chs.
 5. I Hear You Knockin', S. Lewis, Imp.
 6. Good Rockin' Daddy, E. James, Mod.

- Los Angeles**
1. Adorable, Colts, Via.
 2. Only You, Platters, Mer.
 3. At My Front Door, El Dorados, VJ
 4. Maybellene, C. Berry, Chs.
 5. All by Myself, F. Domino, Imp.
 6. Emily, Turks, Mon.
 7. I Hear You Knockin', S. Lewis, Imp.
 8. I Know I Was Wrong, Barons, Imp.
 9. All Around the World, L. W. John, Che.
 10. Wedding, Solitaires, OT

- New Orleans**
1. All by Myself, F. Domino, Imp.
 2. Only You, Platters, Mer.
 3. Blackjack, R. Charles, Atl.
 4. At My Front Door, El Dorados, VJ
 5. Feel So Good, Shirley & Lee, Ala.
 6. Play It Fair, L. Baker, Atl.
 7. Don't Start Me Talkin', S. B. Williamson, Che.
 8. I Hear You Knockin', S. Lewis, Imp.
 9. Thirty Days, C. Berry, Chs.
 10. Maybellene, C. Berry, Chs.

- New York**
1. Only You, Platters, Mer.
 2. Adorable, Drifters, Atl.
 3. I Concentrate On You, D. Washington, Mer.
 4. At My Front Door, El Dorados, VJ
 5. Play It Fair, L. Baker, Atl.
 6. I Hear You Knockin', S. Lewis, Imp.
 7. Johnny Be Smart, S. Vaughan, Mer.
 8. Hand Clappin', R. Prysock, Mer.
 9. Wedding, Solitaires, OT

- Philadelphia**
1. Play It Fair, L. Baker, Atl.
 2. I Concentrate On You, D. Washington, Mer.
 3. Hands Off, J. McShann, VJ
 4. Tears in My Eyes, Dreamers, Gra.
 5. He, A. Hibbler, Dec.
 6. Maybellene, C. Berry, Chs.

- St. Louis**
1. Don't Start Me Talkin', S. B. Williamson, Che.
 2. Hands Off, J. McShann, VJ
 3. I Hear You Knockin', S. Lewis, Imp.
 4. Thirty Days, C. Berry, Chs.
 5. At My Front Door, El Dorados, VJ
 6. All Around the World, L. W. John, King.
 7. Blackjack, R. Charles, Atl.
 8. He, A. Hibbler, Dec.
 9. Only You, Platters, Mer.
 10. Good Rockin' Daddy, E. James, Mod.

- Washington, D. C.**
1. At My Front Door, El Dorados, VJ
 2. Maybellene, C. Berry, Chs.
 3. Only You, Platters, Mer.
 4. Seventeen, B. Bennett, King.
 5. Play It Fair, L. Baker, Atl.
 6. My Boy—Flat Top, B. Bennett, King.
 7. Ain't That a Shame, P. Boone, Dot
 8. Feel So Good, Shirley & Lee, Ala.
 9. In Love, Moonglows, Chs.
 10. Adorable, Drifters, Atl.

Balaban Chairs Group
 WASHINGTON, Oct. 29. — Barney Balaban, Paramount Pictures president, has been named chairman of a committee to choose the site and plan for a government-sponsored Washington auditorium. The Auditorium Commission, created by Congress to organize a Washington center for fine arts, elected Agnes E. Meyer, wife of Washington newspaper owner, Eugene Meyer, as chairman of the full commission.

Best Sellers in Stores

For survey week ending October 26

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. ONLY YOU (BMI)—Platters..... | 1 | 15 |
| Bark, Battle and Ball (BMI)—Mercury 70633 | | |
| 2. AT MY FRONT DOOR (BMI)—El Dorados..... | 2 | 5 |
| What's Buggin' You Baby (BMI)—Vee Jay 147 | | |
| 3. I HEAR YOU KNOCKIN' (BMI)—S. Lewis..... | 2 | 9 |
| Bumpy Bump (BMI)—Imperial 5356 | | |
| 4. MAYBELLENE (BMI)—C. Berry..... | 5 | 14 |
| Wee Wee Hours (BMI)—Chess 1604 | | |
| 5. ALL BY MYSELF (BMI)—F. Domino..... | 4 | 8 |
| Troubles of My Own (BMI)—Imperial 5357 | | |
| 6. ALL AROUND THE WORLD (BMI)—Little Willie John..... | 6 | 5 |
| Don't Leave Me Dear (BMI)—King 4818 | | |
| 7. PLAY IT FAIR (BMI)—L. Baker..... | 10 | 2 |
| Lucky Old Sam (ASCAP)—Atlantic 1075 | | |
| 8. THIRTY DAYS (BMI)—C. Berry..... | 13 | 2 |
| Together (BMI)—Chess 1610 | | |
| 9. BLACKJACK (BMI)—R. Charles..... | 8 | 2 |
| Greenbacks (BMI)—Atlantic 1076 | | |
| 10. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson..... | 7 | 3 |
| All My Love in Vain (BMI)—Checker 824 | | |
| 11. WHY DON'T YOU WRITE ME? (BMI)—Jacks..... | 9 | 13 |
| Snack Dab in the Middle (BMI)—RPM 428 | | |
| 11. HANDS OFF (BMI)—J. McShann..... | — | 1 |
| Another Night (BMI)—Vee Jay 155 | | |
| 13. GOOD ROCKIN' DADDY (BMI)—E. James..... | — | 1 |
| Crazy Feeling (BMI)—Modern 962 | | |
| 14. ADORABLE (BMI)—Drifters..... | — | 1 |
| Steamboat (BMI)—Atlantic 1078 | | |
| 14. FEEL SO GOOD (BMI)—Shirley & Lee..... | 15 | 11 |
| You'd Be Thinking of Me (BMI)—Aladdin 3289 | | |

Most Played in Juke Boxes

For survey week ending October 26

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 | 13 |
| Wee Wee Hours (BMI)—Chess 1604 | | |
| 2. ONLY YOU (BMI)—Platters..... | 2 | 9 |
| Bark, Battle and Ball (BMI)—Mercury 70633 | | |
| 3. I HEAR YOU KNOCKIN' (BMI)—S. Lewis..... | 4 | 4 |
| Bumpy Bump (BMI)—Imperial 5356 | | |
| 4. EVERYDAY (BMI)—C. Basie..... | 7 | 16 |
| Come Back (BMI)—Clef 89149 | | |
| 5. THIRTY DAYS (BMI)—C. Berry..... | 9 | 2 |
| Together (BMI)—Chess 1610 | | |
| 6. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson..... | 9 | 2 |
| All My Love in Vain (BMI)—Checker 824 | | |
| 7. ALL BY MYSELF (BMI)—F. Domino..... | 3 | 7 |
| Troubles of My Own (BMI)—Imperial 5357 | | |
| 8. HIDE AND SEEK (BMI)—J. Turner..... | 6 | 9 |
| Midnight Cannonball (BMI)—Atlantic 1069 | | |
| 9. AT MY FRONT DOOR (BMI)—El Dorados..... | 5 | 5 |
| What's Buggin' You Baby (BMI)—Vee Jay 147 | | |
| 10. FEEL SO GOOD (BMI)—Shirley & Lee..... | — | 2 |
| You'd Be Thinking of Me (BMI)—Aladdin 3289 | | |

Most Played by Jockeys

For survey week ending October 26

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. ALL BY MYSELF—F. Domino..... | 1 | 8 |
| Imperial 5357—BMI | | |
| 2. AT MY FRONT DOOR—El Dorados..... | 5 | 7 |
| Vee-Jay 147—BMI | | |
| 3. ONLY YOU—Platters..... | 2 | 7 |
| Mercury 70633—BMI | | |
| 4. PLAY IT FAIR—L. Baker..... | 9 | 3 |
| Atlantic 1075—BMI | | |
| 5. MAYBELLENE—C. Berry..... | 4 | 13 |
| Chess 1604—BMI | | |
| 6. I HEAR YOU KNOCKIN'—S. Lewis..... | 3 | 9 |
| Imperial 5356—BMI | | |
| 7. FEEL SO GOOD—Shirley & Lee..... | — | 4 |
| Aladdin 3289—BMI | | |
| 8. HIDE AND SEEK—J. Turner..... | 6 | 11 |
| Atlantic 1069—BMI | | |
| 9. THOSE LONELY, LONELY NIGHTS—E. King.... | 14 | 5 |
| Ace 509—BMI | | |
| 10. AIN'T THAT A SHAME—F. Domino..... | 10 | 25 |
| Imperial 5348—BMI | | |
| 10. NIP SIP—Clovers..... | — | 2 |
| Atlantic 1073—BMI | | |
| 12. GREENBACKS—R. Charles..... | — | 1 |
| Atlantic 1076—BMI | | |
| 13. SEVENTEEN—B. Bennett..... | — | 6 |
| King 1470—BMI | | |
| 14. ALL AROUND THE WORLD—Little Willie John... 8 | 6 | |
| King 4818—BMI | | |
| 14. THIRTY DAYS—C. Berry..... | 14 | 2 |
| Chess 1610—BMI | | |

ATCO
 New Releases...

Nolan Lewis

"ALWAYS LOOK UP"
 and
"LET'S START ALL OVER AGAIN"
 Atco 6058

Atco 6056
"YES SIR THAT'S MY BABY"
 and
"SYMPATHY"
 By The Sensations
 Atco 6057

"SHADOWS OF LOVE"
 and
"YUM YUMMY"
 By The Pearls
 Atco 6059

Breaking BIG

"Smokey Joe's Cafe"
 By The Robins
 Atco 6059

"YOU TICKLE ME BABY"
 Royal Jokers
 Atco 6052

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- "EDNA"**
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The Meadowlarks #372
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- "YOU'RE HEAVENLY"**
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The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

This Week's Best Buys
NO SELECTIONS THIS WEEK

Review Spotlight on...
RECORDS

FATS DOMINO

Poor Me (Commodore, BMI)—Imperial 5369.
Domino belts out a lustrous rhythm novelty with great good humor and his usual superb vocal showmanship. The disk has much of the infectious lyric quality and brisk pacing that made Domino's "Ain't That a Shame" waxing a best seller. This one should prove an equal success with deejays, jukes and across the counter. Flip is "I Can't Go On" (Commodore, BMI).

DINAH WASHINGTON

I'm Lost Without You Tonight (Admont, ASCAP)
You Might Have Told Me (Westbury, BMI)—Mercury 70728.
Here's another smooth, intimate thrashing job by the great Dinah Washington. The canary lends her silken-larynx and tasteful phrasing to two appealing ballads, with "I'm Lost Without You Tonight" a particular standout. The disk has strong pop appeal (especially for jockeys) and could go in both markets.

LITTLE WILLIE JOHN

Need Your Love So Bad (Jay & Cee, BMI)
Home at Last (R-T, BMI)—King 4841.
Little Willie John sells both sides with warm sincerity and easy showmanship. "Need Your Love So Bad" has an effective authentic blues sound, while "Home at Last" is a relaxed blues with appealing lyrics. The young artist's first record "All Around the World" is riding high on the charts right now, and this—his second release—may very well be another hit.

THE FIVE KEYS

Gee Whittakers! (Lowell, BMI)
'Cause You're My Lover (Roxbury, ASCAP)—Capitol 3267.
The group wraps up a bright novelty "Gee Whittakers!" in a bouncy, solidly commercial vocal treatment and a happy beat. The lyrics spotlight a series of teen-age slang phrases, and the side could easily go pop too. The flip, "Cause You're My Lover," is a suavely styled, slow-tempo ballad, with a memorable melody and an excellent performance by the lead singer.

RHYTHM-BLUES NOTES

By PAUL ACKERMAN

One of the very noticeable trends in repertory lately is the drawing together of the rhythm and blues, and country and western categories. Really, they have never been far apart, for such country writers as Jimmy Rodgers in the 1920's and 1930's established a solid tradition of folk blues in the country field.

In recent months, however, the similarities between the two fields have become even more marked, and just as r.&b. exerted its influence in the pop field, so it is becoming a factor in the country market. Recent sides cut by such fine country artists as Marty Robbins on Columbia, Elvis Presley on Sun and Chuck Reed on Mercury have been truly r.&b. type songs. The performances, too, have shown that the country artists understand the material — much more so, it may be said, than many pop artists and writers who aspire to r.&b.

A major factor which has accounted for the renewed influence of r.&b. in the country market is this: In the deep South, many country buyers have taken a liking to r.&b. disks. It is only natural, therefore, that the country a.&r.

men and artists devote more attention to r.&b. material. Paul Cohen, noted Decca c.&w. recording executive, for years has noted the kinship of the two categories. Very often the chief difference is that one uses horns, whereas it is strings in the other, Cohen points out.

The Shaw Agency's r.&b. and jazz package headlining Count Basie, Joe Williams, Ruth Brown, George Shearing, the Orioles, T-Bone Walker and the Jacks begin a 19-day tour in Lake Charles, La., November 16. . . . Atlantic Records is busily recording. The Cardinals are doing a session for the label this week, and chanteuse Ruth Brown worked over some material last week.

Teddy Powell, New Jersey dance promoter, purchased the Wideaway Corporation of Newark, N. J., and will open a new nitery in addition to operating the 2,500-capacity Wideaway Hall on the premises. The spot will originate a three-hour wax show via WNJR, Newark, with deejays Doc Wade, Pat Connell and Charley Green handling the broadcasts.

Three new entries on the national charts this week: J. McShann with "Hands Off" on Vee Jay, Etta James' "Good Rockin' Daddy" on Modern, and the Drifters' "Adorable" on Atlantic. . . . Sid Bernstein has taken over the acts department at Shaw. . . . The Fi-Tones, formerly the Cavaliers, whose Atlas Records' disk "Foolish Dreams" is getting some action, have been signed by Mercury Artists. . . . The Platters, No. 1 on the national chart with their Mercury disk "Only You," will headline the stagshow at the Paramount

Getting Bigger By The Moment!
FOOLISH DREAMS
b/w
LET'S FALL IN LOVE
Atlas 1050
ATLAS RECORD CO.
271 West 125th St., New York, N. Y.
MONument 6-0420

Reviews of New R & B Records

THE VALENTINES
Lily Mae Belle77
RAMA 171—The tune here is pretty routine, but the pounding beat is really live and figures to win action for this group effort. (Kahl, BMI)
Falling for You76
Still another languid ballad in the "Sincerely" vein. Good group job and live recording sound. Makes for an above-average coupling. (Patricia, BMI)

MERCY DEE
Stubbhorn Woman77
FLAIR 1078—Dee shouts out some fine, salty Southern blues to powerful rhythm backing. A flavorsome effort that should do well in all sectors. (Flair, BMI)
Have You Ever?72
Harvest time has got him worn out and weary. A mildly interesting plant in the Southern style. (Flair, BMI)

ELMORE JAMES
Good-Bye76
FLAIR 1079—A very well recorded Southern blues, shouted with feeling by James and backed by what sounds like a Hawaiian guitar, plus rhythm. (Flair, BMI)
Blues Before Sunrise76
Another great shout by James. Should do well with buyers of down-to-earth blues stylings. (Flair, BMI)

THE PEARLS
Shadows of Love75
ATCO 6057 — A slow sentimental ballad delivered with bluesy feeling by the gifted lead and tastefully harmonized as on the flip. Two creditable sides. (Progressive, BMI)
Yum Yummy74
This catchy novelty gets a swinging reading from the lead and is given an infectious bounce by the group backing him. With exposure, the side could do well commercially. (Progressive, BMI)

ELOUISE BROOKS
My Plea74
ALADDIN 3303 — Here's an emotional item sung with tender expression. The gal registers well with fem group backing up. Could get some jockey action. (Aladdin, BMI)
Charles, My Darling72
The gal gives her all to "Charles" in another expressive outing. Lots of real r.&b. vocalistics in evidence. (Aladdin, BMI)

WYNONIE HARRIS
Shot Gun Wedding73
KING 4839 — His baby's marrying someone else for spite, and the chanter is gonna shoot out the lights. He shouts this blues in good style—plenty of enthusiasm. (Jay & Cee, BMI)
I Don't Know Where to Go73
Another blues, this one slower in tempo than the flip, but very relaxed and satisfying.

HELEN HUMES
All I Ask Is Your Love73
DOOTONE 374-A—A relaxed, pleasing side. Song is a blues, and the thrush does nicely.
Woojamacoja70
Miss Humes belts out a novelty blues. Routine.

PAPA LIGHTFOOT
Jumpy With Jarvis72
ALADDIN 3304—Just what the title says, this one jumps and swings all the way, with fine jamming sounds from the harmonica with piano, guitar and drums on the backing. (Aladdin, BMI)
Blue Lights71
This side swings in a medium tempo with more fine sounds from Papa Lightfoot on the harmonica. (Aladdin, BMI)

THE PEBBLES
Ooo Wee71
MIDDLE-TONE 2002—The boys give out with a cute ditty about a fetching doll who catches the eye. Number moves brightly and could win some attention. (Middleton, BMI)
Let Me Hear It Again66
The boys make a good try, but the whole arrangement is far too poppish to move very far in r.&b. circles. (Middleton, BMI)

THE HEARTBEATS
Crazy for You69
HULL 711—The group displays a pretty sound, but better backing by the ork could give it a much guttier r.&b. feel. (Keel, BMI)
Rockin'-n-Rollin'-n-Rhythm-n-Blues-N67
The group delivers a good rhythmic effort on material that somehow misses the mark. (Keel, BMI)

THE SENSATIONS
Yes Sir, That's My Baby68
ATCO 6056—Yvonne is the featured soloist with the group in this oldie. She has a light, pleasing voice and gives an unusual styling of the tune, making it seem quite natural in this idiom. (Bourne, ASCAP)
Sympathy66
Tommy Wicks turns on the tears in this weeper, and while he does an okay job, the material is fairly routine and does not give him much to work with. (Progressive, BMI)

Theater in Los Angeles beginning November 2.
That's it for the week. Hope to see as many of the cats as possible at the great clambake in Carnegie Hall today (29) when Louis Krefetz' "Top Ten Revue" moves in.

HOT on GROOVE
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Mr. Bear HOW COME
b/w
I'M GONNA KEEP MY GOOD EYE ON YOU
GROOVE G/4G-0125

Cousin Leroy GOIN' BACK HOME
b/w
CATFISH
GROOVE G/4G-0123

Emmett Hobson WHERE IS JOE?
b/w
MATTIE BEE
GROOVE G/4G-0124

GROOVE RECORDS
155 EAST 24th ST.
NEW YORK, N. Y.

THE FINAL CURTAIN

ALEXANDER—Frederick, 84, former Detroit musician, recently in Lemon, Calif. He was director of the Conservatory of Music at Ypsilanti Normal College, Ypsilanti, Mich., from 1909 to 1942. The body was cremated, to be followed by burial in Caro, Mich.

BURKHARDT—Peter, 55, veteran carnival concessionaire, October 27 in a Columbia, S. C., hospital. He had been showing at the South Carolina State Fair with the World of Mirth Shows at the time of death. (Details in General Outdoor section.)

DIAMOND—Milton, 66, retired attorney for the music and entertainment field, October 19 at his New York Intimacy of a cerebral hemorrhage. Native of Russian, he graduated from New York Law School in 1911. In 1947 he became counsel for the American Federation of Musicians and for James C. Petrillo, president. Previously he had served as president and general manager of the Producing Music Managers' Association, which booked concerts. He is survived by a son, Sidney; a daughter, Mrs. Beatrice Donis; and three brothers, David, Zauville and Samson.

EDMONSON—William E. (Fete), 61, veteran chief electrician at Coney Island, Cincinnati amusement park, October 21 in Good Samaritan Hospital, that city. Prior to his connection with Coney Island, he had worked as electrician for many Cincinnati theaters. He was a member of Local No. 5, Cincinnati Stage Employees. Survived by his widow, Ethel; two daughters, Mrs. Roberta

Noonan and Mrs. Patricia Johnson, and a sister. Burial October 24 in Guardian Angel Cemetery, Cincinnati.

EGGEN—Arne, 74, Norwegian composer, October 26 in Oslo. He was known particularly for his arrangements of folk music. He was the first chairman of the International Bureau of Music when it was founded in 1928. Also a conductor, he was known for his choral work, violin sonatas and songs.

HARRIS—Sidney, 47, theatrical agent and for many years night club and vaude editor of The Billboard, October 23 in Miami Beach, Fla. He started his career 30 years ago with The Billboard and left to become associated with the William Morris Agency in New York and later in Chicago. He resigned from the Morris organization when he, Jack Russell and Bookie Levin formed the Mutual Entertainment Agency, Chicago, where he was in charge of night club and vaude bookings. He went to Miami Beach in 1951 and opened his own agency there. His wife, Selma Marlowe, headed a dancing troupe, the Selma Marlowe Dancers, for several years one of the mainstays at the Clover Club, Miami Beach. She will continue to operate the Miami Beach agency. Other survivors include a daughter, Hope, Miami Beach; two brothers, Louis, Miami; William, New York, and a sister, Mrs. Ruth Letoff, New York. Body was sent to New York for burial.

JORDAN—E. Ross, 77, manager of the Georgia State Fair, Macon, 33 years, October 22 in Macon. (Details in Fair section.)

KARE—Joseph E., 65, widely known outdoor showman and former president of the Hot Springs, Ark., Showmen's Club, October 18 in Prichard, Ala., of a heart ailment. At one time he was a partner with Jack L. Oliver in the operation of the Greenland Shows and in recent years operated his own Wonder City Shows. He had also served in an executive capacity with the John R. Ward and other carnivals. Survived by his widow and six children. Burial in Whistler, Ala.

KEYSER—Irving Charles, 52, former treasurer of the Alvin Theater, New York, October 25 in the Bronx, New York. He was a member of the Association of Theatrical Press Agents and Managers and a life member of the Actors' Fund of America. His widow, a daughter, his mother, a brother and a sister survive.

MITCHELL—Arthur Raymond, 66, prominent Battle Creek, Mich., businessman, October 26 in Battle Creek. He was an active member of the Circus Fans of America and had a wide acquaintance among outdoor show people. Survived by his widow, Helen; a brother, Walter E., Chicago, and three half-sisters, Mrs. Addison Leiter and Mrs. Henry S. Schwalm, both of Battle Creek, and Mrs. C. E. McConnell, Grand Rapids. Burial in Oak Hill Cemetery, Battle Creek.

MURO—Mike, 74, for more than 25 years president of Denver Local No. 20, American Federation of Musicians, October 14 in Denver. Born in Potenza, Italy, he came to Denver at an early age and was recognized as an accomplished musician before he was 15. In 1909 he began his professional career with city civic band. He was elected president of the local in 1929. Survived by his widow, his mother, two brothers and three sisters.

CARNEY— A daughter, Karen Lee, to Mr. and Mrs. Tony Carney recently in Bridgeport, Conn. Father is accordionist and mother the former Lee McCall, singer and dancer in vaudeville.

GATES— A daughter, Yvonne Ione, to Mr. and Mrs. Jack Gates October 16 in Philadelphia. Father is a veteran midway concessionaire.

MILLER— A daughter, Jennie Ellen, to Mr. and Mrs. Richard Miller October 11 in Douglas, Ga. Father is a concessionaire on the Wolverine Shows.

SHELTON— A daughter, Sherrie Diane, to Mr. and Mrs. Marvin (Slim) Shelton October 5 in Birmingham. Father is a concession agent.

KENTON-BORDEN— Stan Kenton, orchestra leader, and Margaret Ann Borden, vocalist with his band known professionally as Anne Richards, October 18 in Detroit.

PAXTON—Lorena Toliver, 42, wife of Glenn Paxton, veteran organist and orchestra leader at the French Lick-Sheraton Hotel, French Lick, Ind., October 21 in Dunn Memorial Hospital, Bedford, Ind. Burial in Paoli, Ind.

RAYMER—Walter, 72, retired concessionaire, recently in Washington. (Details in Carnival section.)

ROSS—Anthony, 46, veteran Broadway actor, October 25 in New York. He died in his sleep, apparently from coronary thrombosis, a few hours after playing his featured role in "Bus Stop" at the Music Box Theater. Ross made his debut in "Whistling in the Dark" in 1932, thereafter playing featured roles in some 30 plays, including "Arsenic and Old Lace," "The Glass Menagerie," "Winged Victory," "Season in the Sun," "The Emperor's Clothes," "King Richard II," "Twelfth Night," "Bury the Dead" and "Excursion." His Hollywood films include "Rogue Cop" and "The Country Girl." During World War II he served in Army Intelligence and also toured with "This Is the Army." Ross was seen frequently on TV. His widow, a son and his father survive.

RUGE—Billy, 89, formerly of the team of Probel and Ruge, October 19 in New York. He had played all the leading vaudeville houses in America and had toured Europe for 17½ years. He was also a pioneer in the silent films. There are no immediate survivors.

FOLK TALENT AND TUNES

Continued from page 44

conclave November 11-12 are Sonny James, Charline and Jack Arthur, Hank Locklin, the Belew Twins, Joe Poovey, bossman Ed McLemore, booker Ed Watt, emcees John Harper and Johnny Hicks, and tub-thumper J. F. Dolan.

With the Jockeys

Tom Wallace, KTKT, Tucson, Ariz., reports that Bob McKinnon, formerly with WRFS, Alexander City, Ala., has taken over c.&w. programming at KTKT. McKinnon helms "Hillbilly Jamboree" from 9-11 a.m. each day, Monday thru Saturday, and also emcees "Tucson Saturday Night," which holds forth at the Tucson Sports Center each week. Latter show features dancing from 9 p.m. to 4 a.m., with music by the Rocky Calton and Wayne Webb bands. . . . Curly Sanders, who formerly spun 'em at WTCO, Campbellsville, Ky., is now doing 30 hours a week at WBRT, Bardstown, Ky. Sanders' latest on the Jamboree label is "Heartsick and Blue" b/w "I'll Obey My Heart." Deejays may obtain a copy by writing Sanders at WBRT.

Barney Lee, Fresno, Calif., deejay, recently made application to the FCC for a 500-watt radio station to be located in Fresno. Lee plans to feature country and western music and news daily except Sunday. . . . John Kramer, WDBS, Hanover, N. H., infos that Ralph Skinner is now broadcasting an hour and 15 minutes of country stuff a day over WTSL, Lebanon, N. H. . . . Tommy Trent's two-and-a-half-hour stageshow, "Arkansas Hayride," beamed every Saturday night, 8-8:30 over KTHS Little Rock, also features Shelby Cooper and His Dixie Mountaineers, Les Willard, Gene Davis and Thomas Hester.

Decca's Mitchell Torok guested recently on R. Lee Hickman's "Western Round-Up," over WIRJ, Humbolt, Tenn. . . . Smoky Dacus, KAMO, Rogers, Ark., writes: "I do five shows a day, beginning with a 30-minute gospel show at 5:30 a.m. I use tape station breaks by several artists, leading up to my all-request show in the afternoon. Also include plugs and conversations with artists on tape. Would like to invite any of the artists to drop by when they're in this part of the country, especially Jimmy Newman, Slick Norris and Rita Robbins. . . . After a year with another station, Dean Turner has returned to KNOK, Fort Worth, where he's now spinning two hours of the country stuff daily. "I have the only country and western show on this station," writes Turner, "and I have to use records from my own files. The station doesn't have a c.&w. file. If you could pass this information along to some of the distributors, I would certainly appreciate it. My address: 701 Ernest Street, Fort Worth."

HOCUS-POCUS

By BILL SACHS

P. C. SORCAR, internationally known Hindu conjuror, who sailed with his company from Calcutta October 13, is due in Pittsburgh November 13 to prepare for his European premiere at the Theatre Etoile there. The Sorcar magical extravaganza begins its Paris stand November 15 and is carded to remain there indefinitely. From the French capital, the Sorcar show moves to London for an indefinite run at a West End theater. . . . Lucille and Eddie Roberts are combining work with pleasure on a six-week stand at the Montego Beach Hotel, Montego Bay, Jamaica. . . . M. L. (Pat) Fogerty, of New Alexandria, Pa., shoots us a clipping culled from The Pittsburgh Press telling of the death in a hotel there recently of an Anthony Scibilia. Fogerty and the magic lads in the Pittsburgh area thought the deceased was the well-known, veteran producer and booker, Anton Scibilia, who now operates out of the Karl Taylor Agency, Dayton, O., and who formerly was associated with the Joe Hiller office in Pittsburgh. Happily, a phone call to Scibilia in Dayton found the latter answering the phone. He later confided that he's still hale and hearty and active in the booking business. Scibilia recently added Dr. Anderson, hypnotist, to his books. . . . Don C. MacIver, magician and lecturer, who put in the '54 season with

the Side Show on the Ringling-Barnum circus, has just finished 20 weeks at Hubert's Museum, New York, with his magic and electric turns. MacIver has gone to his home in Tunnelton, W. Va., for a rest. His contract at Hubert's forced him to cancel a tour of the Hawaiian Islands with the E. K. Fernandez Side Show. . . . Christine Ludwig last week was elected president of the Independent Magic Club, Bridgeport, Conn., the first woman ever to be named to that office. Other officers chosen were Louis DeDeo, treasurer, and Helen Whittlesey, secretary. . . . Pinter the Magician and wife, Betty, who closed the season recently with the Plunkett Show in Texas, have launched their own "Cavalcade of Wonders" to play school and auspice dates thru the Lone Star State. They are geared to do 45-minute presentations in schools and two hours in auditoriums at night, using large illusions and a line of attractive paper. . . . Syl Reilly, Columbus, O., magic maker and magician, who was stricken with a gall bladder disorder at the recent Binghamton, N. Y., magic convention, posts that he's mending okay at his home, 57 East Long Street, Columbus 15. "The medics say I'll be good as new in six weeks," posts Syl. "I would like to thank the boys who sent me get-well cards. My home took on the appearance of Christmas time the past week."

BURLESQUE BITS

By UNO

Jessica Rogers, the Wow Girl, is laying off, visiting with her sister Linda in Baltimore. . . . The Empire in Brooklyn, reinforced with a new bankroll, is definitely set to open with Bob Collins' Follies shows on November 11. The number producer is Billy Koud and talent booker, Eddie Kaplan. . . . Booker Trixie Rogers is ill with colitis in Room 762 of the Flower of Fifth Avenue Hospital in New York. Her business continues under the guidance of her husband, Sam Rogers. . . . Jimmy Grosso, a humorous impressionist, has been featured for two weeks at Fred Koury's Plantation Club in Greensboro, N. C. He has played to full houses, and this is the third time he has been brought back this year. From Greensboro he goes to the Circle Lounge in Dubuque, Ia. The Plantation, 1,000 capacity, is known as the most beautiful supper club on the Eastern Seaboard, south of Washington. . . . Ruth and Archie Kottler, with their son Jeffrey David, played host at a recent party in honor of Jimmy Grosso, at their home in Greensboro, N. C. Attending were Zol and Bonnie and daughter Mindy Kutechi, Rose Bayer, Will Selman, Eddie Schwartz, Shirley Drenon and Cy Messitte. . . . Augie Circella, owner of the Frolics in Chicago, finds business so well that he has increased his cast and runs as many as six exotics in one show, along with production numbers presented by Russell LaValle. Current list of principals include Harry Meyers, comic, in from the Coast; Walt Collins, straight man; Mel Bishop, vocalist doubling in juvenile parts; Sheila Ryan, Lorelei, Babs Mitchell, Connie Lee, Toni Claire and Melba Toast. Coming in next week will be a new feature billed as "Gorgeous Grandma, one of the sexiest and most beautiful older exotics in the business."

Gypsy Rose Lee is to play the role of a mamma in "Strip for Action," the new musical in which she is to be featured and which goes into rehearsals shortly. . . . Charlie Robles, vocalist and emcee, is ill at his Brooklyn home, 196 Chestnut Street, with a heart attack. In vaude he will be remembered as of the team of Sallee and Robles. . . . October 24 was celebrated by this reporter for a comeback to the desk after a seven weeks' battle with an injured leg, the result of a fall on September 8 at the corner of 42d Street and Broadway. Sincerest thanks to all

for get-well cards, phone calls and visitations. An every other day caller to the Uno home was Harry Szerlip, celebrated magician and owner of the Patio Dress Company, maker of evening gowns in Manhattan. Special auto ride conveniences were thru Max Packman, outdoor showman, and Patsy Haley, ex-heavyweight pugilist. An every day phoner was attorney Paul Weintraub. Also thanks for a job well done in continuing "Burlesque bits" every week by our indefatigable and painstaking Tommy Noonan, office manager and founder, writer and publisher of "Billboard Bulletin," our very interesting weekly office paper.

In answer to many requests received by us regarding contacting former performers, agents, managers, etc., may we suggest you do not write us directly. If you will send a letter addressed to that person in care of any of our offices, we will then publish their names in our Letter List for three consecutive weeks. The addressees can then contact our office and either pick up their mail in person or ask us to forward it to their present permanent addresses. This is the best method and the only one we can use to help you get in touch with former members of show business. This has been a free service offered by The Billboard for many years to all people in show business. It does not guarantee success but is worth a try.

Vita Failla, the Packard "Take the Key and See" girl, has just finished posing for a series of pinups for a leading magazine.

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DALE BARRON

November 3, 1954

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IRENE BURTON

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Madge Buckley

WHO PASSED AWAY
NOV. 6, 1952

M. M. BUCKLEY

In Loving Memory of

MATTHEW J. (SQUIRE) RILEY

Died November 3, 1948.
"Always in our hearts."

LILLIAN & MARK

In Memory of

MATTHEW J. (SQUIRE) RILEY

Passed away November 3, 1948.

IMOGENE RILEY

IN LOVING MEMORY OF

GEORGE M. COHAN

1878 — 1942

The Cohan Family

ALL WIN AT FAIR AS RAS, RINGLING DAY AND DATE

SHREVEPORT, La., Oct. 29.—Appearance of Ringling Bros. and Barnum & Bailey Circus alongside the Royal American Shows at the Louisiana State Fair here Wednesday (26) proved to be a three-way winning combination.

For the fair, the day added up to the biggest Wednesday in its history and this contributed to the annual's more than 25 per cent increase over last year's rainy run and toward a mark expected to rank among the fair's highest.

Royal American's Wednesday was strong and this figured in putting the midway 30 per cent ahead of last year here.

Ringling-Barnum was hampered in the afternoon by a late arrival and drew a half house, but the show attracted a capacity 9,800-person house at night.

The Ringling attendance of roughly 15,000 not only paid the price of circus tickets, at a \$3 top, but also parted with 50 cents at the fairgrounds gates. Most circus-goers passed close enough to the carnival to get the urge for midway action, too.

Dominican Bally Costing \$250,000

Trujillo Sets \$157,000 Premiums for Cattle Show; Grounds Nearly Ready

NEW YORK, Oct. 29.—About 60 of the 71 planned buildings are already up on the grounds of the International Peace and Progress World's Fair, and a promotional budget of \$250,000 has been allocated for advertising and otherwise publicizing the event.

Harry Klemfuss, director of public relations for the huge exposition at Ciudad Trujillo in the Dominican Republic, said this week that space has been contracted for in national magazines, and billboard spots are being prepared in such southern coastal places as New Orleans and Miami. The entire ballyhoo budget has already been contracted out.

Popcorn Meet Spotlights Food, Drinks

CHICAGO, Oct. 29.—Operators of eat-and-drink concessions at drive-in theaters as well as many other outdoor amusement centers will converge on Chicago November 6-9 for the annual trade show and meeting of the International Popcorn Association at the Morrison Hotel. For the second year the convention and trade show is being held jointly with the conventions of the Allies States Association of Motion Picture Exhibitors, Theatre Equipment and Supply Manufacturers' Association, and the Theatre Equipment Dealers' Association.

All popcorn concession supplies, machinery and equipment firms will be concentrated on the third floor of the hotel.

In addition to the trade show, a program of interest to concession operators has been scheduled. Topics to be discussed during the week by various experts in the field will touch on the popcorn situation, new ideas in equipment, operation of drive-in theater concessions, layout of concessions, cafeteria operations vs. station operations, new ideas and trends and many other topics pertinent to profitable eat-and-drink operations.

AGENTS POLISH ROUTE METHODS

CHICAGO, Oct. 29.—Material for telegraphing the route for overland shows has come a long way since the rail fence days. It used to be done with flour, then chalk, sometimes paint. And now shoe polish.

Full-page ads in New York publications this week, one in The New York Times, proclaimed the beauty and progress so far of the event.

Altho the island's population is 2,500,000 it is expected that attendance will equal that number. Klemfuss noted that membership in the Partida Dominicana, President Juan Trujillo's party, totals a million persons aged 18 or older. It is expected that each will attend the fair at least twice, he said.

Gate Prices Set
Altho a free fair gate was the original prospect, it was officially announced that there will be a 50-cent charge for adults and 25 cents for children, in American money. This is not expected to keep the 1,000,000 party members from making their two visits.

A huge total of \$157,000 in cash premiums, an almost unheard-of sum, will be offered for cattle show winners. There will be many \$1,000 awards and lavish handing out of medals, ribbons and other prizes. Following the event the winning cattle will be auctioned off, and the report is that Trujillo will encourage that top dollar be offered in order to integrate fine cattle to improve the quality of Dominican livestock. Entry applications are being received from [\(Continued on page 68\)](#)

Kid Talent at Store Opening

NEW YORK, Oct. 29.—Grand opening of a new Dilbert's chain supermarket this weekend features Captain Video, clown Jolly Jazbo and His Jazzbomobile, and Jimmy Lalar, balloon sculptor, all booked in by Abe Feinberg. The store is in the Boro Park section of Brooklyn.

Weather and Series Cut N. Y. Rodeo \$\$

NEW YORK, Oct. 29.—Trimmed down to three weeks for the second straight year, the 30th World's Championship Rodeo again failed to stem its downhill slide which has carried thru a number of years.

Attendance and grosses were behind those of 1954, which was not a season to boast about, it was learned, and officials at Madison Square Garden are looking toward next year's edition without a ready solution to the problem of how to halt the decline.

With Roy Rogers as the star attraction, minus the services of Dale Evans this time, the show nevertheless did well in the face of conditions which hindered its suburban business. In Connecticut and part of lower New York State,

DALLAS FAIR'S 2,611,271 AGAIN TOPS ALL RECORDS

'Pajama Game' Grosses \$246,352; Icer Pulls 104,511 in 24 Shows

DALLAS, Oct. 29.—The State Fair of Texas ended its 1955 run, graced with perfect autumn weather practically all the way, with a total attendance of 2,611,271.

The total exceeded last year's attendance of 2,506,463 by 104,808. The 1955 fair ran for 16 days and 17 nights, against the usual 16 days last year, but even without the added evening—which was the Friday before the opening Saturday—the fair would still have shaded last year's record-breaking attendance.

The day-by-day attendance figures showed that about half of the fair's days were up and half were slightly off, but the days that were up were substantially higher in most instances than corresponding days last year.

Weather Holds

The fine weather, clear and not too warm, held until the final Sunday evening (23), when a sharp norther' swept into town and put a definite chill on the midway and cut attendance for the fifth annual Religious Festival in the Cotton Bowl, for which a 2,500-voice high school choir had been assembled. The norther' hit after 6 p.m., when a free gate went on, so that revenue at the gates was not affected.

Money-wise, no particular trend was markedly in evidence for various phases of the fair; some were up and some were down. The over-all results would, how-

DALLAS GATE DAY-BY-DAY

DALLAS, Oct. 29.—Day-by-day figures for the 1955 State Fair of Texas, October 7-23, compared with corresponding days last year, follow:

| | 1955 | 1954 |
|---------------|------------------|------------------|
| Fri. (7) | 65,465 | |
| Sat. (8) | 201,575 | 206,065 |
| Sun. (9) | 171,193 | 155,461 |
| Mon. (10) | 54,296 | 50,031 |
| Tues. (11) | 98,667 | 189,677 |
| Wed. (12) | 185,089 | 93,721 |
| Thurs. (13) | 62,435 | 67,542 |
| Fri. (14) | 251,685 | 248,960 |
| Sat. (15) | 323,224 | 296,784 |
| Sun. (16) | 274,152 | 281,877 |
| Mon. (17) | 181,725 | 178,068 |
| Tues. (18) | 109,765 | 117,498 |
| Wed. (19) | 77,685 | 81,725 |
| Thurs. (20) | 82,123 | 85,963 |
| Fri. (21) | 145,968 | 137,950 |
| Sat. (22) | 151,349 | 124,745 |
| Sun. (23) | 174,875 | 190,396 |
| Totals | 2,611,271 | 2,506,463 |

ever, seem to put the 1955 fair in a class with the better years of the Dallas exposition.

A financial report for the year will be delivered at the annual stockholders' meeting December 13.

"The Pajama Game" did very well in State Fair Auditorium. The 4,285-seat house had three over-capacity audiences and attracted a total of 82,337 for its 24 performances. At a \$4.80 top, patrons paid in \$246,352.33 before taxes. Attendance was better than last year's "The King and I," but the box-office gross was down.

Tennant Steps Out Of Dallas Fair Post

Resigns After 20-Year Service; Given Credit for Smooth Midway Operation

DALLAS, Oct. 29.—Fred Tennant Jr., midway and concessions manager of the State Fair of Texas, has announced his resignation as of November 1. The 54-year-old Tennant has been connected with the fair for 20 years.

Tennant was in charge of one of the largest and most complex midway and concession operations in the nation, and helped to develop the State Fair midway into one of the smoothest-running and best-respected businesses of its kind anywhere.

As concessions manager for the Dallas fair, he was in charge of all concessions on the 187-acre fairgrounds both for the 16-day October fair and thruout the rest of the year. His job included supervision of all concessions in the

Cotton Bowl, the 75,504-capacity stadium on the fairgrounds. He booked all free acts for the summer midway and for the fair, booked fireworks and the grandstand. He also sold all outdoor exhibit space, including farm implements.

The same policies in regard to concessions and the same pattern



FRED TENNANT

of booking established by Tennant will be followed in the future and there will be no change in operation of the concessions department, emphasized James H. Stewart, executive vice-president and general manager of the State Fair of Texas. Stewart said most of the same concessionaires and operators were expected to be back next year.

Praised by Stewart

"The State Fair of Texas is losing a valued and extremely competent member of the staff and we are all sorry to see him go," Stewart said. "Fred is a real expert in midway and concession operations and he will be a difficult man to replace."

For his part, Tennant said, "The State Fair of Texas will always be [\(Continued on page 51\)](#)

"Ice Capades," playing in the 5,560-seat Ice Arena with a \$3.30 top, had 104,511 customers for 24 performances. The Joie Chitwood thrill show played 29 performances in front of the grandstand, on one day (Saturday, 15) giving an unprecedented five performances, four of them sellouts. Total attendance in the grandstand, which seats about 4,500, was 43,419.

A few attendance figures for various attractions on the fairgrounds, first to be gathered in a comprehensive statistical survey of the 1955 fair operation, showed the following totals:

Museum of Fine Arts, which featured the "Family of Man" photographic exhibition, 104,660; Museum of Natural History, 66,561; Aquarium, 150,416; Health Museum, 75,700; Fashion Round-Up, 37 free shows presented in Women's Building to standing-room-only audiences, 18,500; "Dancing Waters," 62,000.

A total of 148,504 attended three of the major college football games [\(Continued on page 55\)](#)

Games, Novelties At Dallas Fair Have Best Year

DALLAS, Oct. 29.—Over-all midway business at the State Fair of Texas, which closed Sunday (23), was described by Fred Tennant Jr., midway superintendent and concession manager, as among the best in the fair's history.

The fair ended its 16-day, 17-night run with a total attendance of 2,611,271, shading last year's attendance mark by slightly over 104,000.

Rides, however, were off, as they never recovered from the "Sky Wheels" tragedy Tuesday (11), fourth full day of the fair, which cost the life of a teen-aged girl and resulted in critical injuries to another and less serious injuries to two others.

Games and novelties continued to maintain a high level of business. Both ended up far and away ahead of the previous best year at the fair. Food and drink concessions did well also, but with such items as cold drinks and snow cones a bit off as a result of the cooler-than-usual weather that prevailed during most of the fair.

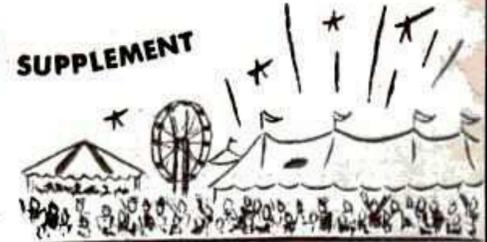
Clif Wilson reported that his shows did well, with Charles Taylor's Cotton Club Revue continuing to hold a strong lead thru the end of the exposition. Wilson estimated the Cotton Club show pulled about 106,000 people during the run of the fair, playing to around 15,000 on the big middle Saturday (15). "Dancing Waters," booked in by Clarence Linz, pulled approximately 62,000, it was estimated.

BOOKERS, ATTENTION!

CHICAGO, Oct. 29.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information by November 1 to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.



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Distributed November 21**

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2. Free distribution of 3,000 copies right from The Billboard booth on the Exhibit Floor thruout the Convention will renew the effectiveness of your advertising right at the point of contact.
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ARENAS-AUDITORIUMS

Icers, Riders, Bowlers Make Arena Action; Where's Goose?

By TOM PARKINSON

Whether Ice Capades, Inc., will put a third unit on the road this winter will depend entirely on whether a suitable route can be contracted. While the show is a definite possibility, it is not yet a sure thing.

Status of the proposed tour of the Harlem Magicians, with Goose Tatum and Marques Haynes, seems to be up in the air. Team's business manager apparently has been let out and there was no word about when the tour would start or where it would take the team.

The Grand National Livestock Exposition at the Cow Palace, San Francisco, opens Friday (28) with the Chilean Army's Riders of the Andes, precision drill team, as a special feature. The riding team, similar to those of the Royal Canadian Mounted Police and the Spanish Riding School of Vienna, was to arrive by air last weekend and the advance party came in earlier with the horses. Event also includes acts, rodeo and others events. Nye Wilson, manager of the Cow Palace, flew to Chile last summer to invite the Army unit officially.

Value of the American Bowling Congress' marathon annual event is great enough to more than warrant shifting other scheduled events for the season, is the view of Don Meyers, manager of the Fort Wayne, Ind., Allen County War Memorial Coliseum. Looking back on his experience as host to the event in 1955, Meyers said that it was invaluable as publicity for the building and city. ABC will be at the new Rochester, N. Y., building in 1956 and at Fort Worth's Will Rogers Memorial building in 1957.

Most managers of auditoriums and arenas replying to a recent survey made by The Billboard have been in their present positions more than five years. The survey was directed to executives of municipal buildings. It showed that about 15 per cent have been in their current jobs for less than a year. More than 35 per cent have been spotted for between one and five years. About 25 per cent have put in between five and 10 years. Something over 10 per cent have more than 10 years' service in their present locations.

Television producers apparently are not taking advantage of the big space available in most auditoriums and arenas. The same survey shows that only about 10 per cent of the buildings have TV shows originating on the property regularly. It was indicated that most of these remotes from public buildings are sports events.

Nearly half of the building managers replying to the survey said that their operation does not include a large mailing list for use in direct mail advertising and ticket sales.

Tennant Quits Dallas Post

Continued from page 49

a part of me and will have a place in my heart forever."

Tennant is a second generation staff member of the Dallas fair. His father was manager of exhibits and concessions before him. When the elder Tennant died six years ago, Fred Tennant Jr., was placed in charge of the midway, concessions and outdoor exhibit space.

Both Tennant and his father began work on the fairgrounds for the Texas Centennial Exposition in 1935. Tennant Jr., managed two shows on the Centennial midway. When the State Fair was resumed in 1938 following the Centennial and the Pan-American Exposition, the elder Tennant handled sales of all exhibit space and concessions and the younger Tennant was in charge of outside exhibit space and helped on concessions.

In On Innovations

Tennant was in on two of the most important innovations introduced to outdoor show business by the State Fair of Texas.

In 1940, the Dallas fair was the first in the nation to establish an independent midway of its own with permanent rides and games, booking its own shows for fair time, or bringing them in on contract with an independent broker, two of whom have been Ray Marsh Brydon and Cliff Wilson, who has had the Dallas shows for the past three years. All Dallas games have always been operated locally.

Another important "first" for Dallas was the placing of food and all other concessions on a percentage basis in 1946, rather than on flat rates.

Tennant has worked under four managers at the Dallas fair, Otto Herold and Harry Seay, both of whom doubled as president of the fair and also actively managed the exposition; W. H. Hitzelberger, the fair's first executive vice-president and general manager, and Stewart,

who succeeded Hitzelberger in 1950.

Tennant has always looked upon the 1938 State Fair, the first one held after the Centennial-Pan-American Exposition, as the hardest, as far as exhibit space sales were concerned. At that time, people were inclined to confuse the State Fair with the Pan-American Exposition, since the fair had not operated for three years. He recalls that he and his father finally managed, with considerable hustling, to fill all the buildings with exhibitors, however.

Since the fair re-opened after World War II, the problem, with concession space as well as exhibit space, has been one of finding a place to put everybody that wanted

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Pete Burkhardt Passes at 55

TAMPA, Oct. 29. — Funeral services were held Tuesday (25) in Blount's Funeral Parlor for Pete Burkhardt, veteran concessionaire who died Saturday night (22) in Columbia (S. C.) General Hospital. Burial was in the family plot.

Burkhardt, 55, was active in the Greater Tampa Showmen's Association and belonged to several other showmen's organizations. He had been on many shows, including Johnny J. Jones, Royal American, O. C. Buck, Metropolitan, World of Mirth, and others. Survivors include his widow.

As soon as the World of Mirth Shows arrived in Augusta, Ga., on Sunday (23) memorial services were held in the Georgian Room of the Richmond Hotel, with 125 show people attending. Rabbi Norman M. Goldberg, of the Walton Way Temple, gave the Hebrew liturgy. Phil Cook, who knew Burkhardt for nearly 40 years, delivered the eulogy, and Louis (Dada) King read the 23d Psalm. The show made a donation to the Temple in Burkhardt's memory.

This was Burkhardt's 10th year on the World of Mirth, to which he returned after being on Royal American last season. He was widely known in carnival circles and a popular concession operator.

in, rather than the other way around, so successful has the fair been during the postwar years.

Tennant was born and raised in Dallas. He spent his entire career working in some phase of show business, starting when he was still in high school and working after classes as a stagehand at the old Dallas Opera House. He spent several years in Hollywood in the early days of the movie industry. During World War II, he was in the Army three years.

Tennant has just completed his most successful fair, as far as the concessions end has been concerned, and can also look back on the most successful summer midway operation Dallas has ever known.



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See \$1,650,000 Annual Gross for N. Y. Coliseum

NEW YORK, Oct. 29.—An annual gross of \$1,650,000 from rentals and concessions is anticipated for the new Coliseum which will open April 28, 1956, with three

Funspot Aura Proposed for Sleepy Hollow

TARRYTOWN, N. Y., Oct. 29.—Two historical locations were embroiled this week in administrative arguments over proposals which would create an amusement park atmosphere there. They are Sunnyside, Washington Irving's old home and gardens, and Philipse Castle. The locations are operated by Sleepy Hollow Restorations and financed with gifts of more than \$2,000,000 by John D. Rockefeller Jr. In recent years a sort of lethargy has set in at the shrines, and it was

Location Sues For Bingo OK

TRENTON, N. J., Oct. 29.—A Union City banquet hall owner has filed suit against regulations of the New Jersey Legalized Games of Chance Control Commission which prevent renting his property to organizations licensed to operate bingo games. State Garden Corporation says it rented the hall for \$100 a week to the Holy Trinity Roman Catholic Church of Coytesville. The complaint says the Legalized Games of Chance Commission adopted regulations during the summer which said a group licensed to operate bingo games could rent premises only from organizations devoted to educational, charitable, patriotic, religious or other public spirited purposes. Garden State's complaint says the effect of this ruling is to deprive it of revenue causing "a substantial damage" to its business and good will, and asks that the regulations be invalidated.

shows. Projected figures also show a likely gross profit of \$900,000 over the estimated \$750,000 estimated operating costs.

The figures were released this week with the announcement that the owners, the Triborough Bridge and Tunnel Authority, will sign a contract Tuesday (1) leasing the convention and exposition areas to the New York Exhibition Corporation. The corporation is headed by Arthur Smadbeck, real estate operator and owner of Grand Central Palace.

The contract is being let on the basis of bids, with responsibility and experience figured in along with the financial terms. The fact that Madison Square Garden was already in the exposition business is believed to have counted against it. Grand Central Palace was the city's principal exposition hall until it was made over into office

(Continued on page 58)

Business Good For Rogers' Boston Rodeo

BOSTON, Oct. 29.—The Roy Rogers Rodeo opened at the Boston Garden last week with attendance up 10 per cent over last year's opener. The advance sale was reportedly 18 per cent over last year's show, which featured the Range Rider and Dick West.

Treasurer Edward Powers reported sales very big for the two weekends in the 12-day stand. Even mid-week ticket sales were up. Last year's show closed on the Halloween weekend, but this time there was no other distraction around to keep families home.

Rogers has been absent from the Hub since 1945, but his Saturday TV shows have apparently made the kids anxious to see him in person.

Ice Shows

Holiday on Ice, No. 1: Indianapolis 1; Huntington, W. Va., 2-6; Norfolk 8-16. Holiday on Ice, No. 2: Springfield, Mo., 1-3; Hutchinson, Kan., 4-7; Bangor, Me., 12-19. Holiday on Ice of 1955-'56 (European): Zurich, Switzerland, 1-7; Lausanne 8-15. Holiday on Ice (Far East): Surabaya, Indonesia, until Nov. 15. Holiday on Ice (South America): Quito, Ecuador, 1-9; Lima, Peru, 11-Dec. 4. Ice Capades of 1956: Raleigh, N. C., 1-5; Syracuse, N. Y., 7-13. Ice Capades International: Phoenix, Ariz., 4-13. Shipstads & Johnson's Ice Follies of 1956: Cincinnati 2-20.

Miscellaneous

Al Avalon-Great Raymond Mystery Show: Corner Brook, Newfd., 1-2; Stephenville 3-5. Aubry, Gene, Show: Medford, Ore., 1; Redding, Calif., 2; Sacramento 3; Fresno 4; Stockton 5; Oakland 6. Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Duncan, Okla., 1-2; Ardmore 3-4; Durant 5; Ada 6-7; Seminole 8. Hitler's \$35,000 Armored Limousine, Jim Stutz, Mgr.: Biloxi, Miss., 1-3; Gulfport 4-6. O'Day, Marie, Palace Car: Carthage, Tenn., 1; Lebanon 2-3; Springfield 4-5; Portland 7; Madison 8; Franklin 9-10; Columbia 11-12; Mount Pleasant 14; Lewisburg 15. Scott, Tommy, Show: St. Joseph, Mo., 1; Archison 2; Atlica 3; Topeka 7; Emporia 8; Eldorado 9; Winfield 10; Arkansas City 11; Wichita 12. Walsh Bros.: Matchstick Cathedral: Gulfport, Miss., 1-6.

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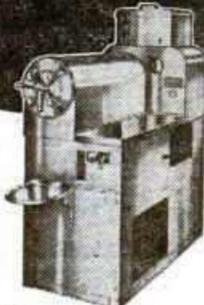
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JOINS EXCURSION LINE

MacNicol Leaves Playland at Rye

RYE, N. Y., Oct. 29.—Col. Allan E. MacNicol has ended his association with Playland, the Westchester County-owned amusement park at Rye Beach.

He has joined the Wilson Line Operating Company, major Eastern excursion boat firm, on a consulting basis, and will become its president the first of the year. Until that time, MacNicol, whose new offices are in Wilmington, Del., will continue on the Westchester County payroll.

Last summer the park staff was joined by Edward J. Kilcullen, named as assistant director to MacNicol.

MacNicol came to Playland in 1945 as assistant director and became director the following year, upon the retirement of George Currier. For many years active in Army Reserve activities, he was an artillery officer during World War I and was in the Transportation Corps during World War II.

Between the wars, MacNicol was associated with several enterprises, among them the travel agency and steamship businesses. Known affectionately at Playland as "The Colonel," he was active in national park affairs, having been a vice-president and director of the National Association of Amusement Parks, Pools and Beaches.

The announcement from Charles Palmef, publicist at Playland for the past nine years, said that in all likelihood the Westchester County Park Commission, to which the funspot's administrators are responsible, will convene between now and the end of the year. The group will discuss the problem of MacNicol's successor, and one alternative would be to find him among the experienced hands in the park's organization.

No vital decisions have to be made at present, and the funspot's normal maintenance operations will

(Continued on page 55)

Atlantic City Aquarium and Museum Posed

ATLANTIC CITY, Oct. 29.—Attorney Harry Gottlieb's proposed Visitors' Bureau, with a resort aquarium and a museum of local history, is now on the order of City Commission business. The creation of an aquarium and museum on Garden Pier will go a long way toward providing Atlantic City with a Civic Center.

Under the proposal, out-of-towners would be supplied with additional recreational facilities and places of interest. Supported by hotel and business subscribers, and housed rent-free in the offices of the Convention Hall store level, the bureau will be a non-profit organization to provide visitors with local tours, fishing trips, golf tournaments at area clubs, and pastime facilities. It will take an estimated \$15,000 a year in pro-rated assessments from local businessmen, but pay off as a drawing feature for visitors.

The museum would cost the city \$15,000, and the aquarium about \$25,000. A nominal admission price might have to be charged to cover the cost of maintenance.

STORMS HURT

Ocean Beach Ride Gross Zooms 8G

OCEAN BEACH, Conn., Oct. 29.—Earnings of rides at Ocean Beach, municipally operated fun spot, soared nearly \$8,000 over last year, Dick Coleman, a partner in the operation, said.

Several new units were added last year and greater earning power resulted. Excellent weather thruout two-thirds of the season served to build interest and grosses at the shore spot.

The tremendous rains which flooded much of the drawing area in August cut attendance and earnings sharply. The month was dead by comparison since normally it could be expected to result in some of the best attendance.

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NAME MacNICOL

Wilson Line Starts Runs From Houston

NEW YORK, Oct. 29.—New president of the Wilson Line Operating Company, large Eastern excursion boat firm, is to be Col. Allan E. MacNicol, associated for 10 years with Playland, Rye, all but one year of which he was the amusement park's director. He has been working with Wilson in a consultant's capacity, and will become president the first of the year.

The Wilson Line was integrated last year with the City Investing Company, large New York holding operation. For several years it has been servicing Playland.

MacNicol has set up offices in Wilmington, Del. A military veteran of two world wars, he has been associated in travel and steamship operations in the past, and during World War II was in the Transportation Corps.

In connection with the Wilson Line's plan to attain year-around status for its excursion business, there may be a move pending which would take advantage of MacNicol's administrative and amusement park background. This involves the new Wilson operation in Texas, which is just getting under way.

One boat, the Seabelle, has been refitted out, air conditioned and especially made suitable for its new function. A Wilson Line of Texas was set up and the Seabelle is starting a daily run from Houston to San Jacinto Park, a picnic-type location owned by the State of Texas. On weekends it will follow the ship channel to Galveston as an inducement for Houston area people to patronize the beaches.

It is understood there will be efforts made to widen the amusement aspects of San Jacinto Park, and MacNicol's experience in the ride and concession field would likely be brought into play in this connection.

District manager for the Texas phase of Wilson's business is John Wood. The Seabelle arrived in Houston last Saturday (22) after a delay because of storm conditions in Florida waters.

was instrumental in bringing about the shift.

A deal is in the making to use again the big Normandi Room at the park's entrance as a restaurant. Gill failed to establish a summer theater last year, but thinks next season will see realization of the project.

Highway Shift Eases Tension At Norumbega

BOSTON, Oct. 29.—A decision by the Massachusetts Turnpike Authority to change the route for the new East-West Highway, which will run straight across the Bay State to connect with the New York Thruway in the Berkshires, brought relief to Roy Gill, operator of Norumbega Park in suburban Newton.

The plan would have brought the expressway right into his grounds, cutting off the parking lot and impairing use of his Totem Pole Ballroom. A protest at the State House by Newton officials

EXTRA PROFIT LINE

Discount Toys Continue Big for N. E. Locations

BOSTON, Oct. 29.—Operators at three Massachusetts beaches and one Kiddieland location are making hay in the off-season by going into the growing discount toy business. Started three years ago at Savin Rock in New Haven, Conn., the idea spread up the coast and by last year had reached to Salisbury Beach.

This year, Freeman and Shore are again operating several of their Revere Beach Arcades as toy shops as well as the Texas Kiddie Ranch on the Newburyport Turnpike in Saugus. Bobby Shayeb is also in business again in his Arcade at Revere. At Nantasket Beach, Dave Baker is retailing at his big Funland location, which has a sheltered kiddie ride section. Moppets can have parents leave them on the rides while they shop around.

New to the toy business is Larry Stone, of Paragon Park at Nantasket, who has refitted his Playland

Arcade and invested \$20,000 in toys. At Salisbury Beach, Gene Dean, who operates an extensive concession business, has opened up a toy store. Also new to the Salisbury scene with toys is Dominick Sgroi.

Abe Feldman of George I. Feldman, Hub wholesale toy house, says, "There never has been a time like this in the toy business. Every item is critical and we cannot get anything like the amount needed to fill orders from the factory."

Feldman admitted the beach business was hurting some merchants in town, but said some of them were going along with the trend by marking down prices and working for volume sales. But beach operators are carrying on with locations being open until midnight. Discount toys are yielding increasing extra profits after a summer season that was none too good for the metropolitan spots.

NAAPPB Planning Kiddieland Meet

New Products Set for Trade Show; Convention Program Takes Shape

CHICAGO, Oct. 29.—A special program event for Kiddieland operators has been proposed for the National Association of Amusement Parks, Pools and Beaches' convention.

Paul Huedepohl, NAAPPB secretary, said here that Ferd A. Clemens, Cincinnati Kiddieland owner and ride maker, had made the suggestion. The two now are working out details for including the Kiddieland session on the program.

Likelihood was that it would consist of a morning meeting. If it succeeds as expected, Huedepohl said that a series of morning meetings, similar to the pool and beach program, could be scheduled for the 1956 convention.

Huedepohl said that all Kiddieland people will be welcome at the proposed session, that they need not be members of NAAPPB to attend. Time and details of the plan are to be announced later.

Park Plans Jelling

Meanwhile, Gerald Price, of Glen Echo Park, Washington, is progressing with details for the regular sessions November 27-30. Huedepohl said that scheduling of a principal speaker would be announced shortly. He also said that the past-presidents' forum would be repeated this time, a reflection of its popularity on last year's program. Past-presidents of NAAPPB will take part in the panel discussion.

Honor SLA Badges

Huedepohl also said that he was considering a change in registration rules for the trade show which would permit members of the Showmen's League of America, fair associations and other organizations to enter without additional registration.

There is more demand for space at the show than can be met. Huedepohl said, and nearly all space already is assigned. Several new exhibitors are coming in and several former exhibitors will be back in the show this time with new items, he said.

Among these will be King Amusements with new equipment,

the Evans Park and Carnival Device Corporation with games; F. H. Bultman Company, showing a new ride; Musichron, tape recording outfit; Taylor Bros., miniature golf; the Nehi Bottling Company, with new dispensing equipment; Messmore and Damon, returning with new animations; Custom Comics, maker of special purpose comic books; National Soda Straw Company; Pony Tractor Corporation, with a new kiddie ride; the Central Flag and Banner Company; the At-Roy Amusement Company, showing a ball game; DeWalt, Inc., and the Traver Enterprises, with a new device.

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SHREVEPORT UP SHARPLY; GATE SETS STRONG PACE

Good Weather Contrasts With '54; Ringling Circus Hypoes Mid-Week

SHREVEPORT, Oct. 29.—The Louisiana State Fair thru Thursday (17), the sixth of its nine days, was having one of its best runs in history. This represented an increase of about 100,000 over last year, Joe Monsour, fair secretary, said. Paid admissions were up 15 per cent, he reported.

All segments of the fair shared in excellent business. On the midway the Royal American Shows turned in ride and show receipts that were up 30 per cent over last year.

Night grandstand business for the Barnes-Carruthers revue also topped that of '54.

Ideal Weather

Weather was ideal, contrasting with last year, when the event was hard hit by rain. The weather, however, was but one of the factors in upping attendance.

A one-day appearance of the Ringling-Barnum circus Wednesday (26) gave the fair its biggest Wednesday crowd in its history. Normally the day is one of the lightest of the fair, but the turnouts—slightly better than half a house in the afternoon and a full house at night—sent the gate soaring.

Still other factors in the fair's higher attendance were the completion of the 9,000-capacity copper-roofed Coliseum and the opening of a new natural gas building.

Rainfall Mars Greenwood Run

GREENWOOD, S. C., Oct. 29.—Greenwood Fair neared record attendance during its October 3-8 run despite rain which started late Friday night (7) and continued unchecked until late Saturday evening. Had it not been for the rain it is certain that all attendance records would have been smashed, said General Manager George F. Free.

In the entertainment division were the Cetlin & Wilson Shows on the midway for the second consecutive year, Wednesday night stock car races, the Irish Horan Hell Drivers on Thursday night, and Tex Daniels' Lazy H Ranch show in daily afternoon and night performances before the grandstand. A Friday night feature was an automobile giveaway. Premiums totaled about \$6,000.

Educational exhibits were housed in a 40 by 60-foot building. One of the displays to draw much favorable comment was the House of Flowers show, sponsored by the Greenwood Federation of Garden Clubs. Another interest-getter was the Old Crossroad Country Store, a replica of Civil War time stores. Tuesday and Thursday school days drew huge throngs, according to Manager Free.

BOOKERS, ATTENTION!

CHICAGO, Oct. 29.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information by November 1 to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

Notable was Negroes' Day Monday (24), which produced a record-breaking turnout of 90,000. A football game between two Negro college teams in the afternoon pulled a good crowd.

A football game between Louisiana Polytech and the Louisiana Northwest State College Saturday (22) accounted for a crowd of 25,000.

Motorcycle races, staged Sunday (23) by local promoters, were held before a throng double that for the same event and time last year.

No matinee grandstand programs were offered on the other weekdays, but big car races, to be presented by Al Sweeney's Na-

tional Speedways, will be held both today and tomorrow.

Add Cattle Barns

A free morning show, consisting of acts from the Barnes-Carruthers night offering, was presented Monday (24), Negroes' Day, and another was slated for Friday (28), School Kids' Day.

The fair had 3,500 cattle, sheep and swine entries, one of the strongest showings in its history.

Contracts for cattle barns that will accommodate 1,800 head are to be awarded in the near future. Erection of these two buildings will increase to 2,500 the number that the fair will be able to accommodate.

Raleigh Achieves Banner Attendance

Excellent Weather Helps Turnouts; Premium Plan Hypes Exhibit Total

RALEIGH, N. C., Oct. 29.—One of its best weeks in years was the result of the North Carolina State Fair, which closed Saturday (22) as officials reported another attendance figure of close to 500,000.

Final day's attendance was reportedly 165,000, which topped any one-day turnout ever recorded here. The five-day total is expected to be a new record when final tabulations are made, since attendance held to a high level in almost ideal weather thruout the run.

Exhibits were higher in quality and quantity this year, due in part to an endeavor by which the State event, managed by Doc Dorton, took an interest in local annuals by making special awards thruout North Carolina. Under the new system, rosettes were distributed to county, district and regional fairs. Local judges, if in their discretion they found exhibits worthy of special merit, were urged to bestow the rosettes. If any rosette winner won a premium at the State Fair, it was given 25 per cent more than the listed premium. It must have been winner of a blue ribbon locally, in open competition.

Rosette Problems Tackled

Some problems appeared in this regard, especially with perishable exhibits which won local prizes and deteriorated in quality prior to their entry in the State event. Offi-

cialists will work out a solution to this drawback over the winter, with one suggestion being that a perishable item, be allowed to enter a different, but similar, item at Raleigh and still be eligible for the extra 25 per cent premium.

Exhibits this year at Raleigh were very high, with nearly 10,000 entries by nearly 2,000 exhibitors. In 1954 there were 7,900 exhibits put forth by 1,700 exhibitors.

The banner week was shared in by the James E. Strates Shows and various other entertainment elements, including the George A. Hamid Revue, Burr Andrews Rodeo in the Arena, the Jack Kochman and Irish Horan thrill shows, and harness and pony races. Horan had his best gross of the season on the closing night when grandstand and bleacher seats were filled.

2 Ball Games, 3 Kids' Days At Orangeburg

ORANGEBURG, S. C., Oct. 29.—Attractions at the 45th Orangeburg Fair, in progress since Monday (24), include Hamid's Manhattan Gaieties Revue, the Cetlin & Wilson Shows and Jack Kochman's thrill drivers.

Three free school days were offered, and there was also a barbecue honoring cattle and swine exhibitors. Citadel and Wofford played a college football game coinciding with fair week, and another game was played between Orangeburg High and Dreher High of Columbia. Fair manager is Jerry M. Hughes.

WINTER FAIRS

Florida

- Arcadia—DeSota County Fair, Jan. 9-14. A. O. 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 Pearey.
- Dade City—Pasco Co. Fair Assn., March 1-10. E. A. Gructsmacher, Box 248.
- DeFuniak Springs—Walton County Fair, Nov. 10-12. H. O. Harrison.
- De Land—Volusia County Fair, March 8-10. Lee Maxwell.
- Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
- Fanning Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. 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. 2-11. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agrl. 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.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 20-25. C. T. Bickford.
- Palatka—Putnam Co. Fair & Youth Show, Nov. 7-12. Hubert Maltby.
- Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Plant City—Hillsborough Co. Jr. Agrl. Fair, Dec. 1-3. D. A. Storma.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- 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.

Olds, Alta., Names Miller

OLDS, Alta., Oct. 29.—Officers of the Olds Agricultural Society for 1956 are: President, Bill Miller; vice-presidents, Hans Randers and Ken Leach; immediate past president, Clarence Leach, and secretary, Ted Miller.

The 55th annual summer fair was regarded as a success as were the year's operations as a whole. A substantial bank balance was reported. A life membership was awarded to Hans Randers who has been active in the society for 25 years.

Gate Receipts Up 20% For Macon's 100th Run

MACON, Ga., Oct. 29.—Gate receipts for the Georgia State Fair, which ended Saturday (22), were 20 per cent over '54 and the 100th anniversary run was on a par with record-breaking years.

Gross receipts at the outside gate totaled \$36,065, compared with \$30,816 last year. Spending at the grandstand, where a George A. Hamid show and fireworks were featured, totaled close to \$4,000, a 15 per cent increase over last year. Fair officials said that despite the higher take, the grandstand presentation failed to break even. Cetlin & Wilson Shows did good business on the midway, ending up 15 per cent ahead of '54.

Special Events Help

Special events on the centennial theme were credited with arousing additional interest. Increases were reported in cattle shows, agriculture, women's department and the flower show. Total premium awards amounted to approximately \$20,000.

The 100th anniversary observance had been in the planning stages for years and all preliminary work was supervised by E. Ross Jordan, general manager. Jordan was on hand for the opening Monday, but became ill Tuesday and was taken home. On Friday his condition worsened and he was taken to a hospital where he suffered a heart attack. His death oc-

curred late Saturday night about an hour after the fair was officially closed.

A meeting of the Exchange Club Fair Board will be held soon to consider a successor in the general manager's post. Most of the responsibility for supervising activities during the week of the fair fell upon Robert Wade, assistant manager. Wade was president of the fair board in 1954 and was re-elected in 1955. Several months ago when Jordan's health began to fail, Wade resigned the presidency to become assistant manager and Robert M. Penland was elected president. Wade is considered a likely possibility for the fair's top executive position.

Michigan State Budget Set at \$2,024,000

DETROIT, Oct. 29.—The Michigan State Fair will seek \$2,024,000 for its '56 operations, \$1,259,000 for remodeling and \$765,000 for operating expenses, it was announced.

Donald L. Swanson, secretary, said the proposed construction budget includes \$658,000 for a new home arts building, \$250,000 to continue remodeling of the

Ross Jordan, Macon Mgr., Succumbs at 77

MACON, Ga., Oct. 29.—E. Ross Jordan, 77, veteran manager of the Georgia State Fair, died here Saturday night (22), shortly after the fair had closed its 100th run.

Stricken early in the run, he became seriously ill later in the week and was hospitalized Friday. He received daily reports on the progress of the fair. He died late Saturday night after receiving the final report that the fair had been a big success.

Jordan had managed the fair here for the past 33 years. His start in the fair business came as a young man in Dublin, Ga., where he operated the fair and also a drugstore. He was for many years manager of the North Florida Fair, Jacksonville, and the Dade County Fair in Miami.

Jordan was an active Mason and Shriner, a member of the Macon Exchange Club, and a long-time executive of the Association of Georgia Agricultural Fairs.

Funeral services were held here Monday (24) with interment in the Macon Mausoleum.

Columbia Big As Weather Holds Perfect

COLUMBIA, S. C., Oct. 29.—The 86th State Fair closed Saturday (22) on one of the brightest notes in recent years. Clear skies and good weather favored the event, and attendance again hit the 175,000 mark, it was reported. Skies were cloudless all six days.

The World of Mirth Shows scored one of its best weeks of the season, and on Friday (21) netted \$32,000 with its rides and shows, after city taxes were deducted.

Attendance held high thru the week. Features included the annual Clemson-South Carolina football game, the State Marching Band Contest on Friday, and the George A. Hamid revue, "Fantasies," which was lauded by press and public.

For the first time there was a sheep show, and general reaction to this endeavor was favorable. A new building was set up for the show.

Jamestown, N. D., Merges Run With State Dairy Show

JAMESTOWN, N. D., Oct. 29.—The Stutsman County Fair and the North Dakota Dairy Show will be combined for '56 and will operate a full week. A. F. Baenen, secretary of the fair, announced. Dates will be July 2-7.

Baenen said the combined shows should result in one of the biggest outdoor attractions in the State next year. The usual fair program and carnival will be held plus a contest for the selection of a State Dairy Queen and the queen's ball.

grandstand, in addition to \$200,000 spent this year, and \$100,000 for permanent electrical equipment.

The \$765,000 operating budget is higher than last year's \$718,000 but well below the \$786,000 gross registered at this year's fair. Included in the proposed budget is a record high premium fund of \$109,440.

FLORIDA FAIRS

Three Winter Events Note Preparations

TALLAHASSEE, Fla., Oct. 29.—Three Florida winter fairs have released progress reports which indicate a good season is in store. One of these, the Pasco County Fair in Dade City, to be held March 7-10, has erected two buildings for livestock and poultry.

Manager J. F. Higgins reports no carnival signed as yet for the date. Nightly features will include a baby show, youth talent show, County Queen coronation, and minstrel show.

In Arcadia, the DeSoto County Fair's third annual showing will feature a new wildlife building and new fairground floodlighting system. Manager Abner G. Erickson notes that the January 9-14 event, with Glades Amusement Company on the midway, will offer an opening day parade, free parking, reduced admissions, queen contest, calf roping and similar rodeo contests.

Two tents have been acquired for the January 24-28 Sugarland Exposition in Clewiston. Secretary Doug Pearcy reports. There will be professional acts as yet unbooked, a Miss Sugar contest, and participation by area high school bands.

FAIR ASSN. MEETINGS

Oregon Fairs' Association, Multnomah Hotel, Portland, November 9-11. Hallie Huntington, 13th and Monroe streets, Eugene, secretary.

Canadian Association of Exhibitions, Royal York Hotel, Toronto, November 22-24. Emery Boucher, Exposition Park, Que., secretary.

International Association of Fairs and Expositions, Hotel Sherman, Chicago, November 28-30. Frank H. Kingman, Winston-Salem Fair, Winston-Salem, N. C., secretary-treasurer.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 12-13. C. S. Miller, Tipton, secretary.

Indiana Association of County & District Fairs, Hotel Severin, Indianapolis, January 1-3. William H. Clark, 360 Walnut Street, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 3-5. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Massachusetts Agricultural Fairs' Association, Weldon Hotel, Greenfield, Mass., January 9-10. Paul Corson, Topsfield, secretary.

Minnesota Federation of County Fairs and Minnesota State Fair, Hotel St. Paul, St. Paul, January 9-11. Harold C. Pederson, 3531 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 10-11. Everett E. Erlhart, Stafford, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 10-12. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 11-13. Rollo E. Singleton, Department of Agriculture, Jefferson City, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 15-17. Harry B. Kelley, Hillsdale, Mich., secretary.

Georgia Association of Agricultural Fairs, Atlanta Biltmore, Atlanta, January 16. Joe F. Pruett, 550 Riverside Drive, Mason, secretary.

Tennessee State Fair Association, Andrew Jackson Hotel, Nashville, January 19-20. L. E. Griffin, P. O. Box 90, Nashville, secretary.

Virginia Association of Fairs, Patrick Henry Hotel, Roanoke, January 22-23. William E. Finch, Fairgrounds, Riverside Drive, Danville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 22-24. Clifford C. Hunter, Taylorville, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 23. William C. Lynn, c/o Department of Agriculture, 1 West State Street, Trenton 8, secretary.

Western Canada Association of Exhibitions, Royal Alexandra Ho-

tel, Winnipeg, January 23-25. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Maine Association of Agricultural Fairs, Portland, January 25-26. Roy E. Symons, Skowhegan, secretary.

Pennsylvania State Association of County Fairs, Lycoming Hotel, Williamsport, January 25-27. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs & Horse Shows, Kentucky Hotel, Louisville, January 26-27. L. Doc Cassidy, State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Clarence Parker Hotel, Minot, January 26-28. A. D. Scott, Box 68, Fargo, secretary.

Oklahoma Association of Fairs, Student Union Building, Stillwater, January 27-28. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

Western New York Fair Managers' Association, Buffalo, January 28. W. Howard Vanderhoef, Hamburg, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 29-31. Clifford D. Coover, Shelby, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 30-31. James A. Carey, Department of Agriculture & Markets, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary. Association of Connecticut Fairs, Terryville High School, Terryville, March 17. Joseph C. Bartlett, North Haven, secretary.

Rye's MacNicol

Continued from page 53

continue under department heads in MacNicol's absence.

The Playland Rink opened Friday (28) with 17,000 square feet of ice surface. In use during the summer as a huge Arcade, much of the coin equipment operates in an adjoining enclosure as the Game Room during the winter, with William Delvos in charge. Michael Wallace manages the rink, having taken over after the retirement last year of Bob Boehm, veteran park operating superintendent and rink manager. Also in the rink building are a restaurant, soda fountain, and skate equipment shop.

Head pro at the rink is Fred Mesot, former Belgain gold medalist. Ann Minet will provide the organ music. There will be regular afternoon and evening sessions, with an added morning session on Saturdays, Sundays and holidays.

The annual high school hockey league season will be inaugurated on November 5, with Palmer presiding over the press luncheon for area sports editors on November 14.

Dallas Fair Tops All Records

Continued from page 49

played in the Cotton Bowl. The Texas-Oklahoma game on the opening Saturday drew a sellout crowd of 75,504; Southern Methodist-Missouri pulled about 27,000, and SMU-Rice, 46,000.

A total of 383,695 free gate admission tickets were distributed to school children and teachers, 132,729 on Elementary School Day, 59,413 on High School Day, 69,272 in Fort Worth schools for Fort Worth Day, 91,274 on Negro Achievement Day, and 30,997 to schools throughout the State for Public School Day.

Biggest sampling job at the fair was done by representatives of the Beech-Nut chewing gum company. A total of 1,002,000 sticks of gum were given away by a 10-man crew roving the fairgrounds.

Southwestern Bell Telephone Company, which keeps an accurate check on visitors to its exhibit, reported a total attendance of 569,732.

Junior livestock auction sales of steers, lambs, pigs, turkeys and

broilers resulted in receipts of \$172,663.33 for the nearly 2,000 boys and girls who took part.

7,931 Entries

Entries for the Pan-American Livestock Exposition, Junior Livestock Show and Poultry Show totaled 7,931, including 5,190 head of livestock and 2,501 fowl.

Dates of the 1956 State Fair of Texas have been tentatively announced as October 6 thru October 21. No decision has been made as yet on again opening the fair on Friday evening preceding the first Saturday. The factor which resulted in the decision to open Friday night in '55 was the SMU-Missouri football game on that evening. Next year there is no game in the Cotton Bowl Friday night.

An important change in the format for the 1956 fair will be the scheduling of the Texas-Oklahoma football game on the middle Saturday of the fair, rather than the first. A night game between Texas A&M and Texas Tech will be the opening Saturday feature.

Tulsa Seeks Money For New Buildings

Seeks Voter Okay of Bond Issue For Coliseum, Grandstand, Track

TULSA, Oct. 29.—A \$1,300,600 bond issue to finance a new building program at the Tulsa State Fair here will be placed on the ballot here at the November 15 election. Clarence C. Lester, manager of the fair, said the money was being sought to construct a coliseum and a new grandstand and race track at the event's growing plant. Voters will cast ballots for the construction of a 96,000-square-foot exposition building with seats for 11,000, estimated to cost \$825,600. The proposed building would

be available for conventions and exhibitions and other events both during the fair and thruout the off-season, Lester said.

Facilities Listed

The grandstand, which is estimated would cost \$475,000, would seat 15,000 under a roof area of 40,000 square feet. It would have a press box, sound equipment and concession facilities and the new track would be lighted.

The bond issue, which will be placed on the ballot with a \$24,950,000 issue for city improvements, was reduced from the original proposal of \$2,100,000 for the fair. The cut came after fair board members met with the Civic Needs Committee.

The original proposal, in addition to the Coliseum, grandstand and track, included the addition of six light towers, remodeling of the present grandstand into an exhibit building, miscellaneous paving and storm drains and beautification of the grounds.

Boyd Resigns As Secretary At Springfield

SPRINGFIELD, Mo., Oct. 29.—Glen B. Boyd, secretary-manager of the Ozark Empire Fair here for the past 16 years, this week resigned to become assistant sales manager of the E. G. Staats Company, manufacturer of fair supplies. Boyd's territory for Staats will embrace 17 States in the West and Midwest.

In addition to his connection with the Springfield fair, Boyd has been president of the Midwest Fair Circuit for the past seven years.

Prior to becoming manager of the fair here, he had been assistant secretary of the Missouri State Fair, Sedalia, for seven years under veteran manager Charlie Green. He also served one year on the staff of what is now the Arkansas-Oklahoma Free District Fair at Fort Smith, Ark.

During his 16 years at the helm of the Springfield fair, he instituted a paid gate and supervised a broad plant building program.

Fayetteville Raceway

FAYETTEVILLE, N. C., Oct. 29.—Fayetteville Raceway, Inc., with authorized capital stock of \$100,000, has been granted a charter by the State. Walter Mooreman, Guy D. Hudgins and Marion P. Bishop, all of Fayetteville, were listed as incorporators.

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McCrary Buys Out Wrigley, Travers To Own 20th Century

Comes Out of Retirement to Operate Show; Plans to Purchase New Rides

SAN ANTONIO, Oct. 29.—E. D. McCrary is again full owner of the 20th Century Shows and is coming out of a brief retirement to operate the show.

McCrary, Monday (24), purchased the interests of Charles Travers and Jess Wrigley, who had bought the show from him last winter and who had operated it with success this season.

According to McCrary, he already has commitments from some of the fairs played by the show in recent years to repeat next season, and, in addition, has commitments from several new fairs for '56.

Frank Gaskins has been named general agent, and is already on a booking tour which he will wind up at the Chicago outdoor convention.

After negotiating the sale of his interest in the show, Wrigley said that he would be associated with his father-in-law, Capt. E. H. Hugo, owner of the Kansas City-based Hugo Novelty Exposition Shows, and that he would go out with that show next year.

The 20th Century Shows were organized in 1947 by McCrary and the late Albert Martin. The partnership continued until Martin's death in a plane crash in the Gulf of Mexico two years ago.

Mr. and Mrs. McCrary made their home here for the past year, with McCrary resting after 37 years in the carnival business. McCrary said that he and Mrs. McCrary would travel with the show, with Mrs. McCrary assisting in the office.

Show equipment will be completely overhauled and repainted in winter quarters on the Heart o' Texas fairgrounds, Waco, Tex., according to McCrary. He also said that he plans to enlarge the show by adding new rides.

NEW PAINT JOB

Good Turnout Gets Season Going for NSA

NEW YORK, Oct. 29.—A large turnout was present at the Wednesday (26) meeting of the National Showmen's Association, and it is expected that attendance will be larger in succeeding weeks as shows come off the road. There will be meetings on the next two Wednesdays. The clubrooms were repainted recently for the coming social season.

Chief items brought up concerned the annual banquet and jamborees. George Hamid, president emeritus, reported that affairs on the James E. Strates and Cetlin & Wilson Shows each resulted in more than \$1,000 being raised. The World of Mirth Shows is expected to check in soon with jamboree benefits, he added.

Hamid suggested that at future open-house drawings, all prizes should be on display in the clubrooms, and names of winners be posted immediately. This was agreed to.

The meeting was presided over (Continued on page 58)

Coleman Unit Winds Up Excellent Season

MIDDLETOWN, Conn., Oct. 29.—Coleman Bros. Shows, tucked away in winter quarters this past week, enjoyed a season described as "very good" by Operator Dick Coleman. Earnings topped those of last year when the best results in several seasons were registered.

The fairs were good without exception, Coleman said. He added that every fair played brought a gross at least equal to that of last year while many showed a substantial increase.

Weather-wise, the show was extremely lucky in view of the fact

Season Spotty For Lew Alter

READING, Pa., Oct. 29.—Side Show business was spotty for the Alter show this season, Col. Lew Alter, general manager, said this week at his permanent home here. Alter wound up his season at the Roxboro, N. C., fair. After storing the show's gear for the winter, Alter, accompanied by Larry Martin, was scheduled to drive to California for a vacation.

Detroit Fair Pacts Midway November 17

DETROIT, Oct. 29.—The Michigan State Fair will consider bids for its '56 midway contract at a November 17 meeting, Donald L. Swanson, secretary, announced.

The entertainment committee will meet a day earlier to review details of the bids received. For the past four years, the pact was awarded the W. G. Wade Shows, which racked up a new all-time ride and show gross this year.

No action on entertainment for the grandstand or Coliseum will be taken at the meeting, Swanson said.

that its route is limited to New England and New York, areas which were devastated by floods and high winds. The show was absent from the struck areas at the time of their plight and so escaped without loss to the storm elements.

Some Rain-Outs

Some working hours were lost to rain during the season but Coleman said the weather could not have been much better considering the number of operating days involved.

The show had its territory pretty much to itself. Still dates led the show thru Connecticut and into New York. A string of fair dates were played in New York before the show returned to New England for additional annuals and a wind-up in Massachusetts.

Since closing Coleman has also checked in his ride operation at Ocean Beach, New London, Conn., where business was also reported up over last year.

Coleman and his family, including his sons who assist him in the operation of the show, will leave next week for a short stay in Florida.

I. T. PUTS UP CHECK AGAIN FOR NSA TILL

NEW YORK, Oct. 29.—For the second straight year the I. T. Shows has been unable to put together a jamboree for the National Showmen's Association, and the show is offering a \$500 check instead, it was reported at the club this week by Phil Isser, general manager. Last year's planned affair at the closing date, the Mineola Fair, was called off due to a misunderstanding with local officials. This year Mineola canceled out for a season, the jamboree at the Middletown Fair was impossible because Hurricane Diane struck the grounds, and the weather also spoiled the planned event for the fair at Danbury, Conn.

Cetlin-Wilson Gross Up 15% At Macon Fair

Match '53 Record; Awarded '56 Pact For 8th Season

MACON, Ga., Oct. 29.—Shows and rides of Cetlin & Wilson Shows gained about 15 per cent over 1954 totals during the six-day run of the 100th annual Georgia State Fair, which ended Saturday (22). The gross practically matched the record set in 1953, officials said.

At a fair board meeting Saturday afternoon, closing day, Issy Cetlin and Jack Wilson were awarded the contract for the 1956 midway—the eighth year in succession.

The biggest gross of the week was registered Friday (21) when \$15,500 was turned in to Treasurer Bill Hartzman. Opening day, Monday, was the second best day, with a gross of slightly more than \$10,000. These two days accounted for \$25,000 and the other four days yielded about \$30,000, for a total on the six-day run of approximately \$55,000.

Wilson, who usually leaves Friday night for the next stand to supervise preparations, remained over in Macon Saturday to attend the fair board meeting with his partner, Issy Cetlin.

Visitors at Show

Among visitors during the latter part of the week were Col. Lee Carteron, of the Southeastern Fair, Atlanta, and Mike Benton, former head of the Atlanta Fair. William (Continued on page 58)

Hill Pacts Fargo, Other N. D. Fairs

ANDREWS, Tex., Oct. 29.—Hill's Greater Shows will again play the Red River Valley Fair at Fargo, N. D., in '56 plus other annuals in the State at Cando, Rugby, Rolla, Bottineau, Flaxton and Crosby. Owner Howard P. Hill announced signing the fairs upon his return here this week from a three-week booking trip. The organization played the Fargo fair this year for the first time.

Negotiations are being carried on with other fairs in the State plus other events in Minnesota, Hill said. The show will be at the American Legion Fiesta in Aransas Pass, Tex., November 7-12. After the close there, Hill will take out a smaller unit to play Rio Grande Valley spots in Texas.

Columbia, Augusta \$\$ for WOM

Savannah, Augusta Award '56 Pacts To Bergen Org to Complete Dixie Route

AUGUSTA, Ga., Oct. 29.—Frank Bergen's World of Mirth Shows soared along at the Exchange Club Fair here, as it has at other Dixie events, with the gross running well ahead of last year. Going into last night the show had a \$2,500 cushion and prospects were excellent for increasing the gain over 1955.

Excellent weather has prevailed throughout the run, following a week of fine weather at the South Carolina State Fair, Columbia, and this, Bergen noted, has been an important factor.

At Columbia the show hit a record gross with the total take reported around the \$100,000 mark. A local tax is involved—2 cents on tickets up to 20 cents and 3 cents on tickets costing a quarter and more.

Fairs Sign Up

Officials of the Exchange Club Fair, like those at other Dixie events played to date, awarded the show a 1956 contract before the completion of the run. Officials of the Coastal Empire Fair at Savannah, Ga., next week's stand and the last date for the season, topped this by visiting here and signing up with Bergen in advance.

A calendar change, which made it impossible for the World of Mirth to play the Anderson (S. C.) Fair this year, will revert favorably for next year. This will give the show an additional fair in the South and lengthen its season by one week, making for a total of 15 fairs.

Bernard (Bucky) Allen's concession department has been matching the success of the shows and rides. The entire personnel was saddened by the death Saturday (22) of Pete Burkhardt, veteran concessionaire with the show for more than 10 years.

New Wagons

Altho the season winds up next week, Bergen said he was continuing to build wagons. Six have been constructed to date.

An innovation is the addition of signs to the sides of all wagons exhorting the public to "Ride the

Skooter, It's Fun!", "You'll Be Thrilled at the Motordrome," etc. This program will take some time for completion and will carry over into next season to allow for the inclusion of new show and ride units.

Those wagons slated to be loaded in Savannah after the completion of the fair there, for shipment to the Dominican Republic's World's Fair, will be done first.

The horizontal red, white and blue painting of the office wagon this season will be used on all other wagons, Bergen said.

Rhinebeck Fair On '56 Route Of Reithoffer

DALLAS, Pa., Oct. 29.—The Dutchess County Fair in Rhinebeck, N. Y., will be the biggest date yet played by the Reithoffer Shows, according to Pat Reithoffer Jr., who reported this week that the date has been contracted for 1956.

Having played minor fair dates in the past, as well as providing ride units for many Eastern events, the show this season hit a high spot at the Morris County Fair at Troy Hills, N. J., Reithoffer noted.

The season was generally good, with a surprise success being scored at the fair in Walton, N. Y., following the Troy Hills date. With fears that the hurricane and flood-ravaged section would not produce any business, many concessionaires avoided the date, but Walton was luckily untouched and a big week was enjoyed by the show and those who booked in.

With several key family people handling ride groups, the Reithoffers operated a flexible set-up, merging and separating units as the dates required.

RAS SHREVEPORT TAKE IS UP 30%

SHREVEPORT, La., Oct. 29.—The Royal American Shows, in their last stand of the season here, the Louisiana State Fair, were enjoying far better business than last year.

Thru Thursday (27), with three more days of the nine-day fair remaining, Royal American registered 30 per cent higher ride and show grosses than to the same point last year, when the fair was given a belting by the weatherman.

Circus Stand Helps

The fair's attendance thru Thursday (27) was more than 25 per cent ahead of last year, and this was reflected in the strong play given the rides and shows. Wednesday (26), in the past a weak day, was a strong one on the midway, the matinee and night shows of the Ringling-Barnum Circus spotted close by as a one-day added attraction for the fair, hyping the turnout.

Besides the full nine days of the fair, Royal American, as per custom, had a pre-vee Friday (21) and thousands of free spenders jammed the midway area.

Monday (24), Negro Day, brought out a record-breaking turnout of 80,000. Biggest beneficiaries on the midway were Leon Claxton's "Harlem in Havana" and Walter Kahn's fat show, both of which returned the biggest grosses for the day in their history.

On Thursday (27) the Royal

American Shrine Club gave its eighth annual party for patients of the Shriners' Crippled Children's Hospital here. Acts included several from Dick Best's Side Show, the Three Leggers, and the Harlem in Havana band, the Harmonica Madcaps from the "Flashes of 1955," Baudy's Dogs and Revue from the Barnes-Carruthers grandstand show.

Visitors to the midway included J. M. Dean and John Hand, of Jackson, Miss.; Doug Baldwin, of St. Paul; Pete Baker, of Oklahoma City; Pat Ford and Mr. and Mrs. William Schwillig, all from Little Rock; Bob Shivers, of Hope, Ark., and Ned E. Torti, of Milwaukee.

Philly License Bill Deferred

PHILADELPHIA, Oct. 29.—The city council has deferred action on a proposal to exempt religious, educational or charitable organizations from the \$100 license fee for carnivals. The bill, introduced September 8 by Councilmen Charles M. Finley and Michael J. Towley, would also extend the closing hours of carnivals from 10 p.m. to 11. It amends the existing 1926 ordinance regulating carnivals.

MIDWAY CONFAB

Jimmie Ross, who left the road last year after 25 years of trouping and settled in California, reports that Mrs. Ross recently became ill and is now in St. Francis Hospital, Lynwood, Calif. The Rosses would like to hear from friends who may address them at the hospital or at their home, 7735 Atlantic, Bell, Calif.

In a recent story Frank Warren was inadvertently mentioned as manager of Crafts Exposition Shows. Roger R. Warren is still at the show's helm while Frank handles the general agent's chores on Crafts 20 Big Shows. . . . Jerry Mackey, long-time West Coast concession op, made both the Memphis and Dallas fairs after a successful season in a Portland, Ore., park and a jaunt to the Vancouver, B. C., exposition. Following the close at Dallas he headed for home where his wife has been ill. Sammy Harris, who was with Mackey for most of the season, will winter at Dallas.

Mr. and Mrs. H. W. Bartholemew and their daughter, Mrs. Katherine Sharp, co-owners of American Beauty Shows, had several rides on Buff Hottle Shows after they closed. They spent a week in their Old Appleton, Mo., home before leaving for a vacation in California to visit relatives. . . . Mr. and Mrs. Jack Gates, veteran concessionaires, became the parents of a daughter October 16 in Philadelphia. The new arrival was named Yvonne Ione. Jack worked in Atlantic City this past season.

West Coast showfolk scheduled to make the winter circuit include Barney and Marie Corey, Johnny Lopez, James and Evelyn Lantz, Johnny Cardwell, Boston Kennedy, Vincent Kuropatwa, Bob Jones, Babe and Moxie Miller, Harry Lewis and Pop Johnson. Circuit will open at Tia Juana in November.

Harry C. Seber, with his Casino de Paris Revue, had another big date at the Dallas State Fair. Seber had his Pigale Posing Show and the revue at the Canadian National Ex. co-starring Vera Richkover in her fantasy, "Black Angel," and Sue Sowell's French bubble bath, plus a line of girls, Frosty Winters', Oriental fantasy; the Sophisticates, apache number; Charmette, tassel dancer, and Tara, strip.

Morris Batalsky, second vice-president, wielded the gavel at the opening meeting of the National Showmen's Association, in the absence of President John Weisman and Gerald Snellens, first vice-president. . . . Frank (Shrimpy) Rappaport is again presiding over the club's lunch counter after a season with Mullins Royal Pine Shows in New England. . . . Max Packman is the father of a boy, named Allen Arnel Packman.

Sam Kaye is going to Miami for the winter, he reports.

Recent NSA visitors included Steve Yerkes, Harry Agne, Irving Shapiro, Jack Vogel, George Ross, Arthur Sicard, Walter Fried, Jack Schenck, Harold Hodgetts, David Posner, Michael Wynn, Sam Stillman, Morris Rucker, Al McKee, Charles Rubenstein, Edward and Jack Allen, Eugene Keane, Morris Glass, Andrew Stryker, Charles Smith, William Urann, Abe Fabricant, Louis Light, Sam Robbins, Milton Nathan, Edward McKeon, Sam Peterson, Frank Capell, Sam Wertheimer, Maurice Elk, Henry Kaufman, Dave Brown, Charles

Buchbaum, Doc Marcus, Larry Neumann, Henry Joffe, Jack Stern, Harry Rosen, and Sol Wahnish.

Three expectant mothers of the Gladstone Exposition Shows, Mrs. Mickie Ryder, Mrs. Elsie Young and Mrs. Sara Bonis, were given a surprise baby shower recently when the show played Batesville, Miss. Those attending were Mrs. Russell Phillips and Mrs. Van Hoosier, who served refreshments; Mrs. R. D. Poole, who planned the entertainment; Mrs. Rose Stanley, Shirley Martin, Mrs. Alma Jones, Barbara Carroll, Mrs. Stella Reid, Doris Riley, Mrs. Elsie Poole, Mrs. Lillie Krug, Floella Chaney, Mabel Steinfeldt, Mrs. Jerie Ringlin, Mrs. Dorothy Roberts, Mrs. Doris Howell, Irene McNitt, Mrs. Walter Critzler, Mrs. Carl Morris and Mrs. Joe Phillips.

W. J. (Sticks) Hunter, concessionaire for many years, is now associated with Wayne Thompson, Inc., Dodge-Plymouth dealers in Asheville, N. C. . . . Bill Meyers, operator of the Minit Photo Studio, Detroit, is now selling shoes in a retail outlet in Detroit. His wife, Thoro, is operating the studio. Meyers, who plans on revamping his photo gallery for the '56 season, toured this year with the Cote Amusement Company.

Oscar Margolis, concessionaire, is in Art Center Hospital, Detroit, for observation. . . . Hymie Stone, chairman of the house committee for the Michigan Showmen's Association, has headed for Miami for the winter. . . . Ben Morrison recently visited Lloyd (Charles) Westerman, who is confined in the Battle Creek (Mich.) Sanitarium.

Earl Walsh, builder-operator of the Matchstick Cathedral exhibit, has returned to street showing after spotty business at fairs. The exhibit opened in Miami last January. It is currently touring the delta belt and will make Northern Florida later in the winter. . . . While playing the recent Fort Benning Soldier Fair, Columbus, Ga., Mr. and Mrs. Scottie LaBrake celebrated their 15th wedding anniversary, having as guests Mr. and Mrs. Tommy Holeman and Mr. and Mrs. Tommy Delph. . . . Rochester Sherriff has ended his partnership with Stiney Chappolos after a fair season on the World of Mirth Shows to resume management of the children's room on the S. S. Suturnia.

Eleanor Valentine is convalescing at the Macon County Hospital, Decatur, Ill., and would like to hear from friends.

An item which recently appeared in a Florida newspaper that told of an emergency appendectomy performed on W. D. (Tiny) Cowan, 750-pound member of Shan Bros. Shows, garnered him over 1,000 letters and cards. Cowan is recuperating without trouble. . . . A surprise party was given Jimmie (Carmen Lee) Hilyard recently at the Circus Bar in Oklahoma City, by his sister, Pat Norvell; Bennie Birch and La Yoy Moore. Others attending included Henry Nichols, Gene Lawson, Stanley Lee Meeks, Melvin Reed, Mary Lang, Jim Klein, Frankie Garcia, Ella Beck, Jimmie De Rouse and Richard McLaughlin. . . . Marvin (Slim) Shelton's wife, Lillian, gave birth to a daughter, Sherrie Diane, October 5 at Birmingham during the Alabama State Fair. Shelton is a concession agent.

Oscar Margolis was admitted to the Art Center Hospital, Detroit, October 25 for observation, according to Paul Greeley, of the Michigan Showmen's Association. . . . After 14 months at Renfro Valley, Ky., with the John Lair Enterprises, Mr. and Mrs. (Scrubboard) Roy Wallace joined the back end of Shan Bros. Shows. Wallace is front man for the "Cotton Club Revue" and Mrs. Wallace is working the ticket box. . . . Charles Wilson and Martin Zorn closed their season Saturday (29) at South Texas State Fair, Beaumont. The duo are wintering in Tampa.

Crafts' Takes Match 1954

PHOENIX, Ariz., Oct. 29.—Business generally for Crafts Exposition Shows in '55 was on a par with last year, according to Roger Warren, manager. Altho quite a few of the weeks were well ahead of last year, weather cut into grosses early in the season.

Show moved here for its final fair of the season, joining Crafts 20 Big Shows for the Arizona State Fair, November 4-13. Organization made a big jump of 700 miles from Firebaugh, Calif., which was below expectations. The Hanford, Calif., fair, played the week previous, however, was a big winner and grosses topped those of 1952, the previous big year for Exposition Shows.

Many of the personnel were making plans for the winter. Jose Duran, veteran ride operator, will winter in Phoenix. Roy Shepard, ride superintendent, will spend the cold months fishing at Parker, Ariz., along with Capers Cummings, fleet mechanic. George and Etta Kotarakos will head for Mexico but plan to fly to Boston later on. Vincent Kuropatwa, agent for The Billboard and show painter, will spend several weeks in Tia Juana, Mexico, before heading for North Hollywood, Calif., where he has business interests. Later he plans a trip to Pennsylvania.

A number of staffers are mapping a deer hunting trip in Utah. Included will be Manager

32G NET SETS 1-DAY WOM MARK

AUGUSTA, Ga., Oct. 29.—A \$32,000 net gross on Friday (21) at the South Carolina State Fair, Columbia, set a new one-day dollar mark for the World of Mirth Shows. Actual handle was around \$40,000 for the day since a local tax—as much as 3 cents on a ticket—prevails. The day was a children's session and all ride tickets were priced at 15 cents, including tax. The show hit the \$30,000 mark previously here and at the Central Canada Exhibition, Ottawa.

Walter Raymer Succumbs at 72

WASHINGTON, Oct. 29.—Walter J. Raymer, 72, veteran concessionaire on a number of shows years ago, died here recently. During his long career in outdoor show business, Raymer operated many types of photo concessions. Among other shows, he at one time had a dozen concessions on the Zeidman and Pollie shows from 1914 to 1927. In recent years he had been off the road.

Roger Warren; his son, Roger Jr.; George (Pudgie) Harms Jr., Al Cecchini, George Bryant, Frank Warren, Jimmy Lynch, Johnny Brannon and F. M. (Pete) Sutton Jr.

W. E. Page Into W. Q.

SPRINGFIELD, Tenn., Oct. 29.—Page Bros. Shows and its No. 2 unit, Volunteer Shows, are in winter quarters here after an okay season.

Personnel scattered with some destinations as follows: Jim ShROUT and Howard Piercy, Tampa; Joe Puchulis, Albany, N. Y.; Carl Gardner, Knoxville; Boyd Baldwin, Russellville, Ky.; Sam Peters, Leroy Crandell and Tex Roberts, Mobile; Carl Weaver, Live Oak, Fla.; Tom Smith, Dallas; Harry Janis, Grand Junction, Colo.; White Cox, Waverly, Tenn.; Tommy Hurth, Ogdensburg, N. Y.; Eli Johns, Monroeville, Ala., and Harry Owens, Perry, Fla.

Staying here are Mr. and Mrs. W. E. Page, Jack Rieden, Frank Hunter and Don Riley.

Aransas Pass, Tex., Sets Attractions

ARANSAS PASS, Tex., Oct. 29.—The attraction program for the American Legion Fall Festival to be held here November 7-12, has been completed, Jack Edwards, chairman and veteran outdoor showman, announced.

In addition to H. P. Hill's Greater Shows as the midway attraction, the Flying Valentines will be the free attraction and fireworks will be presented by Paramount Fireworks Company. Giveaways will include a boat, motor and trailer, plus fishing gear.

GREATER JACKSONVILLE FAIR

Located Gator Bowl, Nov. 9 to 19 Inclusive, Jacksonville, Fla.

SALLY RAND ON THE MIDWAY

Now contracting Attractions for this and next season. Free Winter Quarters to those coming in. Our train will leave Jacksonville November 20 for Petersburg, Va.

WILL PLACE: Side Show and any worth-while Grind Shows not conflicting with what we have.

WILL PLACE: All legitimate Merchandising Games of skill.

WILL PLACE: Eating and Drinking Stands. Also Jewelry Stands. Novelty and Scales already sold.

All Address This Week

CETLIN & WILSON SHOWS

WAYCROSS, GA.

WILBER'S WOLVERINE SHOWS

POSITIVELY WILL BE OUT ALL WINTER.

WANT FOR ALL WINTER, STARTING WITH 3 GOOD GEORGIA FAIRS NEXT WEEK

RIDES: Will book 1 or 2 Kiddie Rides and 1 Major Ride that does not conflict.

SHOWS: Want Jig Girl Show, Snake Show and Monkey Show.

CONCESSIONS: Small Bingo, Hanky Panks of all kinds, will book Buckets and Swinger. Want Agents for Skillo, Bowling Alley, Razzle and Nail Outfit.

RIDE HELP: Good reliable Men for Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Caterpillar.

Those joining now will be taken care of all winter.

Address: (Fall Festival) CARTERSVILLE, GA., this week; then 3 Georgia Fairs to follow.

Show and Ride Men, Contact:

HENRY WILBER

Manager

Concession People, Contact:

CLARENCE OSTEEN

Legal Adjuster

LAST CALL

LAST CALL

LAST CALL

SOUTH GEORGIA FAIR

VALDOSTA, GA., WEEK OF NOV. 7 THRU 12—TWO BIG KIDS' DAYS—BIG ARMISTICE DAY CELEBRATION

WANT

CONCESSIONS—Legitimate Merchandise Concessions of all kinds, Foot Longs, Chocolate Dip, Pronto Pups, French Fries and Eating and Drinking Stands, Long Range, Water Games, Bear and Glass Pitches, Jewelry, Diggers, good locations for two Demonstrators.

SHOWS—Monkey Show, Mechanical, Wild Life, Fat Show, Glass House (Harvey Wilson, contact); Minstrel Show, good proposition, this is a big Jig Show spot; Drome or any non-conflicting Shows with own equipment.

RIDES—Rockoplane, Round-Up, Flying Scooters, Scrambler (Mr. Peck, contact), Train, Kiddy Auto, Sky Fighter, Bulgy, Live Pony Ride or any non-conflicting Kid Rides.

All wire **J. L. KEEF CAPITAL CITY SHOWS** Adel, Georgia

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Representative G. C. MITCHELL

BILL SANDERS

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Oct. 29.—The club was saddened by the death of Edward T. Barbour, who was long active in club affairs. Pallbearers were Fred Barrett, Bob Heagan, Frank Pope, Charles Anderson, Mike Roman and Marty Weiss, and the following attended the funeral:

Virginia Fineman, Marie Gramlich, Mr. and Mrs. George Whitehead, Casere Buzzella, Kitty Closser, Harry Heisser, Mrs. E. H. Hawkins, Conn Weiss, Betty Below, Mrs. N. Weakley, Rose Bennett, William Young, Helen Stock, Mary Vaughn, Elsie Keeler, Rhea Carson, Casey Allen, Mr. and Mrs. Mike Roman, Mr. and Mrs. C. B. Wilson, Johnny Applebaum, Mr. and Mrs. R. Korhn, Myrtle Brooks, Judy Arnold, and Mr. and Mrs. Meggs Anderson.

Several floral pieces were sent from various parts of the country.

First meeting of the season will be Monday, November 7, and the nominating committee will meet Wednesday, November 16. On the 24th the lunchroom will re-open, presided over by Johnny Hoffman and Ed Horwitz.

Recent arrivals are Louis Weinstein, Bob McClure, George Lewis, Ed Horwitz, Rip Weinkle, Johnny Hoffman, Lew Lange, Guy Dodson, Izzy Beck, Harry Newfield, Will Bill Sullivan, Johnny Hoffman, Willie Lish, Whitey Tara, Dutch Saltus, Conn Weiss and Nate Farber.

Carmelita Horan Nominated as Prez Of SLA Auxiliary

CHICAGO, Oct. 29.—Carmelita Horan was nominated for the presidency of the Ladies' Auxiliary of the Showmen's League of America. Also on the slate are Frieda Rosen, first vice-president; Dorothy Kennedy, second vice-president; Mrs. Harry Hemmes, third vice-president; Mae Smith, secretary, and Evelyn Hock, treasurer. Mrs. Robert Miller withdrew from her post as secretary after 13 years of service.

Nominated for the board of governors were Virginia Kline, Margaret Pugh, Martha Ross, Sally Murphy, Mrs. Milo Anthony, Ethel Wadoz, Grace Weiner, Sophia Carlos, Minnie Simmonds, Katie Eutah, Lillian Lawrence, Ann Sleyster, Frances Berger, Claire Sopenar and Mae Smith.

Installation of officers will take place at a November 9 dinner during the Chicago outdoor meetings.

Serving on the nominating committee were Phoebe Carsky, chairman, Lee Gluskin, Lucille Hirsch, Margaret Hock, Margaret Filograsso, Dorothy Kennedy and Mrs. L. M. Brumleve. Mrs. Brumleve served as secretary of the committee.

RALPH R. MILLER Wants

For Cameron, La., First Annual Fur Celebration, located around Court House, 5 Days and Nights, Nov. 29 to Dec. 3. Can place any Stock Concessions. No money prizes. All concessions to stand inspection by sheriff Tuesday morning, Nov. 29. Any Prize Every Play will positively operate. Photo, Glass Pitch, sold exclusive. All correspondence to RALPH R. MILLER, Week Oct. 31, St. Martinsville; week Nov. 7, Mamou Armistice Celebration; week Nov. 14, Colored Fair, Franklin; week Nov. 21, Lake Charles; then the Fur Celebration, Cameron, Nov. 29 to Dec. 3, all Louisiana.

FOR SALE

PIT SHOW TOP

22x30 ft. in good used shape; O'Henry make, deluxe trimmed. Cheap for cash. Top only or will include Side Wall. Can be seen this week on Southern Valley Shows, Monroe, La. Season ends Nov. 5.

JOHN T. HUTCHENS

After Nov. 5, 1206 Mill St., Cassville, Mo.

FREE ACTS WANTED

For New Richmond, Ohio, American Legion Carnival, June 1, 2, 3, 1956. State price and full particulars.

BUD COLONEL

NEW RICHMOND, OHIO

WANTED

POPCORN TRAILER

Must be in good condition, large roof, beer barrel and carbonator, for cash.

Harold Lemon

543 E. 13th St. Cincinnati 10, Ohio

CLUB ACTIVITIES

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 29.—President William (Bill) Green called the first meeting to order with a good turnout of more than 100 members.

Winners of the membership drive contest were announced. Elmer Mahoney took first prize, a wrist watch. Charles Schimmel and President Green tied for the second prize, \$25 in cash, while Hymie Stone snagged the third prize, a hand tooled secretary donated by Sam (Moustache) Norber.

A recreation committee was appointed to provide entertainment for the club. Named to the committee were Elmer Mahoney, Eddie Gold, Art Roenthal, Jack Zeman, Frank Blooming, Oscar Margolis and Irving Rubin.

Back after absences were Harold Davis, Joe Taylor, Frenchie Ellis, Bill Brandt, Victor Johnson, Jean Price and Ben Morrison. Following the meeting the men and members of the Auxiliary enjoyed a smorgasbord luncheon. Stash Rubin, Jack Dickstein and Frank Blooming were in charge of food.

Ladies' Auxiliary

Attendance at the Monday (24) meeting was light due to the weather. President Frances Moran was in the chair assisted by Marion Fodal, second vice-president; Tina Weiner, third vice-president; Grace Ziegler, treasurer, and Carrie Dear, secretary.

Edith Schultz reported the rummage sale was scheduled for November 10-12 with proceeds earmarked for the cemetery fund. Marjorie Mansel, entertainment chairman, outlined plans for the Halloween party.

Petitions for new officers have been started and all must be in the hands of the secretary by November 15.

The October 17 social drew a capacity crowd. Bobby Schultz served a buffet supper. Helen Cook won the door award. Game winners were Edith Schultz, Jean Briggs, Anita Pasternak, May Price, Ethel Lovejoy, Lottie Johnson and Ravel Galo.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Oct. 29.—Vice-President Eddie Harris of the West Coast Shows conducted the regular Monday night (24) meeting and presented the club with a check for \$500 as its share of the fund raised in San Jose.

The members offered silent prayer in memory of two departed brothers, Howard Bishop and John R. Dyke.

Acting President Harris invited Joe Glacy, Ted LeFors, Bill Hobday, S. L. Cronin, Eddie Brown, Mike Doolan, Hunter Farmer and Everett W. Coe, to the rostrum.

Progress was reported by all committees. The Sick and Relief committee report included news that Harry Merkel had been released from a Seattle hospital following surgery and that Jake Posey was also recovering from an operation. Bob Irwin was said to be still confined to the hospital and would like to see some of his many friends.

Harry Phillips, treasurer, was given a standing vote of thanks for his work on the welfare committee.

A check for \$150 from Mrs. Leona Sturm was acknowledged by the club. It was earmarked for the cemetery fund at Mrs. Sturm's request in memory of her husband, Paul, who passed away some years ago.

Harris called upon various members in the audience including Norman Schue, Art Andersen, Joe Dauer, Toney Martone, Steve Vaughn, Joe Blash, Bill Messina, Sam Brown, Alex Freedman, Lee Garland, Max Kaplan, Bill Stathos, Jule Blumenthal, Jack Shaffer, Eddie Tait, Moe Levine and Doc McCullough.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Oct. 29. — The first meeting of the season opened with a good turnout of members. President F. W. (Boxie) Warfield presided and all officers and committee chairmen were present.

New members are Jesse Moore, J. D. King, Ray H. Richardson, Frank H. Murphy and William M. Pigsley.

Clubrooms were renovated by the house committee under the supervision of L. K. Carter.

Joseph A. Clayton, chairman of the New Year's Eve banquet and ball, announced that all arrangements had been completed. Event will be held in the Hotel Aladdin. The Ladies' Auxiliary tacky party will be held December 30 in the clubrooms.

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Oct. 29.—First Vice-President Maurice Ohren presided at the Thursday (27) meeting. Also on the platform were Bill Carsky, treasurer; Homer Briant, executive secretary; Walter F. Driver, treasurer emeritus, and two trustees, Elmer Byrnes and Al Sopenar. Over 50 members were present.

Two new members are Jack Farber and Sheldon R. Teller. The convention program was discussed and the members were reminded that a special meeting will be held November 26. Memorial services and the President's Party will be held November 27. Annual meeting and election will be held in the clubrooms November 28. Banquet and ball is scheduled for November 30 with the meeting and installation of officers the following day in the Hotel Sherman.

Back after absences were Earl Shipley, Dick Ware, Art Morse, Phil Terrell, Luxie Adams and Sam Levy Jr. Aut Swenson came in following the business session.

Chick Schloss reported that Lou Keller was improving and expected to be up and around in the near future. Dwight Pepple was in Mercy Hospital following surgery.

Ladies' Auxiliary, Hotel Sherman

The regular Thursday (20) meeting was held with First Vice-President Carmelita Horan wielding the gavel in the absence of President Viola Parker. President Parker was in Frank Cuneo Memorial Hospital for surgery. Other officers present included Mrs. Frieda Rosen, second vice-president; Evelyn Hock, treasurer, and Mrs. Robert Miller, secretary. Invocation was delivered by Chaplain Margaret Filograsso and a moment of silent prayer was held for the quick recovery of President Parker.

The members were pleased to have Nan Rankins at a previous meeting. She has since returned to Miami. Ann Belden and Lillian Glick were also welcomed at a recent meeting.

Plans for the open house during the outdoor meetings here were discussed. Installation dinner will be held November 29 along with the award book drawings for the television set, table cloth, etc. Dorothy Kennedy will be hostess during the open house assisted by Mae Smith and Ethel Wadoz. Lee Gluskin will serve as chairman of the lunch. Carmelita Horan, chairman of the bazaar, requested that all donations be sent her at 1825 West Ohio Street, Chicago.

Meetings will take place every Thursday until December 1. After that date they will be held on the first and third Thursdays of each month in the Hotel Sherman. Proceeds from Cancer Fund books should be sent to Phoebe Carsky and Evelyn Hock.

Door prize, donated by Carmelita Horan, was taken by Ann Belden. Meeting closed with refreshments.

Greater Tampa Showmen's Association

Willow at Carmen, Tampa, Fla.

TAMPA, Oct. 29. — President O. J. Weiss has called the first fall meeting for November 7. Pete Burkhardt, chairman of the house committee, was stricken Thursday (20) at the Columbia (S. C.) Fair and was rushed to the hospital for an emergency operation. His condition is reported as serious. Vern Zieman is convalescing at his home here. Manny Brod and Bill Abrahams turned in many applications for membership and Joe Fontana and Bob Hassen also mailed in quite a few.

Recent visitors have included Jack Horbett, Tommy Arger, Bob Florio, Harold Yennie, Toto Mondello, Dick Gilsdorf, William Dumas, Everett Fillingham, Bob Campbell, Frank Benesch, Charles E. Brock, Tommy Chastain, Paul Sprague, Jack Rose, Pete Thompson, Howard Peirey, Ray Oaks, Joe Sciortino, Pete Berryman, Phil LeMay, Leroy Bickford, F. W. Pauli, Tommy Engel, Homer J. Belliveau, Jack Wright Jr., Charles A. Lenz, Pat McGee, Bob Crawford, Sammy Smith, Woodrow Jones, Lloyd Erdman, Gene Filardo, A. R. Maxwell, Orlan G. Oakleaf and Andrew F. Mitchell.

Operators Named

Continued from page 52

space for the federal government more than a year ago.

It is understood that the authority gets annually the first \$300,000 of profit, 60 per cent of the second \$300,000 and 85 per cent of all additional profit. If a deficit arises then the operating group is obligated to pay \$300,000 annually in monthly installments.

Earnings will come from show rates plus a percentage of gross sales by concessionaires. Rental fees will be \$15,000 a floor for two weeks or \$60,000 for the entire building and its four show floors.

The authority's profit is expected to amount to about \$735,000 annually, which is approximately the amount needed to amortize the federal loan with which the structure was financed and pay interest, city taxes and maintenance. Included in the center, but separate from the Coliseum pact, are a 22-story office building and extensive garage facilities. The center represents a \$22,000,000 investment.

Principals Named

Associated with Smadback are Peter Grimm, chairman of the board of William A. White & Sons, a realty firm, and Howard Sloan, his son-in-law.

The first shows which will open the Coliseum and run simultaneously are the International Sports Car Show, the Philatelic Society Show and the National Photographic Show.

It was reported that the structure has been rented for all but two weeks out of the seven months it will be available in 1956.

Sleepy Hollow

Continued from page 52

proposed this week to modernize them.

A board split has ensued over plans of Dr. Harold Dean Cater, new director of the restorations, and Dana S. Creel, board chairman of Sleepy Hollow Restorations. It had been suggested that such things as children's pony rides, bowling on the green, added picnic areas, lounges and vending machines be incorporated into the locations. One plan for improvements would entail the spending of \$2,000,000 over a five-year period.

Criticism was expressed over what was viewed as a "departure from the past" and it was considered not unlikely by the critics that ride operations might ensue in the future. The expansion proponents feel their work could be accomplished without turning the historical restorations into "honky-tonks" as has been charged.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Oct. 29.—The regular Monday (24) meeting was called to order by President Charlotte Porter, who turned the gavel over to Past President Whitey Monette. Other officers on hand included E. S. Fitzgerald, third vice-president; Oscar Mattley, treasurer; Billie Hodges, executive secretary, and Bonnie Townsend, recording secretary.

Attending after long absences were Joe Lamont, Joe Ryan, Mr. and Mrs. John Provenzale, Joe Richards, Mr. and Mrs. Whitey Monette, Rev. Frederick L. Pyman and Sydnor Balcom.

Monette, who is chairman of the banquet and ball announced plans were shaping up but that no definite date had been set. Plans for the Halloween party were also discussed.

Reported on the sick list were Helen Kelter and Ada Cochrane with the latter in St. Joseph's Hospital here.

New Paint Job

Continued from page 56

by President John S. Weisman. Also present were officers Morris Batalsky, Jeff Harris, Harry Rosen, Dr. Jacob Cohen and Sidney Levine.

Max Tubis, reporting on progress toward the banquet, said much more help would be required if the Year Book is to be a success. Only \$3,000 in ads has been collected, it was brought out, with two weeks to go, compared with the 1954 book which brought in over \$7,000. The banquet will be in the Hotel Commodore on Thanksgiving Eve, November 23, with tickets at \$11 including tax and gratuity. Table of 10 costs \$110.

All those present extended gratitude for the efforts of Joe McKee, past president, who carried on an intense fund-raising campaign for the club at Palisades (N. J.) Amusement Park during the summer. With a weekly drawing and ad selling, he raised more than \$5,000 single-handedly, it was noted.

This year's open house will be the night before the banquet, and the program will consist of the drawing, entertainment, refreshments, and memorial services.

Dave Stern was named chairman of the house committee, in the absence of Tom Coffee. The meeting adjourned before 11 p.m. and members partook of a buffet spread put out by Frank (Shrimpy) Rappaport, who has the lunch counter concession.

C-W Gross Up

Continued from page 56

B. Moore, business manager, had several visitors, including Mr. and Mrs. Paul Rich, of the Atlanta Fair; Capt. and Mrs. Asa Bryant, of the Atlanta police department; W. E. (Bill) Franks, former show owner, now retired from the road; Charles Drill, former ride and concession operator, who now owns a motel here; Leonard Gould, of Majestic Shows, and Bob Stewart, general agent of the Majestic Shows, which plays the colored fair following the State fair.

Top money-getters among the shows were the Jerri Jackson's Hi-Steppers Colored Revue and the Raynell Girl Show. The Lash LaRue Wild West unit had a good week's business, but did not go on to Orangeburg, S. C., because of lack of space on the Orangeburg fairgrounds.

Always a good ride spot, the Macon fair's ride grosses were exceptionally good this year. Big weeks were reported for the Round-Up, Scrambler, double Octopus, Bob Edwards' Dark Ride and kiddie rides, among others. Al Dorso's Bingo reported one of the best weeks of the season.

The show owners gave a steak dinner in honor of the fair board at Dorso's Cookhouse Wednesday and the fair board reciprocated with a barbecue Thursday honoring Cetlin, Wilson and Moore.

Weather for most of the week was cold, with rain added Tuesday. It turned warmer and sunny Friday and Saturday afternoons.

Okay Season Finishes for Continental

LOWELL, Mass., Oct. 29.—The season just ended was typified this week as very good, by Roland Champagne, owner of the Continental Shows. Final date was the fair in Center Sandwich, N. H.

Business thru the season was generally higher than that of 1954, Champagne said. This was believed due to some new dates which were winners, and the fact that a couple of good first-in spots were played. Weather helped the show, being generally favorable.

Show equipment is at winter quarters in Pelham, N. H., not far from Champagne's home here. Refurbishing is being done prior to storing, under supervision of Frank Forest, electrician and ride super. One new ride has been added for 1956, it is reported, and the new Jaguar sports car has been painted in the show colors.

AMERICA'S
ULTRA-MODERN
MIDWAY



35-Car Railroad
Show On Trucks

"Stream-lined and geared to the times"

NOW BOOKING FOR THE SEASON OF 1956

Fair men, we have some open dates—will see you at the conventions.

WANT TO BUY: 3 abreast Merry-Go-Round, Rock-o-Plane, Octopus, Flying Scooter, Round-Up, Sky Fighter, Bulgy and Roto-Whip; must be late model and in good condition.

The following people please contact: George Gallo, Bill Hanson, Harry Bauers, Willie Brannon, Otis Boody, Paul Dobson, Alvin Smith, Albert Zitterich, Chester Boudreaux and all Working People who have been with me before.

Concessions: J. D. Swords, Steve Porth, Jack Lindsey, Dave Reese, Harry Mamos, Bob Harris, Spike Malone, Spike Donoflio, Charley Elders, Matt Armstrong, Art Riley, Al Williams, Lee Moss, Jerry Donahue, Rocci Marroletti, Roy Duffy, Johnny LaHood, Benny Hazen and other Concession People contact.

E. D. McCrary—Sole Owner
3308 Broadway

Phone: TAYlor 2-0553

FRANK GASKINS—General Agent
San Antonio, Texas

***** of *****

AMUSEMENTS AMERICA

A STAR SPANGLED MIDWAY

OPEN MIDWAY—CAN PLACE FOR—OPEN MIDWAY
Charleston County Colored Farmers' Fair, Charleston, S. C., Nov. 7 thru 12

CONCESSIONS
Hats, Short Range, Popcorn, Apples, Ball Games, Hankies of all kinds. Everything open except Glass Pitch.

SHOWS
Complete Jig Show with own equipment; will also book same for 1956. Grind Shows, Colored Dancing Girls.

Concessions, address Danny Dell; all others address
JOHN VIVONA GEORGETOWN, S. C., THIS WEEK

P.S.: Johnny Tinsley and Art Spencer, will you be there? Wire.

HILL'S GREATER SHOWS

WANT FOR THE LARGEST ARMISTICE DAY CELEBRATION IN TEXAS
ARANSAS PASS, TEX.—NOV. 7-12

Can place Concessions of all kinds. (No exclusive.) Will book Scooter, Round-Up, Dodgem and Rock-o-Plane. Also Shows not conflicting. Two big spots to follow in Rio Grande Valley.

ALL WIRES OR CALL:
H. P. HILL, MGR.
Del Rio, Tex., this week.

PAGE AND FERRIS COMBINED SHOWS

WANT FOR WARSAW, N. C., BIG ARMISTICE WEEK CELEBRATION
The Last Big Date in the Carolinas

CONCESSIONS—Hanky Panks of all kinds. Especially want Custard, French Fries, Glass Pitch, Photos, Long and Short Range Galleries, Popcorn, Apples, Floss, Hats and Novelties. SHOWS—Big Snake, Drome, Wildlife or any Shows not conflicting. All shows joining now given preference for our Florida tour opening November 21.

All replies to **BILL PAGE LANCASTER, S. C., c/o FAIRGROUNDS**

C. A. STEPHENS SHOWS

Want for Hardee County Cucumber Expo. & Fair, Wauchula, Fla., Nov. 7-12

CONCESSIONS—Long and Short Range, G-Cats, Buckets, Ball Games and Basket Ball. SHOWS—Side Show with own equipment or any neatly framed Grind Show.

JESUP, GA., THIS WEEK.

SHAN BROS.' SHOWS

Can place for De Funiak Springs, Fla., Fair & Armistice Celebration, Nov. 7-12, also Ocala, Fla., Nov. 14-19, with more to follow. Out all winter.

Want Concessions of all kinds. Especially want Novelties, Bingo, Cookhouse, Grab, Photos, Glass Pitch, Jewelry, Floss, Popcorn, Palmistry and all kinds of Hanky Panks. SHOWS: Want Wildlife, Big Snake, Monkey Show, Unborn, Girl Shows and any Show with own equipment. Want Ride Men who drive on all rides.

All replies: **MORGAN ROLAND**, Phone 296-J, Geneva, Ala.

LESTER COLLIER

Please contact me
THOMAS G. CLEMENTS

WANT Shows and Concessions

of all kinds for two weeks starting Nov. 7, Albany, Ga. All replies to
FITZIE BROWN
Ralston Hotel Columbus, Ga.

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 _____
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PARAKEETS BABIES \$1.50

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service
Phone Elliott 9-4591

WELLS BIRD FARM

2143 South Myrtle Avenue
Monrovia, California

CARNIVAL EQUIPMENT FOR SALE

WILL SACRIFICE FOR CASH

Caterpillar, Diesel Generating Plant, 75 kw., custom built in semi trailer, excellent condition, used very little, \$4,500.00; 22 ft. Fruehauf Semi Trailer, \$500.00; 28 ft. 1947 Trallmobile Trailer with built-in office, \$1,000.00; 1946 Chev. Tractor, \$150.00; 1947 Dodge, 5 speed transmission, \$350.00. All equipment is in good condition, ready for operation.

M. KLENKE
3314 Harold Saginaw, Mich.
Phone: 2-2281

FOR SALE

Long Range Gallery mounted in 1947 Ford Truck, new motor, with stick 12-foot factory-built body and gallery, aluminum walls. Neon front, 8 Remington 241 automatic rifles, loader and tubes. This gallery modern, ready to go.

CHARLIE HOWE
8080 South Main, Ace Trailer Park
Houston, Texas

ATTENTION

GUY WILLIAMS, Pony Concessionaire, who operated with the Wade Shows in Sebring, Florida, in February of 1954, wherein a minor, Wendy Halpern, was injured. PLEASE contact HIGHWAY CASUALTY COMPANY, 330 S. Wells St., Chicago 6, Illinois. Attention:
R. F. SULLIVAN
IMMEDIATELY by letter for further communication.

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J. H. HUBBARD
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Thank You
James (Jimmie) Sakobie
Gold Medal Shows
for your automobile purchase.
"Save Money With Johnny"
JOHNNY CANOLE
Altoona, Pa.
Phone 9347 or 3-0003

FOR SALE—PACKAGE DEAL

LATEST MODEL RIDES
ALLAN HERSHELL MERRY-GO-ROUND
EWART CAR RIDE
EWART FERRIS WHEEL
These rides are in excellent shape—never been on the road.

GEORGE HAGEN
14028 27th N. E. Seattle, Washington

NOW BOOKING

For this winter.
Rio Grande City, Texas, Nov. 1 to 13.
Bobbie Stegman and Fred Anderson, contact me.

Latin-American Shows

Francis Priddy, Mgr.

PUTNAM COUNTY FAIR

PALATKA, FLA., NEXT WEEK, NOV. 7 TO 12

Want Cookhouse, Grab, Pronto Pups, Foot Long, Popcorn, Apples, Floss, Custard, Chocolate Dip, Prize Every Time Concessions of all kinds, Bear Pitch, High Striker, Mug and Scales, Six Cats.

RIDES: Scrambler, Rock-o-Plane, Tilt, any Ride not conflicting. Kiddie Rides except Auto and Pony Cart. Want nice Live Pony Ride.

SHOWS: Monkey, Wildlife, Side Show, Mechanical, any Show capable of getting money. No sex or ding shows. All address

LEO LANE SHOWS

ST. MARYS, GA.
P. S.: Sol Rosenfeld wants Agents.

TERRIFIC-OUTSTANDING

NEW ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

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" x 1 1/2")
- HINGED LEGS, SLIP JOINTS
- NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of
ANCHOR SUPPLY CO., INC.
EVANVILLE, INDIANA PHONE HA 5-8105
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

SAN DIEGO ZOO NEEDS CHIMP TRAINER

PERMANENT, YEAR-ROUND POSITION
5-DAY WEEK

WRITE, WIRE OR PHONE
Dr. GEORGE POURNELLE, San Diego Zoo
BOX 551 TELEPHONE: BELmont 4-5151 SAN DIEGO 12, CALIF.

GEORGE T. (TOM) COLEMAN

\$150.00 CASH REWARD FOR HIS LOCATION

Wife, Margie; they were with United Exposition Shows early spring. Can work any Concession. Any information at all call collect.

GEORGE TURNER
Phone: Victor 3-9888 Oklahoma City, Okla.

WANT FOR BLACKSHEAR, GA. AMERICAN LEGION ARMISTICE CELEBRATION, WEEK OF NOV. 7

Rides of all kinds, Shows and Concessions. Everything open except Grab. CAN PLACE BINGO

Wire Savannah, Ga., until Wednesday. After that Blackshear.
BARNEY TASSELL SHOWS

SYD SISKIND

Opening Miami, Florida, November 30 Thru December 8. 15 bona fide Spots. All want to book or lease Light Plant; few Concessions open; can use three more Major Rides; can place five Kiddie Rides; need live Pony Ride. Shows at liberty, write what you have. Need Man ahead of the show.

SYD SISKIND
14800 S. Biscayne River Dr., Miami 50, Fla. Write or Phone Plaza 8-5485.

WANT TO BUY

Will pay cash for any portable amusement riding device regardless of make or age, condition or location. Will buy all or any part. Can use Merry-Go-Rounds, also Merry-Go-Round Horses. Get in touch with

H. F. KITZMILLER
BOX 347, TECUMSEH, MICH.

Louisiana Proves Okay for Ringling

New Orleans, Shreveport Surprise; Little Rock Effort Lost to Polack

SHREVEPORT, La., Oct. 29.—Ringling Bros. and Barnum & Bailey Circus drew two good days out of three after a last-minute publicity scramble at New Orleans.

It went on to attract good business for itself and the fair when it played here Wednesday (26) as part of the Louisiana State Fair.

Meanwhile, in Little Rock, the show's renewed effort to obtain a lot was blocked by Polack Bros. Circus.

New Iberia, La., played Thursday (20) brought a better-than-expected score of half and near-full houses. Schools were dismissed for the afternoon. It was the show's first stand there since 1923.

3 Ads in One

Ringling played outside the city limits at New Orleans because Shrine opposition and a zoning law

Line-Up Given For Polack's Balto. Show

BALTIMORE, Oct. 29.—Line-up of Polack Bros. Eastern acts for the Shrine date here include the following:

Animal—Costine's Chimps; Three Girls From Hollywood (elephants) worked by Pinky and June Madison; Gautier's Tally-Ho, dog and pony revue; Christiansen's mixed animals; Leon and Elena's Great Danes; Cimse's Scotch Collies, and Pat Anthony's Lions.

Acrobatic—Freddie Troupe, teeterboard; Five Haslevs, trampoline casting; Frielanis, bicycles; Helmut Gunter, juggling; Billy and Gene Lambert, comedy acrobatics; Four Ramses, acrobats with girl understander, and Three Eddys, comedy trampoline.

Aerial—Aerialovelies, aerial ballet; Greta Frisk, single trapeze; Rhodins, revolving ladder; Torrens, high wire; Three Voices, comedy bar act; Flying Thrillers (Voices), flying return; Flying Zucchini's, the Rudis, and Zucchini's human cannonball act.

In clown alley are Gene Randow, John Siems, Al Ackerman, Larry Benner, Paul Kaye, Jack Klippel, and John Cirillino.

Sponsor of the presentation is the Buomi Shrine Temple, and location is the Fifth Regiment Armory. The show, Monday thru Saturday (31-5), will be held at 1:30 and 8:15 daily, with a 2:15 Saturday matinee. Charley Schuler is publicizing both this date and the upcoming one in Philadelphia, for Polack.

Dick Slayton is equestrian director and announcer, and music, as usual, has been provided by bandmaster Henry Kyes, with Rex Rostrom, percussionist, and Kitty Rostrom, organ.

R-B Garden Deadline Near; Deny Stock Bid

NEW YORK, Oct. 29.—Only two or three weeks remain before Madison Square Garden's executives have to decide which circus will play the huge arena next spring, it was said yesterday. All that is definite, Ned Irish reported, is that there will be a circus.

"Whose it will be, remains to be seen," he said. Negotiations with the Norths over a Ringling show appearance are reportedly still at an impasse.

Irish said there is no truth in

prevented it from getting a city lot. The outside location was not signed until Tuesday (18) and no advertising appeared until then. Press Agent Zac Freedman cut loose then with a newspaper campaign that included placing three ads in the same issue, with the space divided among three departments of the paper.

Show's effort to obtain clearance in New Orleans over Shrine opposition kept the Ringling name in headlines for weeks. Ad copy then read "Attention, New Orleans, We Did Not Fail You." Merchants near the St. Bernard Parish lot came up with "Welcome Ringling" plugs in their ads. A newspaper columnist pointed out that Ringling's lot was on the site of the Battle of New Orleans.

Results in New Orleans were one-quarter and one-half houses on Friday (21), but half and three-quarter houses on Saturday (22) and a near-full, three-quarter combination for Sunday (23).

The Monday (24) stand at Baton Rouge brought two three-quarter houses.

Late Unloading

At Shreveport the arrival was delayed by a change in railroads in order to bring the runs close to the fairgrounds lot. Further delay was reported as a result of slow unloading. This brought about a late start for the afternoon show, and it pulled only a half house. At night, however, the Ringling show pulled a capacity through the paid gate at the fairgrounds and on past the circus ticket wagons. Menagerie was sidewalled.

Shreveport was a day-and-date run with the Royal American Shows on the fairgrounds. Exchange of visits were made by the two shows and other show people on the fairgrounds. Billing in Shreveport was fair, according to local reports, but none was used on country routes. Radio and TV advance publicity was nil, but newsreel movies of the show's arrival were telecast on show day. Publicity carried by The Times was heavy and much of it was inspired by the paper.

Meanwhile it was learned elsewhere that the show is using press

(Continued on page 61)

George W. Cole Extends Tour Until Nov. 20

HUGO, Okla., Oct. 29.—The George W. Cole Circus, managed by Herb Walters, will stay out until November 20.

Closing stand will be in Oklahoma and the show will return to winter quarters here.

General Agent Floyd Hill has returned to Hugo. Bill and Jackie Wilcox are expected to arrive in a few days.

a current report that the Garden is demanding a portion of Ringling stock, in return for the appearance privilege. This would supposedly precede a major change in booking practices, with a weighty string of indoor dates exchanged for much of the under-canvas tour.

Irish added that Arthur Wirtz and James Norris had "a big laugh" when the rumor reached them.

"They had their share of ownership problems with Cole Bros.," Irish said.

CIRCUSES

BOOK REVIEW

'Buffalo Bill And Wild West' Short on 'Show'

By TOM PARKINSON

CHICAGO, Oct. 29.—The long-publicized Cody biography, "Buffalo Bill and the Wild West," by Henry Blackman Sell and Victor Weybright, is added this week to the growing list of books about the scout and showman.

It is an extravagantly produced volume with 176 illustrations, among them the Rosa Bonheur painting in color, maps of Indian battles, copies of route book pages, and a fine collection of Indian portraits. The design, by John Begg, is outstanding.

The book is destined to get much more publicity and it will enjoy great favor with the general public. Show people, too, will enjoy it, but for them the text has peaks and valleys and most of the low points come in connection with the Wild West Show.

Its great strength is in the half devoted to Buffalo Bill's frontier days. A tribute to the Indian, the details of military organization and operation, and word pictures of the famous 5th and 7th Calvary are particularly interesting. The authors dwell at length on the action at the War Bonnet River, when the only casualty was an Indian Cody shot.

Accent Long Stands

One wishes they had given as much attention to detail in the portion devoted to the show. Theirs in an adequate commentary on the unique outfit Cody owned, but it doesn't measure up to expectations held for a "labor of love."

Sell and Weybright put accent on years the show played most of a summer in single locations, such as the Chicago World's Fair of 1893. They also linger over the show's tours of Europe, but blend two trips into one account with vague accounting for years between.

They give a minimum nod to the years of the one-day stands. There is little reference to problems which confronted the show itself, nothing about opposition or its position in relation to other shows, not much about the comings and goings of performers other than Annie Oakley, bare mention of James A. Bailey's giving the show mobility after it nearly floundered under other management.

Cody is pictured as one who apologized for being in show business, and one infers that the authors would have been a little happier, too, if their subject had avoided some aspects of it. They fail to transmit any appreciation for the feeling and color of the show.

Miss Tent Atmosphere

Terminology is that of the theater, not tent shows. They speak of the season of 1911-'12 as if the Wild West toured winter seasons like a legit show rather than in summers. They have the wrong date for Bailey's death and incomplete comment about Jess Willard. When the Two Bills show is formed, they explain that Pawnee Bill had been operating a "Great Far East Show," seemingly unaware that he had a Wild West for years and the East part of the title

(Continued on page 61)

Carson Show Closes Nov. 6

HUGO, Okla., Oct. 29.—The Tex Carson Circus, owned by Jack Moore, will close its season Sunday (6) and move back into winter quarters here. The show's 1955 route took it into the Far West and Rocky Mountain area, with some sections giving spotty business.

Lakeland Turnaway Marks King's Week

LAKELAND, Fla., Oct. 29.—King Bros. & Cole Bros.' Circus, crossing into Florida for an extensive tour before playing other Gulf territory, drew fair crowds at most spots and a big score at Lakeland.

In Valdosta, Ga., the show had three-quarter and near-full houses on Thursday (20). Shrine Club was the auspices and a big parade crowd turned out.

Lake City, Fla., Friday (21) with Moose auspices, had two half houses. The show changed lots late and competed with high school football. Calliope bally was used downtown.

Gainesville, played on Saturday (22), came thru with a three-quarter afternoon and a half house at night. Side Show was late arriving. Street parade was given. Auspices was the VFW.

Ocala, Fla., on Monday (24) gave

two half houses. Again the lot was changed late, but radio spots were used to announce the new location. Jaycees sponsored the day.

In Lakeland the show gave the street parade. In the afternoon a half house was on the seats. The big score came at night when the show played to a turnaway house. The stand, Tuesday (25), was sponsored by the Shrine.

The show was scheduling three performances at St. Petersburg in light of the heavy 12,000-ticket advance sale there.

Wilson Taking Unit to Central, South America

CHICAGO, Oct. 29.—Jerome O. Wilson's Gran Circo Americano will play Central and South America and the West Indies this fall in addition to his usual stands in Puerto Rico.

The show will open November 18 at Guatemala. Talent is being booked for 12 weeks with an option for another 12 weeks. The route is scheduled to end in Puerto Rico.

Among those going with the New Orleans showman are the Antonetts, teeterboard and Risley; the Ortons, knife and sharpshooting acts; and Walter Jenner and his seal act. These were booked by Toby Wells, Chicago booking agent. In addition, the Louis McNeese elephant act (1) is going.

Plans call for the personnel to fly south from Miami and for the stock and equipment to go by boat.

Beers Banner Man Opens Indoor Unit

CENTREVILLE, Md., Oct. 29.—Wharton Bros.' Circus, an indoor operation, has been organized to play Maryland under auspices of firemen and service clubs. Owner-manager is David Wharton, who had the banners on Beers-Barnes Circus this summer.

The program runs about 80 minutes and includes juggling, magic, fire-eating, punch, dogs, acrobatics and four clowns under Donald Dawkins. Frank Wharton has the concessions and Bill Wharton is in advance. The owner said that if the winter season, now contracted thru December, is successful, they may go under canvas next summer.

Fernandez Plays Island Fairs With Circus Acts

HILO, Hawaii, Oct. 29.—The E. K. Fernandez Circus is playing Hawaiian fairs thru November 15. It pulled big crowds at the Maui Fair, October 6-9, opened a six-day run here October 17, and then moves to Kahuaia.

With the show are the following acts, several of them from the Clyde Beatty Circus:

Escalantes, aerial bars and flying act; Dale Petross, high school horses; Daring Sisters, aerial; Conceda and Company, impalement; Charles Franks and Sonita, elephant act; Si Otis and Abner, mule act; Herbert Weber, tight wire and slide for life; Mark Anthony, Eddie Dullum, clowns, and George Vess, electric organ.

Most of the act will return in November to the continent. Herbert Weber said he will make a TV film with a circus setting in January and play "Super Circus" in December. He is undecided about taking out his Circo Flamante next season.

Cristiani in Missouri

SPRINGFIELD, Mo., Oct. 29.—Bailey Bros. & Cristiani Circus played to light attendance here Thursday (20) under Jaycee and DAV auspices. Show reportedly canceled its Kansas City, Kan., stand (22-23) because of labor union demands there.

Kelly-Miller's Season Near End; Bill Car Closes

HUGO, Okla., Oct. 29.—Season of the Al G. Kelly & Miller Bros.' Circus is drawing to a close, with the final performance scheduled for Winsboro, Tex., Sunday (30). Show will move into winter quarters here shortly thereafter.

The 17-man Kelly-Miller advance department arrived here this week. General Agent Art Miller entertained the crew at a dinner. Included were Arthur E. Bitters, press representative; Paul Jones, James D. Clark, D. D. Stacey, Walter Peterson, James A. Sullinger, Pat Paterson, Charles Thornton, Charles Anderson, Alfred Mills, Wayne Harvey, Jim Crabtree, Albert Powers, Bob Humnicutt and Sam Price. Charles Cuthbert, of the Beatty show, was a guest.

Winter Destinations

Destinations for Kelly-Miller personnel after the show arrives here are as follows:
Flo and Deacon McIntosh,

Miami; Harry Thomas, Davenport's Shrine show, Kansas City; Dave and Grace McIntosh, Kansas City Shrine show; Freddie and Shirley Logan, to Kansas City with Kelly-Miller elephants; Guy Smuck, Hot Springs; Chief Joe Eagleman and family, Watonga, Okla.; Richard O. Scatterday, Hugo, for several weeks to wind up national ad business for the season; Donnie McIntosh and Sid A. Stevenson, Hugo, to complete Masonic work.

Also Frank Ellis, pit shows, Hugo; Art Miller, Walnut Ridge, Ark.; Mr. and Mrs. Ira Watts, Fort Smith, Ark.; Pete Smith, Eldorado, Kan.; Joe Lewis and wife, Kansas City Shrine show; Ione Stevens, Hugo, to store concession equipment, and the Obert, D. R. and Kelly Millers, Hugo.

Meanwhile, in Columbia, Miss., the show played to near-full and overflow houses. Kelly-Morris came in a day later.

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UNDER THE MARQUEE

By TOM PARKINSON

Mr. and Mrs. Rueben Ray, who recently concluded a summer engagement at Green's Wild Animal Farm in Vermont with their animal circus, stopped off in Springfield, Mass., on their way to Canton, O., to visit with friends, Joe and Wally Beach. . . Charles Davitt and Joe and Wally Beach attended the recent Belchertown, Mass., Fair. They also visited at Court Square Theater, Springfield, Mass., with the Bouncing Bodos, trampoline; Tex and Jane Mosely, who have Ferdinand the Bull; the Shanghai Twins, acrobats, and Eddie Tierney, juggler.

Jake J. Disch, Cudahy, Wis., clown, is back home after playing a celebration date in Wisconsin. Jay (Stilts) Jaxon also was on hand. . . Wyatt Davis, clown, visited Kelly-Miller in Covington, La. He will make the Tom Packs date in New Orleans.

Karl Wallenda, who has his high wire act with the Circus Royal Dumber in South America, flew back to this country to attend an ACVA board meeting. . . Bev Kelley is ahead of the "Teahouse of the August Moon" company in which Larry Parks has the lead. . . C. A. (Red) Sonnenberg is working shows around Chicago and

Louisiana Proves

Continued from page 60

pass allowances in the same number as last year. This marks a let-up from the strict cut back of earlier this season. The moderate increase in the use of paper since the show was on the West Coast also continues.

Little Rock Scrap

Ringling agents had been trying to contract Little Rock for weeks and had backed away once. Pine Bluff was contracted for Monday (31) and Jonesboro for Tuesday (1), with Memphis to follow (2).

Having finished with New Orleans, however, the advance again turned to Little Rock. General Agent Paul Eagles attempted to rent show space at the Barton Coliseum, the parking area at the War Memorial Stadium and elsewhere. In each case, however, the land already had been rented by Sam Ward, of Polack Bros. or was otherwise unavailable. The Polack show plays Little Rock November 2-4 in the Coliseum.

Both Ward and Eagles were quoted in newspaper coverage. Eagles charged a "shut-out" by the Shrine and Polack. Ward said he contracted both potential circus lots, not including the Stadium site, and held the Stadium to its protection clause.

Walter C. Guy, of Little Rock, as Grand Imperial Potentate, the highest ranking Shriner in the nation, said such matters do not come under his jurisdiction.

The Arkansas Gazette, Little Rock, carried an editorial headed "We Want Ringling." It said Polack and the Shrine could not be blamed for protecting their date but that it is time to "make quite certain" Little Rock is not passed up again.

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just closed a string of dates with an opera company. . . C. S. Primrose is working at the Shubert Theater, Chicago.

CFA members in Florida are planning a Circus Party barbecue at the home of Bob White, Miami, while Ringling is in town. Winnifred Colleano will be a guest and other guests will be staffers and performers from the Ringling show. CFA's will catch the night show.

Allen Lester, Ringling press agent, is going with a legit show for the winter. . . Eddie Arvida, Hunt trapeze performer, is back in Miami.

Ira Millette, Ringling 24-hour agent, made New Orleans. He is showing a photo of him and CFA Tom Scaperlanda laying out the San Antonio lot. . . "Ice Follies" this season includes a clown number in which they use an air calliope. . . "Holiday on Ice" is using props made in the Paul Jung's Laugh Factory, operated by the Ringling clown.

Minnesota CFA members met at Long Lake Sunday (23) and saw movies, models and circusiana. Thirty-one members attended, writes Wally Ahlberg. . . R. M. Harvey, dean of the agents and operator of a show printing plant, Perry, Ia., has been visiting Neal Walters and sons at the Neal Walters Poster Corporation, Eureka Springs, Ark. . . Bill and Buckles Woodcock are planning to catch the Kelly-Miller closing stand Sunday (30) en route to Houston for the John Andrews Shrine show, where they will have the Miller-Woodcock Elephants.

Bill Green, press agent formerly with Polack Eastern, caught that show at Toledo and visited with Henry Kyes, Dick Slayton, Kris Krenkle and Sam Polack. . . Don Marcks, California fan, clowned at a program in Oakland. He writes that Victor Julian and his dogs have been playing the Riverside Hotel, Reno, Nev.

Jimmy D. and Betty Martin, high trapeze act, will end their outdoor season at the Duval County Fair, Jacksonville, Fla., and then move to Tampa until February.

Helen Haag's four chimpanzees will play the Boston Shrine date for Hamid-Morton. The act also will make Orrin Davenport winter dates. . . Frank Rotordi, formerly with Mills Bros., is with a doughnut shop in Peru, Ind. . . Boston

Book Review

Continued from page 60

was only a device to account for elephants and Arabian tumblers in the performance. Show people won't be the only ones to double-take the transposed title, "Ranch 101."

No bookshelf devoted to shows can be considered complete without this show-piece. Readers will find in it much of value about Cody's frontier years and his final days. But they will turn elsewhere for the flamboyant story of the Wild West Show. (Oxford University Press, New York, \$6.95.)

and Maine Railroad is running an excursion to the Boston Rodeo, with Roy Rogers, on Sunday (30). New Haven Railroad's series of Zoo Trains, excursions to the Bronx Park Zoo, New York, were continued all summer and into October.

Clown Ray Bickford made a talk about circuses at a church meeting in Bernardston, Mass. . . Jim Stutz reports his Hitler Car show drew 24,756 people at the Tupelo, Miss., fair, with 6,629 of them coming in one day.

Jake Posey, 92-year-old veteran hostler, is reported resting well after surgery at Los Angeles General Hospital. . . Raymond J. Ronquist, CFA, writes that Northern Michigan members met recently at the cottage of M. G. Gorrow at Light Lake, with eight members and several guests on hand to see circus movies. Ronquist reports that Charles A. Arthur, one-time circus cornetist and bandmaster, is a barber at Camp Gibbs Transient Camp, Iron River, Mich. Arthur wrote and arranged much band music.

The Novellos, ladder act, are currently playing a two-week engagement at Alpine Village, Cleveland, to be followed by a three-week date at Elmwood Casino, Windsor, Ont., and Christmas circus shows in the East.

Shreveport (La.) Times columnist Pericles Alexander wrote a biographical piece about John Ringling North in advance of the show's Louisiana State Fair appearance.

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Event to Aid Financing for Rink in Texas

SCHULENBERG, Tex., Oct. 29. —The Junior Chamber of Commerce will present a street carnival here November 5 with the proceeds to help build a skating rink in Wolters Park. Three years ago the Jaycees erected a miniature golf course in the park. Profits from the golf course, added to proceeds of the carnival, should pay a substantial part of the cost of the skating rink, according to Roy Bucek, Jaycee president.

Several other local organizations have built recreational facilities in Wolters Park, developing it into a popular year around playground.

Browne Pro At Omaha's Roller Bowl

OMAHA, Oct. 29. — Jack L. Browne, who recently stated that he would be connected with Rollerland Rink of Phoenix, Ariz., this year as professional, announced a change in plans this week that shifted him to the professional slot at Jack Gelfand's Roller Bowl here.

Browne recently took over at the two-year-old Roller Bowl and has already instituted classes for adult beginner dancers, with registration of about 50; a two-hour freestyle class, a beginner children's class and one for Girl Scouts. In the planning stage is a speed club, the only one in the city.

Requests for private instruction have been so numerous at the Bowl that Browne has no open time available. He also has a number of students working on competitive and test skating. The air-conditioned Bowl is modern thruout, Browne reports. Another newcomer at the rink is organist Rose Mary Butler.

Alex'ria, Mt. Vernon in AOW Racing Leads

ELIZABETH, N. J., Oct. 29.—Alexandria (Va.) Arena took over top spot in the Southern division of the America on Wheels' inter-rink racing league Saturday (15) at National Arena, Washington, displacing the previous leader, National Arena.

Alexandria now leads the division with a total of 30 points. National, in close pursuit, has 28 points, followed by Bladensburg (Md.) Arena with 22 points.

Competition resumes tonight at Bladensburg.

Mount Vernon (N. Y.) Arena, with 42 points, maintain its lead in the chain's Northern division of inter-rink racing. In the second slot, with 26 points, is Paterson (N. J.) Arena, closely followed by Boulevard Arena, Bayonne, N. J., 24; Twin City Arena, Elizabeth, 20; Hackensack (N. J.) Arena, 18; Capitol Arena, Trenton, N. J., 12; Florham Park (N. J.) Rink, 12, and Levittown (N. Y.) Arena, 4.

Competition resumed Saturday (5) night at Levittown.

HARTFORD, Conn., Oct. 29.—This city's only skating facility, Hartford Skating Palace, staged a "get acquainted" party Saturday night (22), with audience-participation stunts, games and novelties.

DRIVIN' 'ROUND THE DRIVE-INS

In an effort to improve word-of-mouth promotion, East Hartford (Conn.) Family Drive-In has distributed car bumper strips reading, "For Top Entertainment—The East Hartford Family Drive-In." . . . Sal Adomo Jr., general manager, Middletown (Conn.) Drive-In, has opened a new playground in connection with the theater. . . . In a public-spirited move, Frank McQueeney, of the Pine Drive-In, Waterbury, Conn., turned over opening night proceeds of "To Hell and Back" to the St. Ann's School building fund, that city. Entertainment was provided prior to screen time by a Waterbury fife and drum corps and a Windsor, Conn., drill team.

Joy Drive-In, Shreveport, La., which was erected in 1950 at a cost of \$10,000, is being improved with facilities to accommodate more than 1,400 cars. Twin screens are also being installed. Joy N. Kouck is president of Joy Shreveport Theaters. An enclosed patio, heated in winter and air-conditioned for the summer and equipped with 600 cushioned theater-type seats, also is under construction. Plans call for installation of in-car heaters and air-conditioning facilities for all-weather comfort. A children's playground also will be part of the Joy plant. The theater's concession stand will be remodeled and enlarged.

Joe Bronstein, general manager of East Hartford Family Drive-In, South Windsor, Conn., has been named general manager of Bronstein Enterprises of Hartford, currently negotiating for additional drive-in property site in the East. His promotion was disclosed by A. J. (Jack) Bronstein, his father, and president of the Bronstein interests, which recently built the 2,018-car capacity Meadows Drive-In, Hartford, for 30-year lease by the Smith Management Company. . . . Perakos Theater Associates, New Britain, Conn., owners-operators of drive-in and conventional theaters in Connecticut, leased, effectively immediately, for five years, the Arch Street Theater, New Britain, from Baruch S. LeWitt and Mrs. Margaret Glackin, widow of John S. P. Glackin, veteran Connecticut theater owner.

A drive-in is to be built at Deer Lake, between Hamburg, Pa., and Schuylkill Haven, Pa., by Sam Friedman, Pottsville, Pa. This will be opposition to the Reniger Drive-In, which uses and old-fashioned sound blast system and is closed on Thursdays when auctions are run and the drive-in is used as a parking lot. . . . The giant new drive-in near Singing Springs, Pa., opened late in the summer, has changed its policy to first-runs. The ozoner will be open all winter.

ROADSHOW REP

Bill Tumber recently mailed in a tearsheet from the August 13 Denver Post in which Monk Tyson did a feature column on the Henry L. Brunk Comedians and the Brunk family. Among the interesting facts turned up by Tyson were the following: Brunk knows thousands of people by their first names, these people being scattered thru the various towns the Brunk show plays during its Texas-Oklahoma-New Mexico-Colorado tour each year. . . . Brunk, who is 54 years old, recalls the days when 800 to 900 tent theaters were on the road. Today he can count less than a dozen. . . . At one time six of Brunk's brothers were in the tent show business, and he's the only one who stayed in it. . . . The Brunk show is composed of 14 actors and actresses. Nine more of the crew are truck drivers, property men, bookkeepers and salesmen. . . . Brunk has owned his show since 1928. . . . His brothers were in showbiz before he entered school. One brother, the late Fred Brunk, started "when he let a traveling salesman talk him into buying a trombone" in Hereford, Tex., where the Brunk boys helped their dad farm. Fred started a town band, and when the band broke up he moved to the band in the 101 Ranch Wild West Show, later branching out with his own show. . . . Henry Brunk and his wife, Mercedes, interrupted their stage routine from 1942 to 1946 to work for the Boeing Aircraft firm in Wichita, Kan. . . . Charlie Brunk is with Boeing in Wichita. Glenn has a chicken ranch near San Angelo, Tex. Orville is an accountant in Vernon, Tex. Sam has charge of Walt Disney productions in Oklahoma, and Pete is an attorney in Crescent City, Calif. Their only sister, Mrs. H. M. (Elma) Coulson, is in Tulsa, Okla., and her son, H. M. Jr., is in the electric appliance business in Denver. . . . Henry Brunk cheerfully admits that he beat his leading lady out of her pay check at Pueblo, Colo., in 1936. "Mercedes Rey was the

leading lady," he recalls. "I paid the rest of the cast, married Mercedes, and she's been working for free ever since."

T. F. (Ted) Gorman writes that he has three minstrel shows going in the Pittsburgh area. . . . Arthur Mayo recently completed two minstrel show promotions in the Woonsocket, R. I., sector, reporting that both were successful. He has several more set for church groups, but was recently thrown for a loss thru cancellation of three because of the flood disaster. . . . D. J. Murray writes from Belchertown, Mass., that he plans a jump into Northern Vermont. Murray had set some amateur promotions in Western Massachusetts, but the flood tragedy knocked him out of the box.

George and Clara Sims are planning a try at amateur group promotions in Northern New Hampshire and along the Vermont-Canada border. The duo has "Whispering Pines" and "In Old Colorado" as English plays. They plan on using "L'Envo" in French-speaking towns. . . . Henry Lavine, who recently recovered from an attack of rheumatism, writes from Vancouver, B. C., that he is getting itchy to tackle Western Canadian brush towns. While the possibility is strong that he will take out a solo show, he has not entirely given up the idea of taking one or two people with him. In any case, film will be an important part of the trick. . . . Harry Ebbert writes from Roseburg, Ore.: "Can't say much about biz the past summer, as we struck hot weather and some dust storms. We made five fairs, the rest of the season being devoted to stroller work. The show is now moving toward Southern Oregon for school and sponsored dates. At Heppner, Ore., I met Dr. Hal Ferris, who worked some celebrations with us. He plans going into church and school work for the winter. Heppner is an old-time roadshow and 10-20-30 man and has a good lecture show for small towns."

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Letters and packages addressed to persons in care of The Billboard will be addressed in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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| Albright, Fred | Carney, Wm. & Mrs. | Elmore, J. W. | Howard, Johnny & Molly |
| Allen, Frank | Caruso, John | Eusey, Walter L. | Hubbard, Betty |
| Allen, Johnny Dutch | Carver, Ella | English Jr., Wm. J. | Hubbard, Lury |
| Almanza, Fred J. | Chapman, James D. | Erwin, L. O. | Ingle, Glen H. |
| Antalek, Valorie | Chapman, Wendell | Erwin, Walter | Jackson, Jerry |
| Anthony, Bumps | Christo, Mary | Evans, Mrs. E. C. | Jacobs, Dolly |
| Ayers, C. W. (Bob) | Claburn, John P. | Evans, Joe | Jenkins, R. A. (Doc) |
| Baer, Jay Borden | Claman, Timmy | Exline, Emmett | Jenkins, Raymond |
| Bailey, Bearcat | Clay, John | Fee, John L. | Jenkins, W. R. |
| Baggett, James | Cleaver, James | Flake, (Derby Races) | Johns, Frank |
| Ballas, Richard | Coke, Mrs. Bev. H. | Flake, Mrs. James F. | Johns, Geo. C. |
| Barbee, Bill | Cole, Bonham B. | Flake, Mildred | Johns, Jim |
| Barefield, Sally & Jim | Cole, Fred R. | Flower, Mildred | Johns, William J. |
| Barett, Tony & Monica | Coleman, Tommy | Ford, Pat | Johnson, Edward K. |
| Barham, J. C. | Connors, A. B. (Pete) | Foss, John D. | Johnson, Jimmy |
| Barrett, Martin | Conway, John J. | Fox, Wm. M. | Johnson, Leo Pete |
| Baugh Albert G. | Cowan, W. D. | Frazier, Harold | Johnson, Robert |
| Beamer, Mrs. Robt. | Cooper, Elisha | Frazier, J. M. | Johnson, (Long Range) |
| Beck, Robt. E. | Cooper, Ruth | Freeze, M. G. | Jones, Johnny (Big Star Amuse.) |
| Berryhill, Louise | Costa, Zeke | Frith, Eugene & F. Burns | Jones, Robert |
| Bickett, James (Slick) | Craden, Sammy & Mrs. | Gallagher, John & A. | Joyce, Chas. |
| Biddle, W. J. | Crane, Cloise A. | Gamble, Millard | Kelley, Bev |
| Bimbo, Johnny Sney | Crawford, Mrs. L. P. | Gardner, Carolyn | Kelley, Charles |
| Bimbo, Jos. | Curtis, Date & Mrs. | Gardner, William | Kelley, C. R. |
| Blal, Johnny | Curtis, Frank P. | Geary, Walter S. | Kelley, Mickey |
| Bloom, Bobby | Curtis, Hal | Geiger, Willard | Kelley Jr., Oliver M. |
| Bluestine, Sam | Dagg, Roy & Mrs. | George, Rosie | Kenner, Ruby & Benny |
| Blumenshine, Gail & Dan | Dancer, Wm. | Georgie, Mrs. Dorothy | Kerkhaven, Etienne |
| Boley, James E. | Davidson, J. E. | Gilchrist, Mrs. Allan | Kerkhaven, Daniel |
| Boltz, Al | Davis, Sandy H. | Gillespie, Eddie | Ketrow, Frank |
| Bonario, Abe | Dean, Alvin | Goodman, Sidney | King, Clifton A. |
| Boude, C. F. | Dean, Marvin E. | Graham, J. L. | King, Fred |
| Boyce, Bud & Mrs. | DeBarragan, Eloisa D. | Green, Emily (Sunny) | King, Mickey |
| Bradley, Mr. Jess | Decker, Ralph | Grigas, Charlie | Kiser, G. B. (Jeff) |
| Brady, Frank J. | DeGrosso, Louis | Grosen, Gene | La Londe, R. L. |
| Brandon, Arthur Milo | Demster, Frank | Hagler, Chas. N. | La Marr, Eddie & his orchestra |
| Brant, Peggy | Dernoga, Mrs. Ann | Hall, Mrs. Bernice | La Pearl, Jack |
| Brown, Mrs. Frances | Diamond, Johnny J. | Hall, Mrs. Bernice | La Pearl, Jack (elowa) |
| Brown, Johnny | Drake, Robt. B. | Hall, Mrs. Bernice | Le May, Barbara |
| Burda, Charlie | Dubbles (was with Johnny J. Jones) | Hall, Mrs. Bernice | La Vell, Frank X. |
| Burns, Larry R. | Duffy, Blanche (Show) | Hall, Mrs. Bernice | Lamont, Bert |
| Burtges, Raymond H. | Duffy, Debbie & Mrs. Dunston, Jay & Mrs. East, John (Little Caesar) | Hall, Mrs. Bernice | Lamont, J. A. |
| Burto, Leon H. | Dunston, Jay & Mrs. East, John (Little Caesar) | Hall, Mrs. Bernice | Land, Lucky |
| Campbell, Mrs. Frank A. | Edwards, Wm. | Hall, Mrs. Bernice | Lange, Thomas & Mrs. Lapham, Clifford |
| Campbell, Sam & Mrs. Campbell, Mrs. | Edwards, Wm. | Hall, Mrs. Bernice | Laughlin, John Joseph |
| | | Hall, Mrs. Bernice | Lee, Tona |
| | | Hall, Mrs. Bernice | Lentini, Frank |
| | | Hall, Mrs. Bernice | (Three Legged Man) |
| | | Hall, Mrs. Bernice | Levin, Max |
| | | Hall, Mrs. Bernice | Levy, Stanley |
| | | Hall, Mrs. Bernice | Lewis, Mrs. Bertha |
| | | Hall, Mrs. Bernice | Lieber, Roderick |
| | | Hall, Mrs. Bernice | Leib, Vivian |
| | | Hall, Mrs. Bernice | Lipskey, Morris |
| | | Hall, Mrs. Bernice | List, Mrs. H. S. |
| | | Hall, Mrs. Bernice | Little, Mrs. Carl |
| | | Hall, Mrs. Bernice | Lochner, Edwin F. |
| | | Hall, Mrs. Bernice | Long, Paul |
| | | Hall, Mrs. Bernice | Lowrey, Sammy M. & G. |

(Continued on page 64)

GIVE TO DAMON RUNYON CANCER FUND

Pittsburg Master Painter 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 in 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. 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—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battifish gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon.

Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 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. 916 S. Halsted Chicago, Ill.

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.

Michigan Court Rules for Hall

DETROIT, Oct. 29. — Milton Fantich, president of Hall of Distributors, Detroit, announced this week that the Michigan State Supreme Court has handed down a decision favorable to the Hall firm in the fair trade actions recently instituted by Argus Cameras, of Ann Arbor, Mich., and General Electric.

Hall of Distributors is said to be the first firm in the State to have received a Supreme Court decision in regard to the widespread fair trade litigations concerning wholesale merchants in wholesale dealer merchandising.

In the Hall case, the Michigan Supreme Court ruled that the company had obtained the merchandise in a rightful and business-like manner and thus was free to dispose of this merchandise at "a fair and reasonable profit," inasmuch as it had not entered into a contract with the manufacturer to sell the article at a stipulated price.

Fantich said that Hall of Distributors, Inc., are wholesale jobbers who introduce a catalog every six months. The catalog offers customers prices that have been inserted by manufacturers at the established retail level and the wholesale prices which Hall is permitted to charge. The prices prevail throughout the 12 months of the year, Fantich said. In the event that there is a reduction in the wholesale cost, the benefit of the savings is passed on to the customer, Fantich stated.

Hall of Distributors has at all times co-operated with the manufacturers in regard to fair pricing and fair profits, Fantich said, and treated all manufacturers without prejudice. "At no time have I or

my employees ever stated that we discount prices of merchandise," said Fantich. "We are not a discount house and do not know what the policies are pertaining to discount house. Our prices are open and are published in our catalog."

Haldeman - Homme Manufacturing Company, St. Paul, say they have the strongest, popular-priced banquet table on the market. Their new Foldcraft folding-leg banquet table is built to withstand hard and repeated use. Rugged construction is achieved by steel channel side rails and cross rails, a 2 1/2-inch apron on all sides plus welded and riveted 3/4-inch tubular legs of 16 gauge steel. Some of the other features include fool-proof leg-cocking toggles, protective plastic edge molding, non-skid rubber-tipped feet, and wood-end rails that prevent scratching when stacking the tables. The tables are available in four sizes and two different tops. Write for complete information.

Craftmaster Tool Company, Cleveland, is presenting the original, patented Wil-Kro Razor Planer Set at a price which will permit pitchmen, demonstrators and specialty salesmen to make a strong mark-up. Perfect for demonstrations because it is four tools in one, Wil-Kro is a straight plane for regular work, a spoke shave for irregular and curved work, a nose plane for short stroke work, and a short-arm plane for flat work without changing. This handy tool is claimed to be the only patented set of planing tools using double-edged razor blades. Because of volume selling, this planer has been reduced in price at the wholesale level from \$93.60 per gross to \$72 per gross. Retail price is still \$2 each. Send \$2 for a sample, which will be refunded on your first order.

PIPES FOR PITCHMEN

By BILL BAKER

JACK (TINY) KING . . . pens from Cleveland: "Just a line to let you know that I'm still with it. I am still wearing a cast and am scheduled to go back to the hospital for another operation. Have been tied up now for two years and three months. Recently I went thru some of the stores here and saw quite a few of the boys and girls working but, since they were all pretty busy, I didn't have a chance to talk to any of them. There were no people whom I knew. They all seemed to J. C. L.'s but they were getting good turns."

RECENTLY . . . this corner mentioned that we were glad to see some of the old-timers come sneaking out from under the rugs and from behind the baseboards to pipe in and let the boys know just what goes with them. Now, Mark Jarett comes out of hiding to report: "It has been a number of years since I have sent in a Pipes to the Pipes column. However, like many other pitchmen, we love to read them, but hate to write them. (We're just lazy, I guess). My wife, Lady Stella, and I are still doing our mind-reading act and, of course, selling horoscopes. We still operate under the title, The Jarett's, America's Fastest Mental Act. Since TV has put the skids under the theaters and night clubs, we have gone back to fairs and stores and the sale of horoscopes. Stella has been quite sick most of this year due to a prolonged case of pleurisy which has caused a condition that may result in lung surgery. Because of this condition, we were forced to give up most of our fairs including Ottawa and the Canadian National Exhibition which, of course, are our big spots for the season. I would

like to take this opportunity thru the Pipes column to thank the following boys and girls of pitchdom who so generously contributed to the collection that was sent to us recently—Art Braver, Dave Acks, Red MacGregor, Bob Tousey, Tommy Copeland, Art and Mabel Nelson, Joe McGee, Jerry Rudstedt, Pete McBurney, Cliff and Dot Florence, Ray Lindsay, Gus Young, Bobby Rowan and Alex and LaVerne Salem. It sure makes a fellow feel great to know that so many of the people in our profession are always ready with a helping hand when a member of the "tripes and keister" fraternity needs them.

RECENT JOTTINGS . . . from Joe Joblots: The Winston-Salem (N. C.) Fair was another big winner—Joe Marks, hat concessionaire, had another big year—Duke Segal has moved his stable of dogs to Raleigh—Saluppo, the novelty man, after showing off his new Cadillac to all the boys here, left for Cleveland to operate his spaghetti house there—Sal Vince, jewelry operator, found a two-carat diamond ring on the fairgrounds, returned it and received a big reward—William Miller and Marty Lawless were scheduled to be hosts at a big dinner party after the fair closed—Dave Dickerman, novelty operator is going home to his chicken farm—Denver Klein was a frequent visitor at Belmont Park.

YOUR OWN BUSINESS

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: ROSEL SALES, Dept. M, 447 E 57th St., N.Y.C. 13

THE FANTICH BROTHERS ARE PASTMASTERS IN KNOWING THE AUCTION TRADE! THAT'S WHY THEY'RE THE LARGEST SUPPLIERS OF AUCTION MERCHANDISE IN THE COUNTRY!

OUR POLICY IS NEVER TO BE UNDERSOLD
JUST IN TIME AND MOST IDEAL FOR THE HOLIDAYS

Delicious 2 and 5 Pound Rum and Brandy

FRUIT CAKES
HIGH RETAIL VALUE!

Fastest Moving Item • A Big Money Maker

- Vacuum packed, A-1 fresh quality, will last for months!
- Loaded with selected cherries, choice fruits and nuts!
- Attractively boxed in red and silver metal container!
- GUARANTEED TO PLEASE YOU!

2-lb. Sample \$10.00 Per Doz. Minimum
5-lb. Sample \$ 2.50 Each Minimum

GROSS LOTS \$9.50 Per Doz.
6 Doz. \$2.25 Each

Order Today Limited Supply!

AUTOMATIC ELECTRIC ROTO-BROIL SKILLET • It's NEW! It's SENSATIONAL!
(IMMERSIBLE IN WATER)

- Built-in thermostat
- Bakelite handle and legs
- EZ-Vue temperature chart
- Removable, plug-in wire cord

Engineered by the makers of America's leading kitchen appliances.

2 1/4 inches deep, 11 3/4 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 RETAIL \$39.95
LOOKS AND LASTS LIKE \$50 LUGGAGE

Complete 3-Pc. Matching Luggage Set!
24" Pullman, 24" O'nite Case, Train Case with removable mirror.

• 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

- Top Quality Featured 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

We have thousands of other items that we offer at the lowest prices in the country. Our policy is NEVER to be undersold.

Appliances, Watches, Radios & Records, Bicycles
Jewelry, Sporting Goods, Hand & Power Tools, 100's of other items
Diamonds, Photo Equipment, Housewares, Giftware

TERMS: 25% Deposit Required on All Initial Orders, Balance C.O.D., F.O.B. Detroit. All Rated Accounts Please Enclose References With Initial Orders. Prompt Delivery on All Orders.

REMITTANCES: Please do not send cash! Make payments by postal or express money, cashier or certified check. Personal checks will delay your order . . . until cleared by bank.

HALL of DISTRIBUTORS, Inc.
8713 TWELFTH STREET DETROIT 6, MICH.
Send for Our FREE Illustrated Wholesale Catalog. Lists 100's of Items. Write Today!

GOOD NEWS!!
THE ORIGINAL WIL-KRO RAZOR PLANER SET • Pat. No. 2289504

Four tools in one

- straight plane
- spoke shave
- nose plane
- short arm plane

Bigger profits than ever! Fastest selling specialty item. Rush \$2 for demonstrator sample.

CRAFT MASTER TOOL CO.
c/o Fred Allen 12460 Gail Ave.
23440 Lakeland Blvd. Sunnyvale, Cleveland 23, Ohio California

USES DOUBLE-EDGE RAZOR BLADES

NOW \$72.00 A GROSS

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

HAWAIIAN "TI" PLANT LOG

Place the Log in Water, and Watch the Greer Leaves Grow

PITCHMEN SOLD OVER 1,000,000 LAST YEAR!

Buy for 7c, sell for 49c to 69c each! Ideal for demonstrations. Strip off a leaf or two and you have a table place mat, leafy canoe center piece or juicy wrapping for certain foods!

"Ti" logs grow — by themselves — into beautiful tropical plants. Flash, 15 plants \$17.50. Logs—\$70.00 per 1,000. One-half 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.

SHERFYS LTD.
2126 BOYER SEATTLE, WASH.

BUY DIRECT—SAVE!

★ LIMITED OFFER ★
16" LAZY BABIES
\$4.50 Dozen
Min. order, 4 dz.
In Gross Lots \$4.25

BARGAIN PRICES!
\$5.50 dz.
SPECIALS IN GROSS LOTS ONLY for any number listed below.

Min. Order 3 \$6 dz.
Dz. of

22" Lazy Baby • 12" Plush Dog
12" Hi-Grade Plush Scotty Dog.

F.O.B. N.Y.C., 25% dep., C.O.D. if not rated. FREE 32-pg. catalog.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. 1, N.Y.

PITCHMAN'S DREAM
NEW HOT \$1.00 ITEM

- EVERYONE WANTS
- EVERYONE NEEDS

BIG FAT PROFITS
LOADS OF REPEATS

SAMPLE 35c PPD.

Jounee-Kleen Mfg. Co.
17209B Lorain Ave., Cleveland 11, Ohio

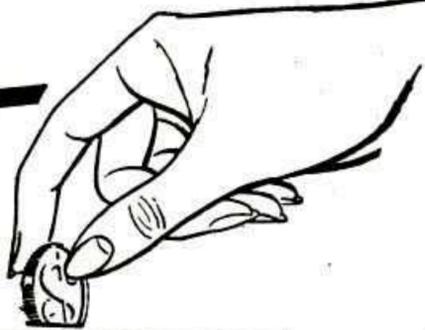
CIGARETTE LIGHTER
CHROME Table or Pocket Models. Size 1 1/4 x 1 3/4". Guaranteed Regular Value 99c Each.

2 Doz. for \$8.95
Send Cash, Check or Money Order to
GENERAL R. & S. F. CO.
919 W. Girard Ave. Philadelphia 22, Pa.

CHAIRS • TABLES
IMMEDIATE DELIVERY
138 STYLES • STEEL • WOOD
FOLDING • NON-FOLDING
ON CHAIRS MINIMUM ORDER IS 4 DOZ.
STATE QUANTITY NEEDED—ASK PRICES

Adirondack Chair Co. Dept. T-4
1149 BROADWAY (27th) N.Y. 2, N.Y. 4824

INVEST NOW—



Cash In for Months to Come!

THRU

The Largest, Most Publicized Special of the Year!

DATED NOVEMBER 26 DISTRIBUTED NOVEMBER 21

A Star-Studded Issue Timed to Bring You Big Immediate Business and Lasting Results During the Coming Winter Months.

- ★ Distributed an entire month before Christmas when the big last-minute buying is just about to begin.
- ★ 3,000 EXTRA COPIES distributed at the Outdoor Convention in Chicago to give your ad additional distribution and bigger results.
- ★ Literally crammed with extra editorial features and statistical data of prime importance to so many of our readers . . . your customers and prospects . . . and featuring the annual Cavalcade of Fairs Supplement.

Make This Your Greatest Christmas Season Ever! Plan a large, attractive advertisement for the Outdoor Convention Special and

RESERVE SPACE TODAY!



ADVERTISING DEADLINE WEDNESDAY, NOV. 16

CINCINNATI 22, OHIO
2160 Patterson St.
DUbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
CENTral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
HOLLYwood 9-5831

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FITS IN POCKET OR PURSE— TAKES CLEAR, SHARP PICTURES

Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

FREE wholesale CATALOG

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

\$13.50 PER DOZ. SAMPLE \$1.75

Film for "Hit" Camera Package of 6 rolls 60c

GEM Sales Co. 533 Woodward Detroit 26, Mich.

BEAUTIFUL 4 PIECE SETS DIRECT FROM MANUFACTURER

1955

\$1.50 each or \$16.80 per dozen & ASSORTED STYLES

Dainty Filigree Ensemble consisting of matching Necklace, Bracelet, Earrings. Necklace can be worn separately as a girl! Sparkling machine-cut Rhinestones and Jewels. HANDSOMELY GIFT BOXED.

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.

The Greatest Name Brand Catalog of Them All

Temple's 1956 Edition

RUSH \$1 FOR YOUR COPY

Refundable on first order of \$25 or more

TEMPLE COMPANY, INC.

804 Sansom Street Philadelphia 7, Pa. Market 7-8242

When in Philadelphia visit our showrooms

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG AVAILABLE NOW

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

FOR LOWEST PRICES! 6 pc. WATCH SET Smartly Styled Handsomely Boxed

Swiss Jeweled Watch Gold plated with sweep second hand and expansion band . . . Smart cuff links . . . Matching tie clasp . . . Money Clip and Collar Pin. Gorgeous plush box.

\$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.

EST. 1914 **H. STONE, INC.** 74 Hanover St., Boston 13, Mass.

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.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY

Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

Photo Expansion Idents from \$5.00 Doz. Basketballs, Footballs: Square, Round and Heart-Shaped Discs on 24" chain with spring ring. \$3.25 Doz., \$36.00 Gr. Bracelets to match, \$36.00 Gr.

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 order.

McBRIDE JEWELRY CO. 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

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

GIVE TO DAMON RUNYON CANCER FUND

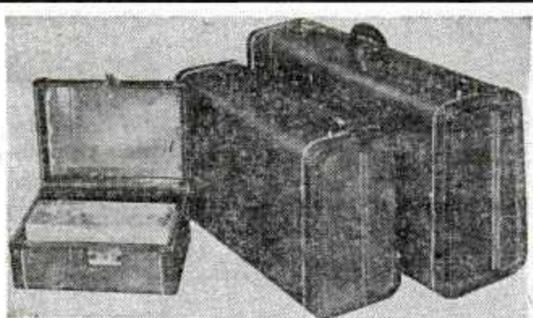
CONCESSIONAIRES! HUSTLERS! MAKE MONEY!

Next Time It Rains Sell Our Emergency Raincoats... Cost to you is only \$10.00 per 100 Min. \$36.00 for 400 \$80.00 for 1,000... COVER ALL RAINCOATS 1046 Amsterdam Ave. New York, N. Y.



Sell them at Football Games, Fairs, Celebrations, etc., wherever crowds gather. Never again at this low price. Buy now and cash in when it rains. Small 8x4-inch pack. Send 30 cents in stamps for Postpaid Sample.

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. Fully SATIN-LINED INTERIORS. 25% deposit, balance C.O.D., F.O.B. Chicago. Send for FREE 96 Page Name-Brand Catalog and 24 Page Toy and Gift Catalog 1112 S. Wabash Ave., Dept. B-D STANDARD INDUSTRIES Chicago 5, Illinois

CLASSIFIED SECTION A Market Place for Buyers and Sellers ADVERTISING RATES

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15c a word—Minimum \$3

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

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.

CASH WITH ORDER FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

CHALK TALK SUPPLIES—RAG PICTURES Books on entertaining, Black Light Novelties. Send 10¢ for catalog Balda Art Service, Oakshoah, Wis. no12 GAG FILES! COMPILED BY COMEDY EXPERTS. Comedy Notebook only \$3; Comillection only \$2. Order both, receive free Comedy Guide. Show-biz Comedy Service (Dept. 42), 1613 East 29th St., Brooklyn 29, New York. RADIO STATIONS. MY TAPE PROGRAMS are available to you for broadcasting. Write for particulars. Leonard Austin, Singing Strongman, De Soto, Iowa. 23,000 PROFESSIONAL GAUGS ROUTINES. adlib. Doubles! 1,600 pages! For free comez catalog write Robert Orban 73-11 Hell Boulevard Flushing 64 N. Y. JA2150

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings, \$2.00 dz. Pierced earrings on display, 1.50 dz. Charm & Link Bracelets, asst., 2.50 dz. Lord's Prayer Necklaces, boxed, 3.00 dz. Lin & Earrings, boxed, 4.50 dz. Children's Jewelry, boxed, asst., 2.00 dz. Ropes, assorted, 2.00 dz. Shorty Tie slides, carded, 1.95 dz. Cufflinks, carded, 1.95 dz. Cameo sets, boxed, 7.20 dz. Anklets, G.F., carded, 3.50 dz. Stoned Neck & Earrings, boxed, 9.00 dz. Tie Slide sets, asst., 5.00 dz. Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d. SAMUEL SILVERMAN & CO 1820 Westminster St. Providence, R. I. FREE SAMPLE—AUTO COMPASS; MAGNETIC sensation; world's cheapest; perfect demonstration; pitch it; sell thousands. Drop shipments, postpaid. Smith Agency, 56, Excelsior Springs, Mo. MAKE \$10,000 YEAR AND MORE WITH our (2) great Wholesale Catalogs, (64 and 300 pages), Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! We drop shipping Plans General Wholesale, Box 3058CH, San Francisco, CA 94114

RATTLESNAKES JUST IN—EASTERN DIAMOND BACKS over 6' Timber Rattlesnakes, Sideswinners, Tropical Rattlers, Basiliscus Rattlesnakes, Texas Diamond Backs, Pigmy Rattlers and Eastern Massasaugas. Indigo Snakes are now going in our \$25 dens. Mexican Cantils on hand. We can ship in cold weather with our new packing methods. Two female Ocelots on hand. Write for our low cost monkey deal. Don't forget, we do expert taxidermy of all types. Order by telegraph. Ross Allen's, Miami, Fla. Better still, phone Miami 3-4806. TWO BEAUTIFUL MALE 3 YEAR BENGAL Tigers, \$1350 each, f.o.b. Miami. One very tame female Cheetah, \$1350; two female tame Leopards, \$450 each; young rhesus Monkeys, \$35 each. Rare Bird Farm, Kendall, Fla. no5 TWO DOG TRICKS, SOMERSAULT, DOUBLE ladder, other tricks. Capt. Ferguson, 1443 E. Campbell Pk., Huntington, W. Va. Phone 34843.

AGENTS & DISTRIBUTORS

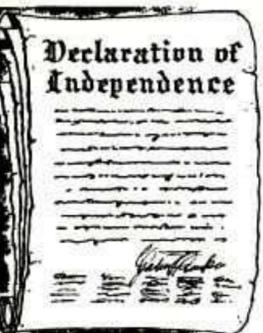
A BEST SELLER—WORLD'S FAMOUS French-type perfumes. Reproductions 5 costly fragrances that sell at \$10 to \$40. Individually gold boxed \$1.00. Costs you \$4 dozen. Mammoth Treasure Presentation Kit, containing 3 thrilling fragrances in one fabulous gold box. \$3 sellers. Costs you \$1.00. Get acquainted, special \$1 brings samples of both. Dandies, 11919 O'Hare, 5732 North Kenmore, Chicago 40, Illinois. no26

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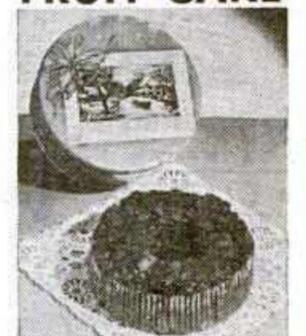
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Alabama
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.

California
San Diego—Electric and Home Appliance Show, Nov. 25-30.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 8. Nye Wilson.
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
Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.
Quincy—West Fla. Fat Cattle Show & Sale, Jan. 17-19.
Tampa—West Coast Dairy Show, Jan. 28. Charles E. Loe Jr.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

Georgia
Atlanta—Southeastern China, Glass & Gift Show, Jan. 15-18. Foster B. Steward, 1401 Peachtree St., N.E.
Fort Benning—Soldiers' Fair, Oct. 27-Nov. 5.

Illinois
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.

Louisiana
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen F. Cobb.

Maryland
Timonium—Eastern National Livestock Show, Nov. 12-16. Joseph Vial.

Michigan
Bay City—Poultry Show, Jan. 12-15. Ben M. Mau, 2009 Second St.
Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Tilcomb, 6750 Dix.
Flint—Antique Show, Nov. 7-10.
Grand Rapids—Antique Show, Nov. 14-17.

New Jersey
Teaneck—Bergen County Industrial Exposition, Nov. 3-8.

New York
New York—Women's International Exposition, Nov. 7-13.
Saratoga—Meat and Poultry Show and Sale, Dec. 26-31.

Ohio
Cincinnati—Sports, Vacation & Travel Show, Jan. 28-Feb. 5. W. S. Bain, c/o Cincinnati Garden.

Tennessee
Nashville—Nashville Rodeo, Nov. 8-12.

Texas
Aransas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 27-Feb. 5. W. R. Watt.
Laredo—Laredo Home Show, Nov. 16-20. Pat O'Toole, Pleasure Pier, Galveston, Tex.

Utah
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, 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.

CANADA
Ontario
Toronto—Royal Winter Fair, Nov. 11-19.

Saskatchewan
Regina—Sask. Wheat Pool, Nov. 1-12.
Saskatoon—Meat and Poultry Show and Sale, Dec. 15-16.

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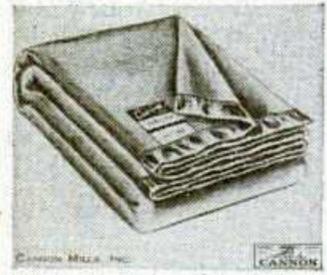
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EDITORIAL

Threat to Bulk Vending

A coin-operated device has appeared on the market which poses a threat to the bulk vending industry and which could easily give the entire coin machine industry a black eye.

It is a device which looks like a bulk vender. But it's not. Small plastic balls dispensed from the globe each contain a small piece of paper which bears slot machine symbols. The machine operates at a quarter. With a winning combination, a customer presents the paper to a location owner to collect.

We believe this device could do great harm to the bulk vending business, to the thousands of operators, distributors and manufacturers engaged in this industry who are sound, hard-working businessmen.

We believe that such a device is bad business and will hurt good business.

Damage to NVA

Such a device operating in an area where unfair legislation against bulk vending would be in the process of being fought by the National Vendors' Association might prove especially damaging to NVA's case.

In areas where local bulk vending people themselves are fighting unfair legislation imposed on them, and where these men work hard to convince the authorities of the honesty and legitimacy of their business, such a device might prove equally devastating to the bulk operator's cause.

NVA has done a magnificent job in helping the bulk vending industry fight grossly unfair legislation wherever it has arisen. It has done an equally effective job in promoting the best interests of the industry.

This device could do much to destroy all that NVA has so far been able to accomplish.

Games Hit Fall Peak; Bow 95 Models in '55

CHICAGO, Oct. 29.—Production of new coin-operated amusement game models is at its peak, with a dozen new models introduced by manufacturers during October bringing the year's total to 95.

The biggest step in recent months has been the advent of coin-operated pool games, with some 13 different models already introduced.

Shuffle bowling games, however, still lead in popularity, as they have over the last several years. Some 21 different shuffle bowler models have been bowed this year.

Game Parade

Next on the amusement game hit parade this year is the five-ball

pinball game, with 17 models introduced in this category. A half-dozen new in-line pinballs have been added thus far in 1955.

Rounding out the new 1955 game crop are five kiddie ride models, eight gun games, six baseball units, six shuffles other than bowlers, two fortune-telling machines and 11 other novelty-type games.

Indications are that output of new models will pass last year's level. Some 113 models were premed in 1954, consisting of 30 pinballs, 30 shuffle bowlers, 15 gun games, 7 kiddie rides and 31 other novelty-type games. Estimates show that well over 100,000 games were produced during 1954 by Chicago manufacturers alone.

'54 Mark Passed

Output of pinball models has already passed last year's, and shuffle bowler production is running about even with 1954 thru the month of October. The gun game craze which began early in 1954 and saw 15 new machines—principally .22 rifle units—introduced, has been eclipsed by the trend to coin pool games with 13 new models already bowed in 1955, altho the trend is only several months old.

Principal advances thus far in 1955 are the new-style extra-large pins and pucks with new shuffle bowler games; general acceptance of two-player five-ball games and a resulting increase in output of these games, and the booming coin pool trend, which has found these games in operation thruout the country, where formally they were sold mainly as an export item.

The big game trend last spring was to baseball games in which

(Continued on page 90)

New Distributions Form in Mich.

DETROIT, Oct. 29.—A new company has been formed here by several old-timers in the amusement game business to distribute coin games thruout Michigan.

Arthur Sauve and son, Dale, of the Sauve and Son Distributing Company, 7525 Grand River, have established the Grande Amusement Company, at the same West Side address, with Tony Sanders, who formerly owned the Detroit Coin Machine Exchange.

All brands and types of coin-operated amusement games will be distributed by the firm. The Sauves will continue to operate their own amusement game route here.

Ops, Distributions Across Nation Hit High Tabs on New Games

Report Fast Depreciation Cuts Net; Ask More Low-Cost, New Type Units

CHICAGO, Oct. 29.—The consensus of operators and distributors polled this week by The Billboard was that prices of new games—shuffles, pinballs and Arcade units—are "too high."

Operators generally agreed that certain types of games depreciate faster than they return total money invested.

(Editor's Note: Operators include price of the game plus servicing,

salaries, and other costs. A recent check by The Billboard of depreciation rates on shuffle games, for example, showed that they were very low and that—in general—prices of games two and three years old held up surprisingly well.)

Distributors generally feel that more games could be sold if prices were lower.

Prices Too High

General opinion among operators and distributors in Los Angeles concerning amusement games is that prices are far too high. The reasons given for this opinion vary greatly, rapid turnover of equipment and rapid depreciation of equipment appear to be the major factors cited. Operators also feel they can receive a fair and equitable return on their investment (or a larger return than they are now receiving) were fewer models of games produced.

A tabulation of the complaints

most commonly heard from game operators in the Milwaukee area showed high prices of new machines at the top of the list. A typical comment from operator sources was: "The high price of games is putting us out of business as far as games are concerned. They depreciate faster than we can get our money out of them."

Detroit Picture

Game prices appear too high to the trade in Detroit. This applies to newer types of games in the State of Michigan, since virtually no games are allowed in Detroit, and exceptions were generally made of the new coin-operated pool games.

Chicago game distributors generally recognize the problem manufacturers are having with rising production costs, but feel that operators in many instances can't afford to buy many new games—especially shuffle units—at current

(Continued on page 86)

Gum Vender Featuring 'Doll Action' to Bow

By H. F. REVES

DETROIT, Oct. 29.—A new type bulk vender to handle ball gum thru a dispensing mannequin is being readied for the market by the Hartley Manufacturing Company.

Known as Scoopy, the machine adds the unique advantage of lively animation to fascinate youngsters, as an extra thrill for the penny they pay for ball gum.

The machine is about 6 by 10 inches and 21 inches high. It contains the mannequin, about four inches high, in a glass case in the lower part. The tiny figure is dressed in chef's cap and apron, holds a scoop in one hand, while the other is on an oven door, when at rest.

Coin Activation

When the coin is deposited, the patron pushes a button, which activates the figure. It opens the oven door with one hand, bringing

(Continued on page 88)

Conn. Judge OK's Free-Play Pins in Suit

BRIDGEPORT, Conn., Oct. 29.—Use of free-play pinball games is not a violation of Connecticut's gambling statutes or in contravention of public policy, Judge John Clark FitzGerald of Common Pleas Court ruled this week.

Judge FitzGerald expressed this opinion in a decision ordering Louis Northrop, Bridgeport, to pay for a free-play game that he purchased from the Crystal Amusement Corporation, also of this city, August 24, 1953.

After Crystal Amusement Corporation had brought a \$500 suit against him to recover the price of the game, Northrop contended that he did not have to pay because State's Attorney Lorin W. Willis had expressed the belief that use of the game in Fairfield County constituted a violation of the law.

Not Gambling Devices

Ruling that free-play pinball games are not gambling devices in themselves, Judge FitzGerald directed Northrop to pay \$506.30 with costs to Crystal.

Judge FitzGerald pointed out that the two leading cases in the United States on the question of legality of free-play pinball games were federal actions concerning injunctive relief obtained from the Hartford, Conn., chief of police and the police superintendent of Washington, D.C.

It was also held in a Connecticut case of the State versus Cieri 128 Conn., according to Judge FitzGerald.

(Continued on page 82)

DECK FOR BIG SHOW

13 Game Mfrs. Prep NAAPPB Exhibits

CHICAGO, Oct. 29.—Among more than 100 exhibitors slated to display their products at the National Association of Amusement Parks, Pools and Beaches Show here at the Hotel Sherman, November 27-30, will be 13 coin-operated game manufacturers.

Included will be International Mutoscope Corporation, Long Island City, N. Y.; J. H. Keeney & Company, Chicago; Philadelphia Toboggan Company, Philadelphia; A.B.T. Manufacturing Corporation, Chicago; Genco Manufacturing &

Sales Company, Chicago; Scientific Machine Corporation, Brooklyn; Williams Manufacturing Company, Chicago; Capitol Projector Corporation, New York; Mike Munves Corporation, New York; Exhibit Supply Company, Chicago; Auto-Photo Company, Los Angeles; Harvard Automatic Machine Company, Lorain, O.; Dodgem Corporation, Exeter, N. H.

Paul H. Huedepohl, executive secretary of NAAPPB, in charge of convention exhibits, said 175 booths had been contracted for, and that all exhibit space had already been sold out—one month ahead of last year.

Huedepohl said the coin machine exhibits would be grouped together on the mezzanine floor. Not as many coin machine exhibits will be on display as last year.

There is expected to be keen competition this year among coin machine exhibitors for the annual Henry A. Guenther Award for the most meritorious new piece of coin-operated equipment. Williams Manufacturing Company, firm walking off with the coveted plaque last year for its Select-A-Train, electric train exhibit, is slated to unveil another new coin game this year. Huedepohl said

(Continued on page 86)

Trio Builds 200-Unit Canada Route in Year

By HARRY ALLEN

HAMILTON, Ont., Oct. 29.—"Unlimited possibilities offered by vending" led to the formation of the Hamilton Automatic Vending firm by Eddie Green, Bert Sanderson and Sid Gulliver, novices in the vending field just a year ago.

Today the firm, which launched its beginning with three vendors, has 200 machines dispensing coffee, milk, soft drinks, pastries, meat pies, ice cream, cigarettes and gum.

Blue-Sky Wave Hits Salt Lake

SALT LAKE CITY, Oct. 29.—Bulk vending operators and the Business Men's Alliance of the Salt Lake City Chamber of Commerce have been receiving numerous complaints of "fly-by-night" promoters who talk local residents into buying peanut and bulk candy vending machines with unrealistic promises of profit.

Most of the victims, according to Hendrick Romeyn, head of the local Better Business Bureau, are elderly, retired people who want something "to occupy their time that will bring in a little extra money."

But for the most part, the "glib talking salesmen" promise much larger profits than would be possible.

Most contacts are made thru

(Continued on page 84)

It operates 24 hours a day, seven days a week, employs five men and an office girl, and has four trucks for servicing the routes.

Make Investigation

The three partners entered the field only after careful investigation. They traveled to Buffalo, Cleveland and Detroit, where they conferred with operators, and came back to Hamilton, 45 miles west of Toronto, determined their future lay in the vending field.

As the result of their visit to Detroit, where they met the operators who designed the Koffee Klub Machine, Green, Sanderson and Gulliver acquired the Canadian rights.

Green and Sanderson then quit the wine business, and Gulliver left his successful sportsman's store here.

Hard Work

Thru hard work and careful management, and always with a critical eye on service operations they entered a business venture entirely new to all three.

Rather than stretch dollars, the partners decided to serve only quality products. They realized they wanted a reputation for outstanding service and products.

Ambitious, the trio gained their first strong foothold in the field when they convinced the Dominion Foundries & Steel Company, second largest producer of steel in Canada, to close its two cafeterias, do away with push-cart food service and install vending machines for in-plant feeding.

The Dominion Foundries' accept-

(Continued on page 82)

Edolite Plans Shuffle Pin Conversion

DETROIT, Oct. 29.—Edolite Products is currently developing a new shuffle pin conversion unit for used shuffle bowler games, Isador Edelman, company owner, said this week.

The conversion will consist of a new pin panel unit equipped with large-size pins. The pin panel can be used to replace older model pin panels on used United or Chicago Coin bowling games, according to Edelman.

He said the new conversion should be ready in a few weeks. It is expected to list at \$59.50.

The pin panel will have, in addition to the new "fly-away" pins, new relays, coils, pin motor and wiring.

9 Record Labels Vie For Juke Top 10 List

Competition Ushers in Multi-Versions Of Pop Singles, New Operator Problems

CHICAGO, Oct. 29.—The battle of hits in the pop singles field has become so spirited that multiple versions of a single tune have become the accepted rule rather than the exception. These days, it's even possible to find two and sometimes three etchings of a single tune by a single label.

Add to this the fact that independent labels have proven that the hits can come from anyone

and anywhere, that public taste is a wide-open market and is apt to favor a tune put out by the smallest independent just as quickly as one from a major, and it's easy to visualize what's going on behind the scenes in the record business.

Nowhere is this competition more clearly reflected than on the juke boxes' popularity meters. According to The Billboard's national music operator survey of the top 20 tunes most played on juke boxes for the week ending October 19, nine disk labels shared honors for the top 10 tunes.

Rugged Competition

Certainly this rugged competition has been a stimulant to juke box play—more competition spells more disk promotion at all

(Continued on page 73)

Motor City Ops Host Teen-Age Talent Concert

DETROIT, Oct. 29.—Teen-agers here in the Motor City will be treated to a talent-packed concert of entertainment tomorrow (30) at the Golden Horn Ballroom, under the joint sponsorship of the United Music Operators of Michigan and the Thirteenth Precinct Business Men's Youth Club.

The show will consist of three groups of entertainers—recording artists, disk jockeys, who have a strong local popularity, and amateur talent, the latter included for the purpose of developing young local talent who might not otherwise have a chance to be heard. The event is being plugged via local newspapers, radio and television.

Tickets are being distributed by both organizations sponsoring the event. Co-operation of the Detroit Department of Parks and Recreation was enlisted to deliver chairs to the ballroom to accommodate the 2,000 guests expected.

Artists Listed

Recording artists to be on hand for the show include the Wilder

(Continued on page 73)

Sales Dip 4%, Earnings Up At Wurlitzer

CHICAGO, Oct. 29.—Sales of the Rudolph Wurlitzer Company during the second quarter (July, August and September) were \$8,598,528, down 4 per cent compared with the corresponding period last year when sales hit \$8,955,785, R. C. Roling, president, announced.

Net earnings, however, climbed, hitting \$196,786 or 24 cents per share, compared with \$185,090 or 22 cents a share during the corresponding period in 1954.

Roling said that civilian product sales during the first six months (April to September inclusive) climbed 6½ per cent, while defense sales were down 68 per cent.

All divisions of the company operated at a profit during the first six months and indications are that sales for the last six months of the fiscal year will exceed those of a year ago, Roling said.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

- November 6—National Coin Machine Distributors' Association, Morrison Hotel, Chicago.
- November 7—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
- November 7—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- 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 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
- November 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.
- November 8-10—Music Operators of America, executive meeting, Morrison Hotel, Chicago.
- November 9—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.
- November 10—Cleveland Phonograph Merchants' Association, monthly meeting, Hollenden Hotel, Cleveland.
- November 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.
- November 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.
- November 12—Kansas Music Association, election meeting, Kansas City.
- November 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, Association headquarters, Gary.
- November 16—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.
- November 21—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.
- November 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- November 27-30—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

JUKES BECOME VETERAN PROPS ON TELEVISION

CHICAGO, Oct. 29.—Television producers are going all out for juke boxes to give viewers a realistic setting for their programs.

Arthur C. Rutzen, export sales manager of Wurlitzer, reports that a Wurlitzer 1600 was used recently as a prop on "Ritmos y Melodias," Venezuela's most popular TV show. Rutzen said that the phonograph served a two-fold purpose: Added realism to the scene, and provided background music. Bechhofer Brothers, Wurlitzer distributor in Caracas, provided the phonograph.

Ed Ratajack, Western regional sales manager of AMI, tells of a new AMI Model G being used nightly on a television show in Jackson, Miss. The show, "Platter Chatter," runs from 10:40 to 11:30, Monday thru Friday. The Model G serves as a backdrop for interviews as well as a prop for short skits. Guests on the program include local disk jockeys, recording artists and other entertainers appearing at local spots. Ed Holyfield, Dixie Coin Machine Company, AMI distributor, provided the station with the phonograph.

Wayne Bradfield, advertising and sales promotion manager of Rock-Ola, also supplied juke boxes used on TV shows. Bradfield pointed out that a Rock-Ola Comet appeared recently on the "Ray Bolger Show," ABC, and that a Model 1428 was used on "Stage 7," CBS-TV, in a show entitled "Press Conference," starring Dennis Morgan.

'Five Foot Two' By Local Op Is Chi Hunch Tune

CHICAGO, Oct. 29.—Chicago music operators and Radio Station WAAF have selected a local operator's recording of "Five Foot Two, Eyes of Blue," Mercury, as their "Hunch Tune" for November.

The tune was recorded by Ray Gallett, of Paschke Music Company, and features Ray's homemade pogo cello, accompanied by a slap bass, an accordion and a banjo. Flip side of the disk is "China Boy," also by Gallett.

Promotion-wise, the disk will be kicked off next Monday via WAAF's program, "Juke Box Matinee," which is aired daily Monday thru Friday, and via Chicago's juke boxes.

Promotional Tie-In

"Hunch Tune" selections are a result of a promotional tie-in between WAAF and the Recorded Music Service Association. The station plugs the tunes on its daily afternoon program, disk jockey Jim Mills at the helm, and talks about the job music operators are doing in getting the right tunes on the right juke boxes at the right time. Operators, on the other hand, plug the tune on their boxes, which number some 7,000, and call attention to Station WAAF thru decals which they affix on their machines.

Gallett was asked to cut the record when Henry Friedman, of Mercury, heard him play at a recent music operators' banquet here. Since then, he has also cut two polkas on a Mercury label.

Meanwhile, Mercury is trying to arrange for personal appearances for Gallett on Howard Miller's and Jim Lounsbury's TV shows.

PERSONALIZATION

St. Louis Op Combines Trademark, Route Work

ST. LOUIS, Oct. 29.—One of the most important steps in building a stabilized juke box route is selling personalization, according to John Gazzola, head of Star Novelty Company, here.

Gazzola explains that one of the biggest drawbacks of a juke box route is its normal impersonality. "The juke box customers never see the operator and the location owner comes in contact with him only once or twice a week. Thus it isn't any wonder that one phonograph on location is just about the same as another to a location owner," he declared.

To overcome this problem, to insure that his locations would have to have a strong reason for removing his machine for another, Gazzola combined two techniques.

He began spending a lot of time out on the route meeting location

owners, talking with them and explaining what goes into a juke box before it is ready to be placed on location. He attempted to build up a personal relationship between his route servicemen and the location owners also, urged servicemen to become better acquainted with location owners and location employees.

He also adopted a trademark. A small decal in the form of a red star and carrying the message "Star Thanks You" was placed on all Star Novelty equipment.

The decals are mounted directly on the glass domes on phonographs, inside the glass ball on penny venders and on the top of vending machines.

"There are a lot of advantages to be derived thru personalizing a route," Gazzola said. "Altho some of them are not apparent at the beginning, the most important advantage, of course, is holding locations. But, in the long run, location building is equally as important. People who play a juke box in one of our locations always seem to remember the red star trademark. We are always receiving calls from would-be location owners who remembered the star, then saw it duplicated in the phone book, and called because they were convinced that Star Novelty was an established, dependable organization."

The psychology of using a trademark, Gazzola remarked, "is simply that people find it hard to remember names but can always remember a slogan or an identifying brand name or trademark."

Between the two—personal contact and the trademark—customers and location owners feel that they know the firm that is operating the juke box, he said.

Gary Ops Hear MOA Pres. at Assn. Confab

GARY, Ind., Oct. 29.—George A. Miller, president and general business manager of Music Operators of America, sparked a meeting of the Automatic Equipment & Owners Association of Indiana at the Gary Hotel here last week, when he outlined MOA's objectives for the coming year.

Topics discussed by Miller included a membership drive, a national tax council, the 1956 MOA convention, an operator health and accident insurance plan and the MOA sponsored national

(Continued on page 73)

South Bend Ops Score Big Gain in Juke P-R

SOUTH BEND, Ind., Oct. 29.—Time, effort and co-operation has paid off for members of the recently formed Music Operators' Association of St. Joseph Valley. Last Sunday (23), a full two-page story covering the history of the juke box, the problems confronting music operators, and the basic reasons behind the industry's move to dime play was featured in The South Bend Tribune.

The article, appearing in the Sunday magazine section, pointed out the role music operators perform in determining the top tunes of the country, the improvements that have been made in juke boxes during recent years, and the part the South Bend association plays in improving various phases of the business.

Accompanying the article were photographs—pictures of local operators working on phonographs, teen-agers dancing to juke box mu-

sic, and a view of an operator's office that showed the record inventory needed to operate a successful juke box route were grouped around the story.

Story Origin

How did this story come to appear in a newspaper that boasts of a circulation over 113,000?

Three months ago, local music operators formed the St. Joseph Valley Association. One of the first moves taken by the new organization was to invite representatives of South Bend newspapers to its meetings and, as a result, a reporter, Sarah Lockerbie, of The Tribune staff was on hand the next time the group met.

Operators explained to the newsman why they had formed an association, pointed out that as a group they were in a better position to determine what the public

(Continued on page 73)



There's no mistaking the handsome "Wide-Screen" High Frequency Horn that crowns the AMI "G". Even the most casual glance tells the patron "Here is high-fidelity, as only exponential horns can deliver it"—a fact that's proved the moment the tone arm kisses the record—and records get kissed plenty when the living performance is re-created by the "G's" Multi-Horn AMI-Fidelity sound system.

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

AMI
Incorporated

PREFERRED FOR ITS PROGRAM VISIBILITY

MUSICAL
CLASSIFICATIONS
TO PLEASE EVERY
PATRON'S TASTE

• •

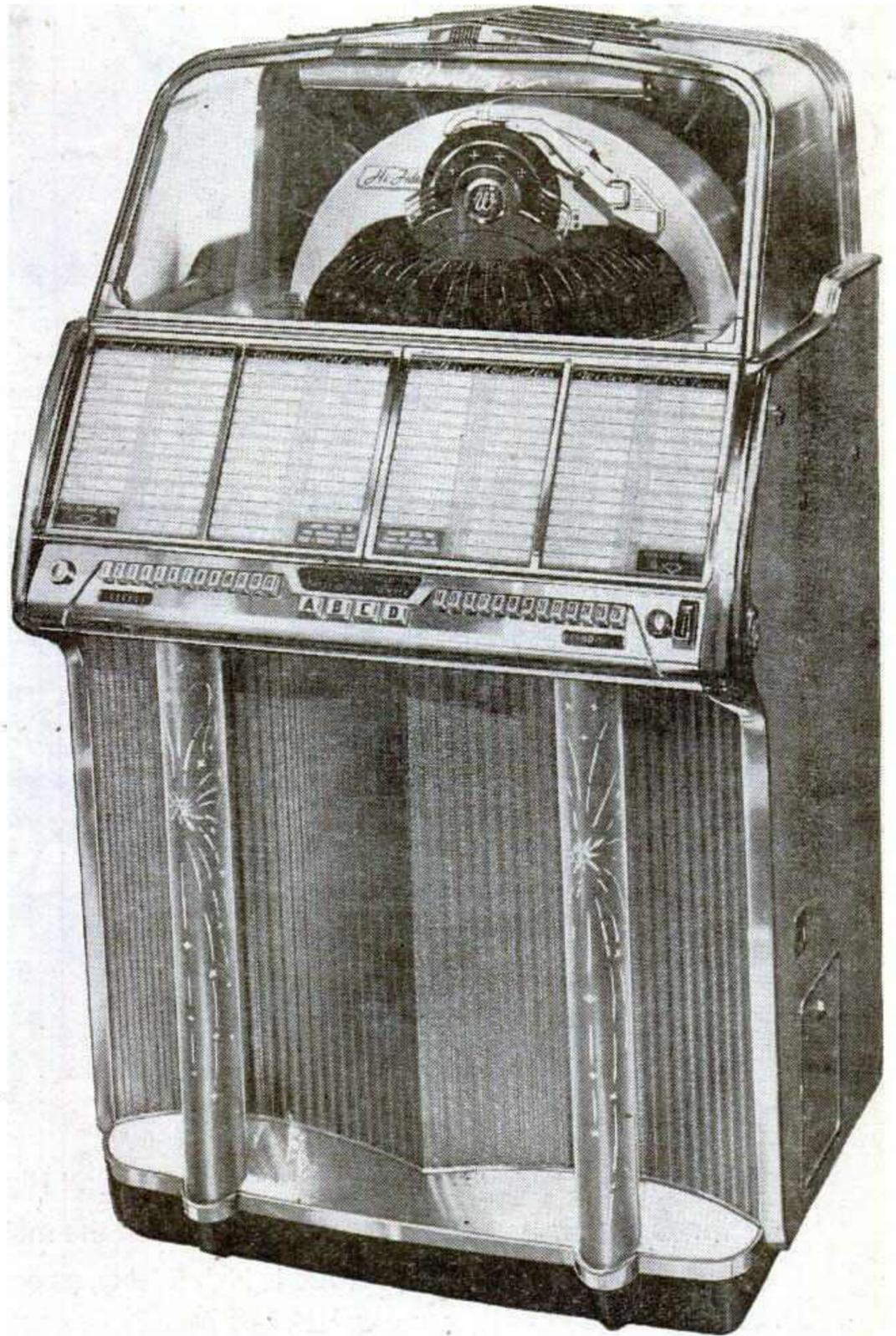
104 TUNES
ALWAYS
VISIBLE

• •

QUICK, SINGLE
LETTER-NUMBER
SELECTION

• •

NO SELECTION DELAY
—NO LONG WAIT
FOR TUNES
TO PLAY



WURLITZER 1800



WURLITZER

THE OFFICIAL MUSICAL
INSTRUMENTS IN *Disneyland*

Leader in Beauty—in Tone—in Earnings

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
ESTABLISHED 1856

COINMEN YOU KNOW

Chicago

By KEN KNAUF

EXHIBIT BEGINS EXPANSION. Exhibit Supply broke ground last week for the construction of a new building adjacent to its present quarters at 4218 West Lake Street. Sam Lewis, Exhibit president, said the new building would add 4,000 square feet to the plant.

Joe Robbins, Empire Coin Machine Exchange sales manager, reports a new spray process now in use at Empire for refinishing used phonographs. Robbins says coin pool sales and sales on United's new Notch going great. Jack Burns, Empire road representative, was traveling thru Illinois this week. . . . Sam London, London Music, Milwaukee, made the rounds about town recently. . . . Harry Berger, East Side Distributing, New York, visited at the United Manufacturing company plant.

John Conroe, J. H. Keeney & Company president, was on vacation last week. Roy McGinnis, vice-president, has been enjoying the breaks of good weather on the golf links. Paul Huebsch, general sales manager, says his recreation has been limited to playing the new in pool games in production at the plant. . . . Isador Edelman, Elco Products chief, is in Chicago. . . . Ed Levin, Chicago Coin Machine Company director of sales, expects to be busy for a long time come with the new Bowling Team shuffle game unveiled last week.

Mills Industries execs, Pete Maloy and Jack Patten, attended a Los Angeles showing of the new Mills-Heinz vending machine. Raymer, San Antonio sales representative for Mills, also attended. Maloy, Patten, Jim O'Connor and Ed Howard attended a similar showing at New York. . . . Joe Calderon, president of Trans-World Trading Corporation, has a new low-price juke box on order expressly for export to foreign markets.

Joe Kline, First Coin Machine Exchange, celebrated his birthday last week, with First employees presenting him with two cakes. Other guests threw a surprise party for him at the Cafe of Tomorrow. Guests at First included George and Frank Peters, Peoria, Ill.; Sylvia, Munster, Ind.; Frank Mager, Grand Rapids, Minn.; Bob Kellar, Rockford, Ill. First Distributors, wholesale merchandise associated company, is mailing its new 1956 catalog. The firm recently leased new warehouse for expansion.

Pittsburgh

By LEON M. LEFFINGWELL

CALLS FOR DRINK VENDER GROUP. Norman Rosenfeld, partner, Electro-Matic Foods, would like to see drink machine vender operators set up an association for mutual benefit to promote better service and a better product. . . . The operators here believe that co-operation is necessary to get all working in a successful organization. . . . Harry McGinnis, manager, Automatic Canteen Company in Pittsburgh, reports the firm recently observed its 25th anniversary.

Les Hardman, head of Penny King Company, found Pittsburgh rather cloudy compared with that now at his home in Puerto Rico. Hardman flies up once a month. . . . Glen Gillette estimates it will take a couple months of hard work to convert cigarette machines from 25 to 27 cents, plus having to purchase a lot of new parts. It takes two to three hours to convert some of the older machines.

Morris Moskovitz reports that pistachio nuts have gone up in price 17 times in the last two months, from 62 to 82 cents a pound. The best price on pistachio nuts has been 45 cents; the highest price has been 92 cents. The price increase affects 200 operators here. . . . Harry Wyner, proprietor, Automatic Vending Machine Exchange, reports the sale of DuGrenier machines has more than doubled since cigarette machines have had to be converted. . . . Joseph McGlenn reports to move from Bellevue, near downtown Pittsburgh, to Sheffield street, about one and a half miles from town.

9 Vie for Juke Top 10 List

Continued from page 70

els. However, it has also presented operators with a new problem: Not only must they look to their crystal balls to pick the right tune, but they have to be sure they're picking the right label, and stick still again to be sure they've the correct artist on the correct label. The top 10 tunes according to juke box operators for the week ending October 19 were as follows:

- Yellow Rose of Texas.
- Love Is a Many-Splendored Thing.
- Ain't That a Shame.
- Autumn Leaves.
- Seventeen.
- Maybellene.
- Longest Walk.
- Wake the Town and Tell the People

Motor City Ops

Continued from page 70

others, Label X; the Five Dollars, Fortune; Dick Roman, 19-year-old AA artist; Joe Weaver and is Blue Notes, Fortune; Bunny Gul; Pattie Jerome; Curley Hickman and His Rhythm Busters, Fortreet Tavern; Sunny Graham, CA and Miss Juke Box of 1955. Steering the show will be four call disk jockeys—Bob Maxwell, WJ-TV; Larry Gentile, WXYZ-M; Ted McCoy, CKLW, and Paul Dean, WJR. Amateur talent includes the Key-board Accordion Band, 30 pieces; the Esquires, five-man combo; the Melvediers, vocal septa quartet; the tarlets, girl trio; Henrietta Frish, accordion, and Pat Kuvry, tap dancer.

9. Moments to Remember. 10. Bible Tells Me So.

Competing for honors on these top 10 tunes are 17 record manufacturers, 44 artists, and 46 different versions. "Yellow Rose of Texas" claims the largest number of versions with nine. Capitol Records has three different versions of the tune by Stan Freberg, M. Katz and T. B. Strength.

Of the record companies boasting of the most popular version of each of these tunes, four are majors, two are subsidiaries of majors and four are independents. Decca and Dot each have two records falling into this top 10 list.

Of the 17 labels which have cut etchings of the top 10, all five majors are represented, three subs and seven independents.

What does all this competition mean to the operator?

It means that he must spend more time listening to records, check trade paper charts closer, carry larger inventories, keep constant tabs on specific location tastes, set up more detailed record buying procedures and order a wider variety of title strips. Record one-stops have also figured in the picture via disk recommendations to operators.

And altho it's no small problem, one-stops and record distributors report that operators are picking and buying their disks with about the same degree of accuracy as before. As a matter of fact, Fred Sipiora, partner of Singer One-Stop, Chicago, declared: "It even seems that operators are covering the hits faster than they did before."

Memphis Solid On Dime Play, Takes Up 30%

MEMPHIS, Oct. 29.—The move to dime play in this city, after getting underway rather hesitantly less than six months ago, has successfully been completed. Memphis is a solid dime-a-disk town, and as a result, collections are reported up approximately 30 per cent.

Clarence Camp, head of Southern Amusement Company, AMI distributor, estimated that all but about 20 of Memphis' more than 2,000 juke box locations are currently operating on 10-cent play.

Some operators wanted to go back to nickel play when their collections fell off slightly following early conversions, he said, but they were persuaded to stick with the move for at least 30 days, and the results were good.

Altho operators on rural routes have hesitated to make the dime shift, they are expected to follow suit in the near future.

South Bend Ops

Continued from page 70

wanted in the way of music; explained some of the highlights in the 67-year history of the automatic phonograph, and showed how equipment, record and labor costs had forced them to abandon nickel chutes on their machines and switch to dime play.

The following week, the reporter began calling on various operators, took pictures of their shops and their record libraries, and asked additional questions about the history of the juke box. This new information and the pictures were used in the Sunday article.

Other association activities include a weekly radio show, the cost of which is supported equally by all members, and a teen-age jamboree, which is in the planning stage and scheduled to get under way later this year.

Association officers are Carl E. Zimmer, president; Joe MacQuiney, secretary-treasurer; Al Evans, grievance committee chairman, and Lee La Dow and Sol Silvers, public relations committee chairmen.

According to Evans, all phonographs within a 30-mile radius of South Bend are expected to be on dime play before the end of the year.

Gary Ops Hear

Continued from page 70

radio program, "National Juke Box."

Miller told operators that plans for the next MOA convention, as well as the membership drive and a new program calling for an increase in MOA's salaried staff, would be discussed at the November 8-10 executive meeting in Chicago and that a report of the meeting would be mailed to all members.

On hand for the meeting in addition to local operators was a delegation from the Music Operators Association of St. Joseph Valley, which headquarters in South Bend, Ind.

Officers of the Gary association are Victor Ostegren, president; Frank Witecky, recording secretary; Matt Pohl, financial secretary, and Frank Le Gette, vice-president. The association meets monthly at its Gary headquarters.

ROCK-OLA

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Worth More When You Buy It

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Seeburg \$59.50 Conversion

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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.

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KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank

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DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD AND ONLY IN THE BILLBOARD LAST WEEK?

USED MULTI-SELECTION JUKE BOX PRICES HOLD STEADY LEVEL. Distributors credit absence of major changes and rising export market as reasons that brought about the big change in maintaining the high price of used equipment. (Page 74, The Billboard, October 29.)

U. S. JUKE BOX EXPORTS BOOM DESPITE ODDS. Coin-operated phonographs blaze winning trail against closely knitted import restrictions in many nations to set up a billion-dollar monthly market. (Page 1, The Billboard, October 29.)

NEW 45 RPM JUKE BOX BEING READIED FOR EXPORT. Featuring re-stacking mechanism, 32 selections and high fidelity, Trans-World Trading Corporation will handle distribution and sales. The machine will be produced by Atlas Manufacturing Company. It is to list at under \$500. (Page 74, The Billboard, October 29.)

MILWAUKEE OPS ASK: WHAT IS GAME LAW? Confusion reigns in Milwaukee where city officials claim taverns have been operating games illegally by making awards on a shuffle game. Several ops warned to remove machines, but no other action has taken place following early bookings by police. (Page 89, The Billboard, October 29.)

BULK OPS RELATE SUCCESSFUL MERCHANDISING, OPERATING METHODS. Tell how "dressing up" machines with brilliant colors and hard work pays off thru greater over all sales. (Pages 79 and 82, The Billboard, October 29.)

THE BILLBOARD'S EDITORIAL ADVISORY GROUP ON COIN MACHINE MARKET REPORTS. Severe import restrictions and high taxes continue to hamper broad expansion developments. However, public acceptance grows steadily. (Page 84, The Billboard, October 29.)

IF YOU MISSED READING THE OCTOBER 29 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




Leadership

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

National Bulk Product Ad Tie-In Seen as Sales Builder

Ops Cite Candy, Gum, Nut Firms' Aid Need to Open Better Outlets

CHICAGO, Oct. 29.—Need of a national advertising program by product manufacturers to educate the public to their products and services offered thru bulk venders was urged this week by operators in major cities across the nation surveyed by The Billboard.

Candy, gum and nut manufacturers, machine manufacturers and operators would realize increased sales from such a program, operators agreed.

One operator summed up the consensus of operator opinion this way:

"We've built up our business today to where our vending machines are found in huge chain stores, drugstores, giant supermarkets and neighborhood groceries, and even in industrial plants. Yet, advertising-wise, candy, nut and gum manufacturers have done little to inform the public these products

can be purchased thru bulk vending machines at virtually all highly trafficked points."

Operators suggested that product suppliers should take cognizance of the fact that bulk sales run into the millions of dollars annually, and that greater sales could be realized if they devoted only a small part of the advertisements running in consumer magazines and on TV and radio to pointing out their products are available thru vending machines.

Such a program would go a long way in elevating the public's appraisal of the bulk vending machine, plus opening the door of new and better type locations, the operators contend.

Pointing out vended cigarette sales today account for 16 per cent of total sales, which are in the billions of dollars, bulk operators polled declared that this volume

was helped greatly by tobacco firms advertising tie-ins explaining the availability of cigarette venders, plus the convenience of purchasing smokes thru them.

Bulk vending operations, the spot check showed, is often a one-man enterprise with the operator working out of his home and covering

(Continued on page 77)

Northwestern to Bow Huge Candy Vender at NAMA

16-Selection Unit Holds 500-600 Bars; To Debut at Show

MORRIS, Ill., Oct. 29.—Northwestern Corporation will introduce its new Sweet 16, large capacity—500 to 600 bars—candy vender at the National Automatic Merchandising Association convention November 6-9 in Chicago.

In addition to offering 16 different items, the Sweet 16 was designed with emphasis on capacity, rapid service, modern cabinet display of products, flexibility in both products and selling prices, and mechanical construction featuring strength and ease of maintenance, according to Northwestern.

Less than two seconds are required to make a selection, the firm reported. When depleted, each magazine locks, and an "empty" sign appears. The customer may make another selection or press the coin return button to get his money back.

Mounted in a large drum-type

(Continued on page 75)

NVA EXECS MEET NOV. 5 IN CHI

CHICAGO, Oct. 29.—Officers and members of the board of directors of the National Vendors' Association will meet at 3 p.m. Saturday, November 5, in the Music Room of the Congress Hotel here to discuss the date and plans for the 1956 convention to be held next May. It was previously announced the meeting would be held at 10:30 a.m. Following the business session, the association will play host to the officials at a special dinner at 6 p.m.

EDITORIAL

Hats Off to NAMA

Our hats are off to the National Automatic Merchandising Association—its officers and staff and its membership—on the eve of its biggest convention.

NAMA has come a long way in just a handful of years. Most important, it should cover a lot more ground in the next few years.

The convention, which opens in Chicago November 6 and which includes a record 135 exhibitors and an expected attendance of 5,000, is proof enough of the great roll NAMA has played in guiding the growth of vending, an industry which knows no equal in terms of potential growth.

A look at the convention program (page 76) and the NAMA exhibit guide (page 78) provides impressive evidence of the enviable position that the industry and the association which represents it has attained in just a few years.

The rapid developments which have come in automatic selling in recent years have not come automatically. Growth has required hard work. There is a tremendous public relations job still to be done, as witness for example the obstacles vending faces in New Jersey.

But NAMA's leadership and its members are keenly aware of the problems the future holds and of the job ahead. With that frank acknowledgment, half the battle of future growth is already won.

AT NAMA CONCLAVE

Variety of Food Venders to Debut

Continued from page 1

developed by Mills Industries, Inc., and the H. J. Heinz Company, Pittsburgh—which will dispense piping hot portion-size cans of soups and hot plate lunches such as chop suey, chicken stew and dumplings, macaroni and spaghetti dishes.

A refrigerated machine designed for outdoor installation, which will vend from 12 to 36 different kinds of grocery or dairy products, to be shown by Vari-Vend, Inc., Chicago.

A hot food vender to be unveiled by the Vendo Company, Kansas

City, Mo., which vends a hot meal such as chili or spaghetti, a hot beverage and a hot pastry.

\$3,900 Machine

A \$3,900 machine which serve four selections of hot sandwiches, two selections of cold sandwiches and/or pastry, four different kind of fruit juices or soft drinks, two selections for other cold beverages such as milk, and one for hot coffee, made by Eastern Electric, Inc., New Bedford, Mass.

A hot beverage vender made by Barvend, San Marcos, Calif., dispenses hot tea, coffee, chocolate and three kinds of soup.

New machines made by Col Products Corporation, Chicago and the Bert Mills Corporation, St. Charles, Ill., which will vend coffee, chocolate and soup. The latte cup milk machine which makes its own chocolate milk automatically.

Soon to be unveiled is a new multi-package machine made by

(Continued on page 87)

U. S. Launches W. Va. Milk Vender Study

WASHINGTON, Oct. 29.—Milk vending machines will get a big promotional boost from a government program to increase milk consumption across the nation. An Agriculture Department project to study the use of milk vending machines made a start in Martinsburg, W. Va., this week.

"The co-operation of schools, factories and other institutions is being sought to provide space for placing the milk vending machines in convenient sales locations," Agriculture reports. The purpose

(Continued on page 77)

Kent, Named Top Salesman, Praises NAMA

BOSTON, Oct. 29.—Special tribute was paid to the vending industry by H. A. Kent, retired board chairman of P. Lorillard Company, named outstanding salesman of the year, in his talk at the annual sales festival of the Sales Managers Club of the Greater Boston Chamber of Commerce here.

Kent was named salesman of the year by the Boston group for his accomplishments in the sales field which has set a pattern for the entire selling profession.

In comparing today's efficient operations with the hit-and-miss

(Continued on page 75)

ROUTE SUCCESS

Bulk Op Builds On Experiments

By BILL MASELOW

CHICAGO, Oct. 29.—Facts and figures are at his fingertips. There is no guessing. He knows the going sales and profit from each of his machines, and his records are up-to-date.

He has 178 bulk vending machines on location. Ninety-three are penn. tab gum venders, 70 are 5-cent cashew machines and 15 sell jelly beans at a nickel.



ELI SOTO

All are on Chicago's West Side. In reserve he has enough bulk venders to cover unexpected emergencies that may arise, and if

necessary he can spread his machines somewhat to meet demand.

Hard Worker

But then Tom King and Bob Kantor, both veterans in the bulk field and each the head of his own firm, agree:

"Eli Soto is a hard, conscientious worker. He wants to succeed. He has set his goal on owning his own business and watches sales closely. He is not afraid to experiment in an attempt to develop profitable outlets, and quickly drops unprofitable stops."

And they concluded: "Eli's locations are better than the average stops in Chicago because he is determined to succeed and seeks out and provides excellent service for outlets unusual in the field."

Quite a few of Eli's stops are unique. Among the thriving ones are the recreation rooms in churches and community centers; large showrooms of big, new car dealers; auto parts dealers and freight trucking terminals.

Other Locations

Other locations of Eli Soto's Spot Vending Company include restaurants, bowling alleys and pool rooms, factories and theaters, grocery stores, dance halls and taverns.

"My commission to locations range from 5 to 20 per cent," Soto

(Continued on page 85)

Talking Stamp Machine Bows; Six-Selection

DETROIT, Oct. 29.—"Thank you for your patronage. Air-mail service is faster."

That's the new talking selective postage stamp vending machine developed by Electric Vendors, Inc., Minneapolis, speaking in behalf of Uncle Sam.

Known as the Mail-Master, it was introduced at the 51st annual convention of the National Association of Postmasters held here earlier this month.

Unlike the familiar small cabinet postage stamp venders, the Mail-Master, about the size of a soft

(Continued on page 88)

BULK MERCHANDISING SUCCESS

Op Doubles Grosses With Day-Glo Paint, Black Light; Tells Costs

By RAY C. THOMPSON

(Editor's Note: This is the third and final article relating a new operator's experience in bulk vending and how he doubled sales thru "dressing up" his machines with brilliant colors and black lighting.)

BELLWOOD, Ill., Oct. 29.—After experimenting for nearly two years with painting nut vending machines in stand-out colors in a serious effort to attract more attention in hundreds of locations, I reached three definite conclusions which have enabled me to realize definite increases in sales.

1. That brighter hues did gain more attention and more business.
2. In well-lighted locations—especially liquor stores and tavern combinations—the brightest of reds and yellows along with the use of vari-colored cards, silk-screen printed in the amazing Day-Glo paint and charged with each refilling and collection, have proved remarkable in gaining new customers.
3. In soft-lighted lounges, the unbeatable set-up is the use of two—preferably three venders—each painted in a different Day-Glo color and mounted under black light, produce an astonishing result.

This black light is not visible to the customer, and instead of casting light on nearby objects, excepting the machines painted in Day-Glo, actually darkens the surroundings to produce the desired contrast.

The result is eye-catching. The glowing colors are called the brightest in the world. And, aside from the latest designs in the modern juke box and the finest of lighting color in back of the bar, I do not believe anything has ever been introduced in a tavern anywhere with such color appeal.

I am particularly delighted with the results of my first battery of

(Continued on page 79)

New Superior Pkg. Gum Unit Set at \$47.50

EVANSTON, Ill., Oct. 29.—Introduction of a new, 5-cent package gum vending machine with a capacity of 144 packages, and scheduled to sell for \$47.50 f.o.b. factory, was made this week by the Superior Manufacturing Company here.

A compact vender, it is 19 1/2 inches high by 11 1/4 inches wide

(Continued on page 87)

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

FISHER BROWN COMPANY, INC.
2216-18 S. Harwood St., Dallas, Texas

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

ACE VENDING & DIST. CO.
2702 W. Pico Blvd., Los Angeles, Calif.

BE SURE TO VISIT NORTHWESTERN BOOTHS #208-210 SOUTH HALL NAMA CONVENTION

THERE ARE BIG PROFITS IN GUM GET YOUR SHARE WITH Northwestern

PACKAGE GUM VENDER

This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidama" display top attracts sales.

TAB

You'll hit the spot with this selective tab vender. Ten menus for wide selection and larger capacity give doubled and even tripled sales. "Quick change" merchandise drum servicing time in half.

BALL

More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Also NORTHWESTERN NUT VENDER

Interchangeable ANI-CARRY for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

WRITE OR PHONE TODAY for Complete Details

THE NORTHWESTERN CORPORATION
18 East Armstrong Morris, Illinois

National Rejectors' N. Y. Office Moves To Larger Quarters

ST. LOUIS, Oct. 29.—National Rejectors, Inc., manufacturers of coin-handling equipment for the vending industry, has moved its New York office to larger quarters at 202 East 44th Street, it was announced this week.

The new Manhattan location is twice the size of the previous quarters, and has an enlarged warehouse and separate space for a schoolroom, completely equipped for lectures and meetings.

National offices of the firm are located in St. Louis. Other branches are in Atlanta, Chicago, Dallas, Los Angeles and Toronto, Ont.

Cleveland Coin Machine Exchange, Inc.
Northwestern Corporation Distributors
2029 Prospect Ave., Cleveland, Ohio
Tel. 1-6715
Write for prices.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

R. R. WHITEHEAD
1075 Woodland Ave., S.E., Atlanta, Georgia

Victor Standard Topper

1¢ Ball Gum & Charm Vender
\$12.50

\$12.00 ea., 100 or More
All Victor Models in Stock.

Time Payment Plan

Filled Victor Capsules, 100 each of 25 New and Exciting Items. Packaged 2500 to case—only \$48.75.

COMPLETE STOCK OF BALL GUM, CHARMS AND ALL VENDING ITEMS
Write for free catalog today.

BERNARD K. BITTERMAN
4709 E. 27th St., Kansas City 27, Mo.

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 #I Mdse. | 5.95 |

MERCHANDISE & SUPPLIES

| | |
|--|------|
| Pistachio Nuts, Jumbo Queen | ..77 |
| Pistachio Nuts, Vendor's Mix | ..72 |
| Pistachio Nuts, Sheik | ..65 |
| Cashew Whole | ..59 |
| Cashew Butts | ..55 |
| Peanuts, Jumbo | ..45 |
| Spanish | ..32 |
| Mixed Nuts | ..55 |
| Almonds, 480 ct., 5 lbs. | ..85 |
| Tabby-Lets, 520 ct. | ..30 |
| Rainbow Peanuts | ..32 |
| Boston Baked Beans | ..32 |
| Jelly Beans | ..28 |
| Licorice Gems | ..28 |
| 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 pound ..28
100 ct.30
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct.1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.... Write

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

Northwestern

Continued from page 74

holder which rotates on radial thrust ball bearings are 16 magazines. There are eight drop shelf magazines of either 20 or 30-bar capacity each. Six 20's and two 30's are furnished unless otherwise specified, and each functions independently of the others.

No Tools Needed

There are eight stack magazines, each 27½ inches in height, and designed for quick loading, the firm said. They are available in sizes to fit popular merchandise. Both magazine styles are instantly interchangeable without use of tools.

The drop shelf magazine will handle an item of maximum dimension 6 by 2 9/16 by 1¼ inches, the company said, while a stack magazine maximum size is 3¾ by 2 by 2 inches.

The cabinet vender, with full length door, is available in two-tone colors and is mounted on four large ball feet, four inches in diameter. Each, by merely turning, is individually adjustable up to one inch in height, Northwestern explained.

Candy, gum, crackers and cookie items are displayed horizontally, and each is held firmly in its compartment. Access to all displayed items is made by opening the vender door, and the display case lifts out easily to facilitate cleaning.

Nickels, Dimes

Standard coin mechanism operates with nickels and dimes. Each of the 16 selections may be individually set to sell for either 5, 10 or 15 cents. A nickel change is returned if a dime is used for a 5-cent purchase, or if two dimes are used for a 15-cent buy, the firm stated.

The special coin mechanism operates with nickels, dimes and pennies. Selections may be set to vend for any amount from 5 to 19 cents with proper change being returned.

Slug ejector and the coin mechanism are mounted on drawer panel that slides on rollers in track channels. The complete drum unit containing the 16 magazines with price setters can be lifted out thru the top opening of the cabinet after removal of the top, which is done without the use of tools, the firm said.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

MASTER SALES & SERVICE
P. O. Box 4222 Dallas, Texas

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

WILLIAM J. NEWMAN
430 Octavia San Francisco, Calif.

VICTOR'S TOPPER

1¢ Ball Gum Machines, \$12.50 each. \$12.00—100 or more.

VICTOR'S FIVE STAR BABY GRAND
\$12.50 each

Write today for FREE Price Lists on other Victor products. Liberal allowance on trade-ins.

GARDNER & LOSE
2611 Hale Ave., Louisville 11, Ky.
EM 6-6838

Kent Named

Continued from page 74

methods of the turn to the century, Kent told the 3,000 sales managers and representatives attending the affair:

"Today we have research and trade associations to guide us. In my business, the National Association of Tobacco Distributors and the Automatic Merchandising Association, are effective groups which provide information, making it easier for us to reach our potentials."

He pointed out courses offered by colleges and training programs of large firms today where a salesman is well groomed to know his product and service, and taught to sell it with conviction and dignity.

Recalling his beginning as a cigarette salesman, Kent told of receiving his first order for a carload of cigarettes. Kent's previous orders had been for one or two cartons from retailers.

In asking the distributor how many cigarettes a car would hold, he admitted this was the first order of this size he had ever taken.

The distributor told me, "just

DISTRIBUTOR WANTS LINES

Established distributor with A-1 clientele in Western Missouri, Kansas, Nebraska and Oklahoma wants additional vending machine lines. Open for candy machines, cake machines, coffee and other types of food dispensing equipment. Can give profitable coverage of territory outlined.

Write or wire
BOX NO. 830, c/o The Billboard
188 W. Randolph Chicago 1, Ill.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

PEANUT PRODUCTS COMPANY
801 Second St., Des Moines 2, Iowa

COIN COUNTING MACHINES

WRITE:
ABBOTT COIN
Mfrs. Since 1911
143rd to 144th Sts. Wales Ave., New York 54, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

ABSOLUTELY FINAL! EVERYTHING MUST GO!
Last chance to get such a buy!

COMPLETELY RECONDITIONED SCALES Like New!

- 3 Watling Junior
- 1 Watling Fortune
- 3 Watling 500
- 4 Watling 200
- 28 latest model Peerless Ticket Machine

ALL ABOVE IN EXCELLENT CONDITION! PLUS

- 16 Peerless Ticket Machines needing minor repair (a bargain!)
- 39 Ticket machines needing overhaul (a giveaway!)

CONTACT Mr. L. D. Chambers Nov. 5 through Nov. 11 at the Congress Hotel, Chicago, Ill. Phone: HARRISON 7-3800 or at Peerless Service Garage, 219 S. Wabash Ave. Phone: WABASH 2-8018.

PEERLESS Weighing & Vending Machine Corp.
42-02 11th St., Long Island City 1, N. Y. ST. 4-1620

write the order, one carload," Kent recalled, and related how he spent the rest of the day walking on air.

"The let down," he concluded, "came later when I was informed this was the distributor's customary manner of ordering cigarettes."

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

DANCO COIN MACHINE CO.
1302-04 E. Baltimore St., Baltimore 31, Maryland

\$25 DOWN

Balance \$10 Monthly

ALL WEATHER SCALE

COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.

WRITE FOR PRICES.
Invented and Made Only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

NAMA CONVENTION PROGRAM

Sunday, November 6

- 1:00 p.m. to 2:00 p.m. Coffee and roll service, sponsored by Maxwell House Division, General Foods Corporation. Grand Ballroom Foyer. Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 2 p.m.
- 2:00 p.m. Invocation: Dr. Arthur Cushman McGiffert Jr., President Chicago Theological Seminary, Chicago, Ill.
- ANNUAL MEETING OF NAMA. I. H. Houston, Rowe Spacarb, Inc., Stamford, Conn., President, NAMA presiding.
- Report of the Treasurer. Thomas B. Donahue, National Vendors, Inc., St. Louis, Mo.
- Report of Executive Director. Clinton S. Darling, NAMA, Chicago, Ill.
- President's Address—"Our Association and Our Future," I. H. Houston, President, NAMA.
- Report of the Nominating Committee. Louis B. Risman, Mystic Automatic Sales Company, Medford, Mass., Chairman, Nominating Committee.
- Election of Directors.
- "Vending—An Ally of In-Plant Feeding," F. T. Clarke, Consultant in Employee Services, General Electric Company, New York, N. Y. Introduction: William C. McConnell, Automatic Merchandising Corporation, Medford, Mass., Vice-Chairman, Convention Program Committee.

- 4:00 p.m. Grand opening of the Exhibit.
- 4:00 p.m. to 7:00 p.m. Lower level exhibit halls and fifth floor exhibit rooms open.

Monday, November 7

- 8:30 a.m. to 9:30 a.m. Coffee-roll breakfast, sponsored by Standard Brand, Inc., Grand Ballroom Foyer. Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 a.m.

- 9:30 a.m. WORKSHOP SESSION: "PROBLEMS OF OWNER-SERVICED OPERATIONS." A session of special interest to operators who personally service and supervise their routes. Grand Ballroom. Moderator: John W. Mock, Management Consultant, Chicago. Panel: Sidney Lee, Acme Candy, Morgantown, W. Va.; Robert Miller, Miller & Clark, Inc., Richmond, Ind.; Victor B. Neiswanger, Elgin, Ill.; Mrs. Margaret Ware, Ware Vending Company, Elyria, O.; Adam Young, Heard-Young Company, Hashua, N. H.

Discussion. "Mr. Manager—Heel or Hero?," Fen K. Doscher, Vice-President Sales, Lily-Tulip Corporation, New York, N. Y.; Past President, New York City Sales Executives Club. Introduction: Meyer Gelfand, the G. B. Macke Corporation, Washington, D. C., Chairman, Convention Program Committee.

"The Ballad of Davy Crumpet"—presented thru the courtesy of the Coca-Cola Company. A dramatic presentation on effective selling by vending operators to locations. Introduction: Bernard J. Kiley, Airport Vending Service, Chicago, Ill., General Chairman, 1955 Convention-Exhibit. Prolog: Harold Sharp, Vice-President, the Coca-Cola Company, Atlanta, Ga.

- 12:30 p.m. to 6:00 p.m. Lower level exhibit halls open.

- 12:30 p.m. to 7:00 p.m. Fifth floor exhibit rooms open.

- 8:00 p.m. BRASS TACK IDEA—EXCHANGE CLINICS. Section I—South Ballroom, third floor.

Candy, cookies, nuts, gum. Panel: Vernon Fox, Chairman, Vernon Fox Company, Chicago, Ill.; Joe M. Jahoda, Canteen Service Company, Decatur, Ill.; Joseph Kaden, Kandy Kit Company, Inc., Chicago, Ill.; Paul Mercy, Automat Company, Yakima, Wash.; Al F. Schmitt, System Vendors, Oklahoma City, Okla.

Section II—Waldorf Room, third floor.

Cup beverage, coffee, hot chocolate, soup, juices. Panel: Harry Schwartz, Chairman, Kwik Kafe of South Jersey, Camden, N. J.; William J. Higgins, Higgins Automatic Vending, Inc., Seattle, Wash.; W. Z. Hyde, Automatic Merchants, Inc., Cleveland, O.; Edward W. Kent, Kent Vending Company, New Philadelphia, O.; Frank A. Matheson, Chicago Concessions, Inc., Chicago, Ill.; Kurt Nathan, Advanced Beverage Corp., Glen Ridge, N. J.

Tuesday, November 8

- 8:30 a.m. to 9:30 a.m. Coffee-roll breakfast, sponsored by Tenco, Inc., Grand Ballroom Foyer. Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 a.m.

- 9:30 a.m. WORKSHOP SESSION: "AUTOMATIC FEEDING SERVICE." Grand Ballroom. Moderator: John W. Mock, Management Consultant, Chicago. Panel: S. Charles Bennett Jr., G. B. Macke Corporation, Washington 1, D. C.; William Courtney, Automatic Refreshment Service, Youngstown, O.; David D. Dayton, Tennessee Service Company, Inc., Knoxville, Tenn.; Carl M. Millman, Automatic Merchandising Corporation, Milwaukee, Wis.; Bert Steir, Automatic Merchandising Corporation, Medford, Mass.
- Discussion: "Automatic Merchandising in Atomic Age," Robert A. Greene, President, the Rowe Corporation, New York, N. Y.; Second President of NAMA 1945-1947. Introduction: Meyer Gelfand, Convention Program Chairman.

Introduction of new NAMA officers and directors. Presentation of Bernard W. Scheuer Memorial Award. Aaron Goldman, the G. A. Macke Corporation, Washington, D. C.; Chairman, NAMA Membership Committee.

Presentation of John S. Mill Award, Mel B. Rapp, Apco, Inc., New York, N. Y.; Chairman, John S. Mill Memorial Award Committee.

"Motivating People"—Paul J. Mundie, partner, Humber, Mundie & McClary, Management Consultants, Milwaukee, Wis.

Introduction: John W. Mock.

- 12:30 p.m. to 6:00 p.m. Lower level exhibit halls open.

- 12:30 p.m. to 7:00 p.m. Fifth floor exhibit rooms open.

- 7:30 p.m. to 9:00 p.m. Special Discussion Forum on Personnel. Waldorf Room, third floor. Leader: Paul J. Mundie, partner, Humber, Mundie & McClary, Management Consultants, Milwaukee, Wis.

- 9:00 p.m. BRASS TACK IDEA—EXCHANGE CLINICS. Section I—South Ballroom, third floor, Cigarettes.

Panel: Nathan Weil, Chairman, Self-Service Sales Corporation, Hartford, Conn.; Michael Bruck, Long Island Tobacco Company, Flushing N. Y.; Ralph A. Dahl, Ralph A. Dahl Company, Omaha, Neb.; J. R. New, New Cigar Company, Griffin, Ga.

Section II—West Ballroom, third floor, milk and ice cream. Panel: Morton B. Holland, Chairman, Holland Vending Corporation, Maspeth, N. Y.; Leo J. Fregeant, City Wide Milk Vending Company, Chicago; Ernest Halvorsen, Airport Vending Service, Chicago; Morris Gottlieb, National Automatic Services, Inc., Stamford Conn.

Section III—Waldorf Room, third floor, automatic feeding. Panel: J. Richard Howard, Chairman, Howard Vending Service, Inc., Indianapolis, Ind.; Paul Chinnelli, Capital Vending, Inc., Lansing, Mich.; Wayne M. Logue, Brady Vending Company, Long Island City, N. Y.; M. D. Worth, Russell Vending Service, Inc., Santa Cruz, Calif.

Wednesday, November 9

- 8:30 a.m. to 9:30 a.m. Coffee-roll breakfast, sponsored by Holiday Coffee Corporation, Grand Ballroom Foyer. Tickets for the attendance prize will be distributed inside the entrance to the Grand Ballroom before 9:30 a.m.

- 9:30 a.m. WORKSHOP SESSION: "CAVALCADE OF THE BEST IDEAS." Moderator: John W. Mock, Management Consultant, Chicago. Panel: Vernon Fox, Vernon Fox Company, Chicago; Morton B. Holland, Holland Vending Corporation, Maspeth, N. Y.; J. Richard Howard, Howard Vending Service, Indianapolis, Ind.; Harry Schwartz, Kwik Kafe of South Jersey, Camden, N. J.; Nathan Weil, Self-Service Sales Corporation, Hartford, Conn.

(Continued on page 78)

LADIES' PROGRAM

Hospitality Center—Astoria Room, Third Floor

Sunday, November 6

- 9:30 a.m. Registration opens—Hospitality Center. Coffee and rolls will be served during the morning courtesy of NAMA.
- 3:30 p.m. to 5:00 p.m. The Sunday Reception and Tea, Hospitality Center. Tea and music courtesy of Mars, Incorporated.
- 4:00 p.m. Ribbon Cutting Ceremony—Exhibit Hall, lower level.

Monday, November 7

- 9:30 a.m. Hospitality Center opens.
- 11:15 a.m. "The Ballad of Davy Crumpet"—Grand Ballroom. The dramatic fantasy, courtesy of the Coca-Cola Company.
- 1:15 p.m. Gala Luncheon and "Carnival on Ice"—Boulevard Room, courtesy of R. J. Reynolds Tobacco Company.

Tuesday, November 8

- 9:30 a.m. Hospitality Center opens.
- 9:45 a.m. Visit to Garfield Park Conservatory. The Annual Chrysanthemum Show at one of America's most famous conservatories—courtesy of Deran Confectionery Company, Inc. Leave from Hospitality Center at 9:50 a.m.
- 2:00 p.m. Program Tea, Waldorf Room. Featuring Sulie Harand, musical dramatist, in "Fanny." Program and Tea courtesy of National Vendors, Inc.
- 7:00 p.m. "Dutch Treat" Evening. Sign "Dutch Treat" register and buy "Cinerama Holiday" tickets before noon on Monday. Group will leave Hospitality Center at 7 p.m.

Wednesday, November 9

- Your morning is free for shopping, more sight-seeing, visiting, or just relaxing!
- 9:30 a.m. Hospitality Centers opens.
- 1:00 p.m. Program Luncheon—Marshall Field & Company, the Veranda Party Room, seventh floor. Featuring Marshall Field & Company style show, courtesy of New England Confectionery Company.
- 7:30 p.m. NAMA Annual Banquet—Grand Ballroom. Entertainment courtesy of Philip Morris, Inc.

O'Brien Named C.&C. Treasurer

NEW YORK, Oct. 29.—Charles O'Brien was elected treasurer of the C.&C. Super Corporation, a venture capital company which owns Cantrell & Cochrane, manufacturer of C.&C. Super-Canned carbonated drinks.

Bulk Product Ad

Continued from page 74

his stops in the family automobile. The operator's telephone number is usually listed under his own name in the regular directory, and seldom in the classified telephone book.

Always Striving

The typical bulk vender knows his business, the survey showed, and is aware he cannot make a fortune overnight. However, he's ambitious, a hard worker, and is striving to build a business his heirs can take over.

Operating on a small budget, he is continually building his route, thus he has little left for doing much otherwise, and battles great odds, especially the "blue sky promoters" who do much harm to the bulk operator.

Advertising by candy, gum and nut firms could stop these unscrupulous promoters, the bulk operators believe, thru pointing out the facts of the operation, and interesting Better Business Bureaus on the possibilities of the industry.

Frequently innocent persons invest several hundreds of dollars in bulk vending machines because of the "promise of gold" by these "fly-by-night" schemers. Then upon realizing they have been victimized, scream to newspapers, thus publicizing the bulk vending field as a "black market enterprise."

The bulk vending field, the operators admit, is in need of forces to organize and stabilize it, and this is where a public educational program by product firms could benefit the industry most, they insist.

Again they advance the argument that a promotional campaign would keep open doors to more outlets, thus building up sales yet untouched by bulk operators.

CHICAGO, Oct. 29.—John W. Hannon was appointed office manager of Williamson Candy Company, makers of Oh! Henry, Charles F. Scully, president, announced. He will also continue as controller. As office manager he succeeds Francis E. Kelly, who retired after 22 years with the firm.

U. S. Launches

Continued from page 74

is to make milk available to a maximum number of consumers in the area.

The Martinsburg study, conducted by the West Virginia Agricultural Experiment Station and the Agriculture Department's Marketing Service, is the first project in machine vending of milk on a community-wide basis in the U. S. The city of Martinsburg was selected because of the "relatively high industrial population in the city. Relatively little milk is being sold by vending machines," Agriculture states, "and because of the larger industrial population, the vending machine milk market may be a large one."

All aspects of vending milk by machines will be studied. "The main objective is to analyze the effect of vending machine milk

sales on over-all milk consumption," Agriculture reports. "Data will also be collected on cost, returns, and other factors associated with this method of vending milk."

NEW 1956 ATLAS MASTER BULK VENDORS



As modern as your 1956 automobile! This machine is to the vending industry what the Continental is to the automobile industry.

Write for full information to

EXCLUSIVE NAT'L SALES AGENT

Penny King Company

2538 Mission St. Pittsburgh 3, Pa.



World's Largest Selection of Miniature Charms

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
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

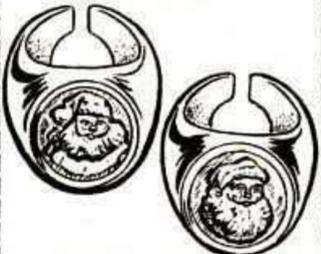
NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!
SIDMOR VENDING CO.
2137 Fifth Ave.
Pittsburgh 19, Pa.

UNUSUAL VALUE SANTA CLAUS RINGS



A smash item for all the kids. These timely holiday rings are a terrific value . . . they'll dress up your machines and sell like hot cakes. Store owners will feature your machines in prominent display spots throughout the holiday season. These brilliantly plated rings have beautifully detailed white stones finished in red inlay.

Assorted in two Santa Claus poses.
Copper \$15.50 M
Nickel 16.00 M
Simulated Gold 16.50 M
DON'T DELAY! ORDER TODAY!

PAUL A. PRICE CO. INC.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-R

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!
BERNARD K. BITTERMAN
47-09 E. 27th St.
Kansas City, Missouri

NEW NUT CROP HAS ARRIVED

You'll get only the finest, freshest nuts obtainable. Complete selection. Immediate delivery.

- Peanuts ● Almonds
- Cashews ● Pistachios

● Vending Candies
Write, wire or phone for prices.

GUIDARELLI NUT CO.
732 N. Wells Street
Chicago 10, Ill.
Phone: W'Hitchall 4-7778

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball of Fire" Bubble Gum!
RAKE COIN MACHINE EXCHANGE
405-409 Spring Garden St.
Philadelphia, Pa.

A New Field for the ALERT OPERATOR
IDEAL FOOT VIBRATOR
A Treat for TIRED FEET
Profitable locations available everywhere
5¢ Coin Operated
For full information contact:
National Distributor
CLEVELAND COIN MACHINE EXCHANGE, Inc.
3029 Prospect Ave. Cleveland, Ohio
Tel.: TO-1-8715

CIGARETTE MACHINE CONVERSIONS

IMMEDIATE DELIVERY
on 25c and 30c Coin Mechanism Conversions for:
ROWE IMPERIALS, ROYALS, PRESIDENTS, CRUSADERS | **NATIONAL** 930, 950, 750, 9A
Also Available:
● ROWE PRICE DIFFERENTIAL BARS ● NEW CIGARETTE MAGAZINES for all National Machines. Will vend King Size & Reg. in all Cols.
TERMS ARRANGED

ROWE CIGARETTE VENDORS

| | |
|---|----------|
| Imperial, 6 Cols., 180 Cap. | \$ 85.00 |
| Imperial, 8 Cols., 240 Cap. | 90.00 |
| Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢ | 150.00 |
| Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢ | 160.00 |
| Diplomat, 8 Cols., 340 Cap., Vends at 25¢ & 30¢ | 160.00 |
| President, 8 Cols., 340 Cap., Vends 25¢ & 30¢ | 135.00 |
| Uneda Model E, 6 Cols., 180 Cap. | 75.00 |
| Uneda Model A, 8 Cols., 240 Cap. | 90.00 |
| Uneda Model 500, 9 Cols., 350 Cap. | 100.00 |

CANDY MACHINES

| | |
|--|----------|
| DuGrenier Candyman, 74 Cap. | \$ 67.50 |
| Stoner Candy Prewar, 160 Cap. | 135.00 |
| Rowe 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap. | 32.50 |

All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

Uneda VENDING SERVICE, INC.
"The Nation's Leading Distributor of Vending Machines"
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

ROWE CANDY MERCHANT
with changemaker, 7 Cols., 158 Cap.
\$165.00

the "LITTLE NUT HUT"

HOT NUT DISPENSER

OFFERS BULK VENDING OPERATORS AN EXTRA SOURCE OF SUBSTANTIAL PROFITS FROM LOCATIONS NEVER BEFORE REALIZED.

- HERE IS A NEW AND ORIGINAL NON-COIN operated HOT NUT DISPENSER that's a natural MONEY MAKER in TAVERNS, LIQUOR STORES, DRUG STORES, CONFECTIONERIES, THEATERS and CONCESSIONS. Sales are made over the counter. Location owner merely pulls a knob and a measured quantity of nuts drop into a cup or bag.



- "LITTLE NUT HUT" MEANS
- no counting coins
 - no paying commissions
 - no jams or breakdowns
 - no stands
 - no brackets
 - no glass breakage

It has been thoroly tested on location for the past eleven months and is guaranteed by the Braun Manufacturing Co., Inc., an established manufacturer of quality products for over 30 years.

● CHECK THESE FEATURES

GETS CHOICE SPOT ON LOCATION

- NON-COIN OPERATED ● CASH AND CARRY ● TWO COMPARTMENTS ● ADJUSTABLE PORTIONS
- CONTROLS HUMIDITY AND MOISTURE ● LESS WASTE OF NUTS ● BAKED WHITE FINISH
- 9" SQUARE BY 14" HIGH ● HEATING ELEMENTS AND LIGHT OUTPUT 27 WATTS
- BUILT FOR YEARS OF TROUBLE-FREE SERVICE AND PROFITS

SEE THE "LITTLE NUT HUT" at the NAMA Convention, Exhibit Room 504A

WIRE, WRITE OR PHONE TODAY FOR COMPLETE DETAILS ON THIS OUTSTANDING PROFIT OPPORTUNITY

\$37.50 EACH
Write for quantity discounts

BRAUN MANUFACTURING CO., INC.
1635-57 N. Kostner Avenue, Chicago 39, Illinois. Phone: BElmont 5-8600

NAMA EXHIBIT GUIDE

EXHIBIT HOURS:

Sunday—4:00 p.m. to 7:00 p.m.

Monday—12:30 p.m. to 6:00 p.m.
lower exhibit halls
12:30 p.m. to 7:00 p.m.
fifth floor exhibit rooms

Tuesday—12:30 p.m. to 6:00 p.m.
lower exhibit halls
12:30 p.m. to 7:00 p.m.
fifth floor exhibit rooms

Wednesday—12:30 p.m. to 4:00 p.m.

A.B.T. Mfg. Corp., Chicago (coin mechanisms). South Hall 123, 125.
American Chicle Co., L. I. City, N. Y. (gum). Lower Foyer 702, 703.
American Dryer Corp., Philadelphia. Lower Foyer 715.
American Home Foods, Inc. (see Washington, G., Div.).
American Tobacco Co., New York (cigarettes). South Hall 104, 106, 108.
Apco, Inc., New York (cigarette, coffee, cup beverage, milk machines). South Hall 308, 310, 312, 314, 316, 318, 320, 322.
Austin Packing Co., Inc., Baltimore (crackers, sandwiches, cookies). South Hall 410, 412.
Auto-Photo Co., Los Angeles (photo machines). Exhibit Room 560, 5th floor.
Barvend, San Marcos, Calif. (hot beverage machines). Exhibit Room 553 A, 5th floor.
Beech-Nut Packing Co., Canajoharie, N. Y. (gum). North Hall 801.
Billboard Publishing Co. (Vend and The Billboard). Lower Foyer, Information Booth.
Blue Jay Food Products Co., Inc., Brooklyn (cracker, sandwiches, cookies). Exhibit Room 513, 5th floor.
Blumenthal Bros. Chocolate Co., Philadelphia (candy). Lower Foyer 712.
Brandt Automatic Cashier Co., Watertown, Wis. (coin handling machines). Lower Foyer 710.
Braun Mfg. Co., Chicago (non-coin hot nut machines). Exhibit Room 504 A, 5th floor.
Brown & Williamson Tobacco Corp., Louisville (cigarettes). South Hall 220, 222.
Canada Dry Ginger Ale, Inc., New York (beverage sirups). South Hall 614, 616, 618.
Cantrell & Cochrane Corp., Englewood, N. J. (canned carbonated beverages, sirups, canned beverage machines). Exhibit Room 500, 5th floor.
Chef Way Sales, Inc., Kansas City (hot beverage machines). South Hall 100.
Chicago Lock Co., Chicago (locks). South Hall 506.
Chocolate Products Co., Chicago (beverage sirups). Exhibit Room 637 A, 5th floor.
Chucky Chocolate Corp., Brooklyn (candy). South Hall 105.
Cigaromat Corp. of America, Philadelphia (cigar machines). South Hall 407.
Clark Company, The D. L., Pittsburgh. Exhibit Room 556, 5th floor.
Clark Brothers' Chewing Gum Co., Pittsburgh (gum). Exhibit Room, 509 A, 5th floor.
Coan Mfg. Co., Madison, Wis. (candy, cigarettes, food, coffee machines). South Hall 127, 224.
Coca-Cola Co., Atlanta (beverage sirups). South Hall 423, 424, 524.
Coffee-Mat Corp., Elizabeth, N. J. (coffee machines). North Hall 909.
Coin-A-Matic, Inc., Mount Clemens, Mich. (coin changers). Exhibit Room 516, 5th floor.
Cole Products Corp., Chicago (coffee, cup beverage, canned beverage machines). South Hall 209, 211, 213, 215.
Colma, Inc., Worcester, Mass. (perfume machines). North Hall 905, 907.
Continental Can Co., Inc., Newark, N. J. (cups). South Hall 101.
Continental Vending Mach. Corp., Westburg, L. I., N. Y. (cigarette machines). South Hall 203, 205, 304, 306.
Curtiss Candy Co., Chicago (candy). South Hall 110, 112.
Dad's Root Beer Co., Chicago (beverage sirups). South Hall 103.
Dariomatic, Inc., Los Angeles (milk and canned beverage machines). North Hall 807, 809.
Dean Milk Co., Franklin Park, Ill. (powdered cream, chocolate drink). Lower Foyer 704.
Deckruss Enterprises, Elkhart, Ind. (coffee machine). Exhibit Room 563 A.
Delicia, Inc., New York (candy). North Hall 901.

Dixie Cup Co., Easton, Pa. (cups, cup dispensing equipment). South Hall 516, 518, 520.
Dr. Pepper Co., Dallas (cup beverage machines beverage syrup). South Hall 207.
Eastern Electric, Inc., New Bedford, Mass. (cigarette and food machines). South Hall 217, 219.
Exhibit Supply, Chicago (postcard machines). Lower Foyer 714.
Fearn Foods, Inc., Franklin Park, Ill. (soup). Exhibit Room 561 A, 5th floor.
Federal Sweets & Biscuit Co., Inc., Clifton, N. J. (candy, cookies). South Hall 118.
Food Engineering Corp., Manchester, N. H. (bulk milk machines). Lower Foyer 708, 709.
Fruit-O-Matic Mfg. Co., Glendale, Calif. (fresh fruit and canned juice machines). South Hall 509.
General Electric Co., Cleveland (lamps and lighting for vending machines). South Hall 117.
General Foods Corp. (see Maxwell House Division).
Gordon Foods, Inc., Atlanta (cakes, cookies, cracker sandwiches, nuts, potato sticks). South Hall 204.
Green River Corp., Chicago (beverage sirup). North Hall 902.
Halkirk Co., Manhattan Beach, Calif. (steam cleaner). Exhibit Room 560 A, 5th floor.
Harrough Corp., New York (cigarettes, matches, advertising material). North Hall 914, 916.
Hebel Corp., Addison, Ill. (ice cream machines). South Hall 202.
Hedeman Products, Inc., Great Neck, L. I., N. Y. (beverage machines components and equipment, hot and cold drink conversion units). South Hall 124.
Hershey Chocolate Corp., Hershey, Pa. (candy, chocolate sirup). South Hall 504.
Hires Co., The Charles E., Philadelphia (beverage sirup, dispensing equipment). South Hall 510.
Holiday Coffee Corp., Walpole, Mass. (vending coffee). North Hall 805.
Hollywood Brands, Inc., Centralia, Ill. (candy). South Hall 223.
Hord-Lynnwood Co., St. Louis (bulk milk machines). North Hall.
Hurty-Peck & Co., Indianapolis (beverage flavors, sirups). Exhibit Room 501, 5th floor.
Ideal Dispenser Co., Bloomington, Ill. (milk machines). South Hall 514.
Illinois Lock Co., Chicago (locks). North Hall 818.
Internat'l Microscope Corp., L. I. City, N. Y. (book, magazine, photograph, postcard, voice recording machines). South Hall 116.
Jennings & Co., Chicago (milk machines). Exhibit Room 561.
Jim-Jak Industries, Inc., Minneapolis (portable coffee machines). Exhibit Room 532 A, 5th floor.
Johnson Candy Co., Walter H., Chicago (candy). South Hall 420.
Johnson Fare Box Co., Chicago (coin mechanisms). South Hall 221.
Keathley's, Inc., Memphis (pastries, pies). Exhibit Room 509, 5th floor.
Keeney & Co., Inc., J. H., Chicago (cigarette, coffee, cookie machines). Exhibit Room 502, 5th floor.
Leaf Brands, Inc., Chicago (candy). Exhibit Room 557.
Lehigh, Inc., Easton, Pa. (cigarette and cracker machines). South Hall 212, 214.
Lennox Mfg. Co., Chicago. South Hall 324, 325.
Lily-Tulip Cup Corp., New York (cups, cup dispensing equipment). South Hall 414, 416, 418.
Lion Match Co., L. I. City, N. Y. (matches). South Hall 422.
Lorillard Co., P., New York (cigarettes). South Hall 401, 403, 405.
Lyon Industries, Inc., New York (cup drink machines, component parts). South Hall 130.
M & R Dietetic Lab., Inc., Columbus (powdered cream). South Hall 107.
Mars, Inc., Chicago (candy). South Hall 119, 121.
Martin, Inc., James H., Chicago (cigarette, candy, food, gum machines). Lower Foyer, 700, 701, 706, 707.
Maryland Cup Co., Baltimore (cups, matches). South Hall 508.
Maxwell House Division (General Foods Corp.), Hoboken, N. J. (vending coffee). South Hall 102.
Merkle Korff Gear Co., Chicago (vending machines drives). South Hall 216, 218.
Mills Corp., The Bert, St. Charles, Ill. (coffee, chocolate, soup, milk machines). South Hall 601, 603, 605, 607, 609, 611, 613.
Mills Industries, Inc., Chicago (coffee, hot food service, ice cream, juice machines). South Hall 300, 30. Exhibit Rooms 512 A, 513 A, 5th floor.
Missior Dry Corp., Los Angeles (sirup). Exhibit Room 556 A, 5th floor.
Morris, Inc., Philip, New York (cigarettes). South Hall 201, 302.

Mr. Robot, Inc., Chicago (bulk milk machines). North Hall 911, 913.
National Biscuit Co., New York (cookies, crackers). South Hall 114.
National Rejectors, Inc., St. Louis (coin mechanisms). South Hall 513, 515, 517, 519.
National Vendors, Inc., St. Louis (cigarette machines). South Hall 313, 315, 317, 319, 321, 323. Exhibit Room 557A, 5th floor.
Nehi Corp., Columbus (beverage sirups, machines). South Hall 206.
Nestle Company, Inc., White Plains, N. Y. (candy, chocolate sirup, vending coffee, cream). South Hall 600.
New England Confectionery Co., Cambridge 39, Mass. (candy). South Hall 126, 128.
Norris Dispensers, Inc., Minneapolis (package milk machines). North Hall 812.
Northwestern Corp., Morris, Ill. (candy, nuts, package and tab gum, stamp machines). South Hall 208, 210.
Oak Rubber Co., Ravenna, O. (balloon machine). North Hall 814.
Oregon, Portland. Exhibit Room 533A.
Pepsi-Cola Co., New York (beverage sirups). South Hall 503, 505, 507, 602, 604, 606.
Peter Paul, Inc., Naugatuck, Conn. (candy). North Hall 815.
Planters Nut & Chocolate Co., Wilkes-Barre, Pa. (nuts, nut bars, cracker sandwiches, cookies). North Hall 808.
Reese Candy Co., H. B., Hershey, Pa. (peanut butter cups). South Hall 502.
Reynolds Tobacco Co., R. J., Winston-Salem, N. C. (cigarettes). South Hall 113, 115.
Rowe Manufacturing Co., Inc., New York. South Hall 303, 305, 307, 309, 402, 404, 406, 408.
Rowe Spacarb, Inc., Stamford, Conn. (cup beverage, pastry, sandwich machines). South Hall 608, 610, 612.
Royal Manufacturing Co., San Francisco (cigarette and counting machines). Exhibit Rooms 505, 507, 5th floor.
Rudd-Melikian, Inc., Philadelphia (coffee, cup beverage machines vending coffee). South Hall 620.
S. & L. Sales, Inc., Omaha (coffee machines). Exhibit Room 512, 5th floor.
Schroeder Products Co., Inc., Webburn, Mass. (vending coffee). South Hall 109, 111.
Sero Syrup Co., Brooklyn (sirups). North Hall 903.
Shanner Equipment Co., Brookfield, Ill. (outdoor milk machine). North Hall 810.
Skinner Chuck Co., New Britain, Conn. (solenoid, valves). Lower Foyer 705.
Snively Groves, Inc., Winter Haven, Fla. (juice, soup machines). North Hall 803.
Standard Brands, Inc., New York (vending coffee). Lower Foyer 711.
Standard Change-Makers, Inc., Indianapolis (change-makers). North Hall 918.
Stewart's, Inc., Memphis (cookies, crackers, nuts). North Hall 804.
Stoner Mfg. Corp., Aurora, Ill. (candy, cigarette, coffee, cookie, sandwich, penny vending machines). South Hall 400, 500.
Superior Mfg. Co., Evanston, Ill. (gum machine). Lower Foyer 713.
Sweets Company of America, Inc., Hoboken, N. J. (candy). South Hall 311.
Tap-Rite Products Corp., Hackensack, N. J. (beverage and cup banding parts). Exhibit Room 504, 5th floor.
Tenco, Inc., Linden, N. J. (vending coffee). North Hall 900.
Tested Appliance Co., Chicago (water purifiers, automatic chlorinators). North Hall 822.
Universal Match Corp., St. Louis (matches). South Hall 511.
Valcor Eng. Corp., Kenilworth, N. J. (solenoid valves). North Hall 904.
Van Houten & Zoon, Inc., C. J., New York (candy). South Hall 200.
Vari-Vend, Inc., Chicago (refrigerated food unit). Exhibit Room 539 A.
Vendo Co., Kansas City (bottle beverage, ice cream, milk machines, hot food machines, coin changers). South Hall 409, 411, 413, 415, 417, 419, 421, 522.
Vendomatic, Inc., Minneapolis (hot chocolate attachment). Exhibit Room 530 A, 5th floor.
Washington Division G (Am. Home Foods, Inc.), New York (vending coffee). South Hall 120, 122.
Webb Corp., Jack, Chicago (hot sandwich machines). North Hall 811, 813.
Welch Co., James O., Cambridge 39, Mass. (candy). South Hall 512.
Williamson Candy Co., Chicago (candy). North Hall 920.
Wright Machinery Co., Durham, N. C. (paper bagged products machines). North Hall 806.

• Continued from page 76

Discussion—"Impact." As location representatives see vending. Royal Cherry, Factory Employment Manager, Oldsmobile Division of General Motors Corporation, Lansing, Mich.; Walter Swoboda, Director of Industrial Relations, Foote Bros. Gear & Machine Corporation, Chicago, Ill.; General Convention Chairman, American Society for Personnel Administration; L. B. Hudson, Assistant Director, Service Enterprises, Indiana University, Bloomington, Ind.; William Jones, Vice-President, Potomac Electric Power Company, Washington, D. C.; Mrs. Catherine Heffernan, Business Manager, Illinois State Psychopathic Institution,

12:30 p.m. to 4:00 p.m.

7:30 p.m.

Chicago, Ill.; Lt. Col. Robert W. Ednsley, Baltimore Regional Officer, Army and Air Force Exchange Service, Baltimore, Md.
"Use It or Lose It," Arthur H. (Red) Motley, President, Parade Publication, Inc., New York, N. Y. Introduction: Meyer Gelfand, Convention Program Chairman. Lower level exhibit halls and fifth floor exhibit rooms open.
Annual Banquet. Grand Ballroom, featuring Martha Wright, radio-TV songstress and singing star of Broadway musicals, including "South Pacific." Entertainment courtesy of Philip Morris, Inc. (An a la carte bar will open at 6:30 p.m. in the Grand Ballroom Foyer.)

COINMEN YOU KNOW

By ROBERT JOHNSON

LACE JUKE IN RUMPUS ROOM. Ed Newell, sales manager of the Williams Distributing Company, has a jimdandy do-it-yourself home Christmas-saving plan. Ed has one of his company's Wurlitzers in his rumpus room, and the kids use it for a piggy bank, getting music as they save. Ed divides the young customers into age categories—a nickel for the youngest, a quarter for the oldest, and at the end of the year the children get their money back to buy Christmas presents.

Buster Williams has had it coming and going on Chuck Berry's "Maybellene." His Plastic Products Company has been working overtime pressing it for Chess, and it has kept the turntables spinning in the machines. . . . Clarence Camp, of Southern Amusement Company, is getting into the tycoon bracket. In addition to his coin machine distributorship and operation, he is in real estate developments, restaurants, is a major owner of Memphis' new all-girl radio station and is president of Memphis and Arkansas Speedways, which operates the world's largest stock car race track.

Twin Cities

By JACK WEINBERG

TWO ROUTE CHANGES LISTED Carl Schumacher, veteran operator of St. Louis, Minn., has sold his music, shuffle alleys and bingo games route to Henry (Hank) Krueger, veteran coinman of Fairfax, Minn. Schumacher, who has been in the coin machine business for many years, reportedly is buying or has bought an interest in a night club in the St. Cloud area. Another route sale was that of William Robarge, of Walker, Minn., who disposed of his locations to George M. Quinn, former serviceman, who now is a municipal liquor store manager in Walker.

Jack Harrison, of Crosby, Minn., is building a new home. . . . Solly Rose, of Sandler Distributing Company, Minneapolis Wurlitzer distributing firm, is going thru house-building pains, too, and hopes his new place is ready by the holidays. . . . Charles Rose, operator of Fargo, N. D., has been released from the hospital there after two weeks for arthritis. He is convalescing at home and would like to have some of his coin machine colleagues either drop in or drop him a note. During Charlie's illness his son, Harold, has been running the route operation. . . . Pete Lennes, of Bemidji, Minn., took a day off last week (Continued on page 82)

Op Ups Take With Day-Glo

Continued from page 74

three venders finished in the new paint and highlighted with black light.

Sales Up 267%

The sales at this outlet—a bowling alley and cocktail lounge at 1341 W. Division Street—have increased 267 per cent.

While it is too early to present exact figures on my other locations where I have placed my "eye-catching" venders, I can state with utmost confidence my efforts have paid off to date. My over-all averages now show more than double the business done by machines without black light.

In my opinion I do not consider the cost of installing from three to five black lighted vending machines prohibitive. The initial outlay and effort sometimes made me wonder if it was worth it. But the results have been more than gratifying to date.

By using select lumber I can make the mount of my own design for three machines in line and the black light for less than \$24, approximately \$8 per unit.

Cost Small

Mounting for five venders and a 36-inch black light can be done for about \$30, or approximately \$6 per machine. This mount should be placed on two regular stands.

I have found it costs less than 3 cents to black light three machines for 15 hours, and 4 cents to black light five venders for the same period.

Black lighting three machines uses but 15 watts of electricity, and the 36-inch black light for 5 machines uses only 30 watts, I have been advised.

So pleasing is the results that I have, much to my delight, found tavern proprietors and other location owners turn on the lights when they open for the day just as they do the juke box. The vender light, too, I discovered, is not turned off until the location closes.

Actually, the cost for electricity is estimated at less than 1-cent-per-day, per machine.

With five brilliant colors to

choose from, I have found the glowing combinations of color can be extended to the face portions of the mount itself. Each machine is a different color—flaming red alongside another in bright saturn yellow, and the third, a brilliant orange or green—presenting a conglomeration of color pleasing to the eye.

I have found that because these miracle colors do not present as smooth a surface as a high-gloss enamel, they collect and show dust and the touch of soiled hands earlier than enamel paint. Thus, I must clean the outside as well as the inside regularly, but this again is turned into an advantage.

When I find dirt marks on my venders I just replace the entire set-up with clean machines in four different color combinations, thereby creating a new talking point around locations. I bring in the dusty machine for a going over with soap and they're good as new in just a few moments.

The change in the glowing colors will gain still more customers, I have discovered, just like display windows gain the eye of the public.

Seeing Is Believing

However, I found it difficult to describe the color-appeal of my venders to new location owners. It was all due to lack of words. No one would believe what I said. "I gotta see it to believe it," was the attitude I encountered.

I tried to photograph the colors, but the results did not present either the true colors, nor the fiery glow. Further, I did not relish the job of taking in some three machines, the mount and setting up the operation at a potential outlet. I needed something that would present the beauty of the color at a glance.

Again I experimented, and found that with long exposure, color transparencies, used for projecting color pictures, aided by the brilliance of bright light, presented a fairly true picture of the red, yellow and orange. However, I found there was some loss on the bright green of the entire installation.

Further search led to a small, lighted slide viewer. It weighs about four ounces, and with a three-inch viewing lens presents a life-like view of the set-up.

This is my salesman for new locations. Give the outlet owner a few seconds to look at the machines and you're in.

STROBLITE GLOWING COLORS

BLACKLIGHT LAMPS

Spectacular Effects!

for Vending Machines, Displays, Decorations, etc.

STROBLITE CO. Dept. V.M., 75 W. 45th St. New York 36, N. Y.



VICTOR'S TOPPER
1/4 BALL GUM MACHINE.
\$12.50 each.
\$12.00 100 or more.

AMERICA'S FINEST BALL GUM VENDOR

30 day money back guarantee. If not satisfied. No questions asked.

Write for FREE 32-page catalog.
1/2 deposit on all orders.

PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

Ah... Love Gold Vacuum-Plated Bride & Groom Charm



All the World Loves a LOVER. This is a ROMANTIC Charm. It caters to PUPPY LOVE, Boy Meets Girl . . . and WEDDED BLISS.

\$9.00 Per 1,000
F.O.B. Jamaica, N. Y.

Or at Your Distributor
Immediate Delivery

Love and Romance comes to your machines; it goes straight to the heart and desire of all who see it.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

World's FIRST and LARGEST CHARM MANUFACTURER

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof, held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

OAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

WESTERN OFFICE
MACHINE SUPPLY
1023 S. Grand Ave.
Los Angeles 15, Calif.

FOR ADDITIONAL INCOME . . .

ADVANCE AMCO

HANDY POCKET COMB VENDOR

Dispenses a Quality Comb for 10¢

Provides a highly appreciated location service. Fits in well on location with other vendors. Delivers a comb for each coin deposited. Coin returned when machine is empty. Built to last. Guaranteed against mechanical defects.

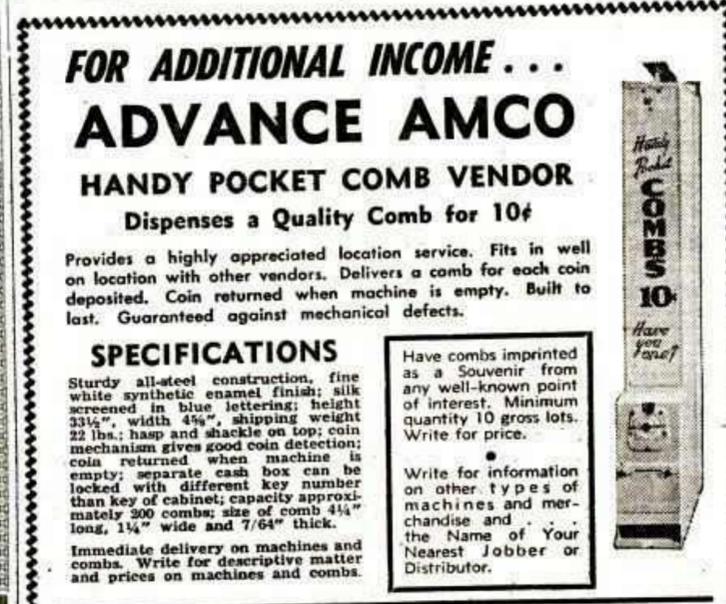
SPECIFICATIONS

Sturdy all-steel construction, fine white synthetic enamel finish; silk screened in blue lettering; height 3 3/4", width 4 1/4", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection; coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 300 combs; size of comb 4 1/4" long, 1 1/4" wide and 7/64" thick.

Immediate delivery on machines and combs. Write for descriptive matter and prices on machines and combs.

Have combs imprinted as a Souvenir from any well-known point of interest. Minimum quantity 10 gross lots. Write for price.

Write for information on other types of machines and merchandise and . . . the Name of Your Nearest Jobber or Distributor.



ADVANCE MACHINE CO. 4641-47 Ravenswood Ave. Chicago 40, Illinois

Manufacturers of Quality Vending Machines for Over a Half Century

NOW AVAILABLE

INSTANT 5¢ 6¢ 7¢ 8¢ 9¢ 10¢ SALES

with the ALL NEW . . .

COIN-A-MATIC

ELECTRIC COIN CHANGER

NOW ONE CHANGER DOES IT ALL!

- 1 5c-6c-7c-8c-9c-10c sales and change made instantly.
- 2 Change problems eliminated.
- 3 No pennies required to make a purchase.
- 4 Changer both gives and takes pennies.
- 5 Receives coins in any sequence.
- 6 Complete anti-jackpot protection.
- 7 Quickly converted to any sales price.

Coin-A-Matic is designed for immediate installation in your present electric vending equipment without alteration . . . just plug in and hang on changer brackets of your vending machine.

CHECK THESE EXCLUSIVE FEATURES

- ✓ Only One Changer
- ✓ Only One Place To Deposit Coins
- ✓ Only One Place To Get Change
- ✓ Changer Completely Contained Within Cooler
- ✓ No Wires To Adjust Or Change
- ✓ Easy Sight Inventory of Coins
- ✓ Bank Guarantees Many More Sales.

SEE our exhibit at the CHICAGO N.A.M.A. SHOW Room 316 CONRAD HILTON HOTEL Nov. 6-7-8-9 (MEMBER N.A.M.A.)



ACT NOW to ASSURE PROMPT DELIVERY . . . WRITE, WIRE or PHONE . . .

COIN-A-MATIC INC.

56 NORTH AVE. MOUNT CLEMENS, MICHIGAN HOWARD 8-8404

OPERATORS: GET BIG PROFITS—FAST TURNOVER with DEAN BALL PEN VENDERS

REPEAT — REPEAT SALES because your Vender will be selling the TRIMMEST and FINEST writing retractable ball pen that can be compared to the highest priced.

Gay-colored barrels—red, pink, yellow, blue, white, etc.

A machine for operators. Made of heavy gauge metal with simple ejector for nuisance slugs made of cardboard, plastic, linoleum, etc.

Holds 100 pens; yet is only 5" deep by 8" wide and 13" high. Comes with suction cups for placing on counters and holes set for stand or wall mounting.

Protects your locations . . . gets you new locations

Special Note to NAMA Conventions

See the Dean Pen Vender and Pen at one of the Chicagoland distributors below:

King & Company
2700-02 W. Lake St., Chicago, Ill.
Logan Distributing Co.
916 N. Milwaukee Ave., Chicago, Ill.

SEE the DEAN PEN VENDER and PENS at your distributor listed below, or if there isn't a distributor in your area, please write, wire or phone Dean Manufacturing Corp.:

- American Distributors
894 Palisade Ave., Teaneck, N. J.
- Bernard K. Bitterman
4709 E. 27th St., Kansas City 27, Mo.
- Cleveland Coin Machine Exchange
2025-2029 Prospect Ave.
Cleveland 15, Ohio
- Gardner-Lose Co., Inc.
2611 Hale Ave., Louisville 11, Ky.
- King & Company
2700-02 W. Lake St., Chicago, Ill.
- Logan Distributing Co.
916 N. Milwaukee Ave., Chicago, Ill.

- Northwestern Sales & Service Co.
446 W. 36th St., New York 18, N. Y.
- Parkway Machine Corp.
715 Ensor St., Baltimore 2, Md.
- Rake Coin Machine Exchange
405-409 Spring Garden St.
Philadelphia 23, Pa.
- Sidmore Vending Co.
2137 Fifth Ave., Pittsburgh 19, Pa.
- Veedco Sales Co.
2124 Market St., Philadelphia 3, Pa.
- Vendall Company, Inc.
816 W. 36th St., Minneapolis 8, Minn.

DEAN MANUFACTURING CORP.

Mfrs. of Ball Pens and Precision Fab. for the past nine years

2888 Archer Ave.
Chicago 8, Ill.
Phone: BI 7-3227



EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
H. B. HUTCHINSON JR.
660 North Ave., N.E.
Atlanta, Georgia

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
PIONEER VENDING COMPANY
590 Albany Avenue
Brooklyn, New York

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.
Chlor-Vend Ball Gum40¢ lb.
Chlor-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.

EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
VENDOR DISTRIBUTING CO.
682 Madison St.
Memphis, Tennessee

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

America's Best VICTOR Standard TOPPER



1c BALL GUM VENDOR \$12.50 Each

\$12.00 Each 100 or More

30 day money-back guarantee if not satisfied.

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With complete Confidence.

BULK VENDORS

| | |
|----------------------|---------|
| Silver King 1c or 5c | \$ 8.50 |
| Victor V—Cab. type | 9.50 |
| Victor V—Globe type | 8.50 |
| Acorn 5¢ or 1¢ | 10.00 |
| DuGrenier, 4 Col. | 14.50 |
| DuGrenier, 6 col. | 17.50 |
| Mills, 6 Col. | 17.50 |

SPECIAL CLOSEOUTS

| | |
|------------------------|-------|
| Silver King Hot Nut | 9.50 |
| Zig Zag—New | 19.50 |
| Ajax 3 Col. Hot Nut | 25.00 |
| 2 Col. 5¢ Jewel Vendor | 7.50 |

1/3 deposit, balance C.O.D.

RAKE

COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676



Are you catching your share?

ALL NEW MODEL 11

**GREATER SPEED IN TAKING PICTURES
GREATER PROFIT PER STUDIO**

AUTO-PHOTO STUDIO

AUTO-PHOTO STUDIOS have always proved they are major profit producers year after year, and now a new concept in automatic photography designed and engineered to

✓ **CAPTURE ALL POTENTIAL PATRONAGE** in the heaviest of foot-traffic locations.

THE NEW AUTO-PHOTO STUDIO will photograph and deliver a strip of

✓ **FOUR DIFFERENT POSES — EVERY 30 SECONDS** for 25c a strip. Prints are sharp, clear and free of distortion. Electronic lighting stops all movement so even the squirmiest youngster will photograph perfectly.



Write for literature and name of nearest distributor:

AUTO-PHOTO CO., INC.

1452 So. San Pedro St., Los Angeles 15, California

PHOTOME, Ltd., 25 Manchester Square, London W1, England,

"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

FOR TOPS IN PROFITS



VICTOR Standard TOPPER
CASES OF 4 \$50.00

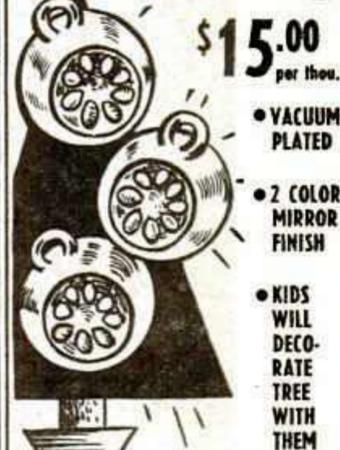
30-Day Money Back Guarantee if Not Satisfied

1/3 Deposit on All Orders Write for Our Specials on CANDIES—BALL GUM—NUTS—CHARMS

SIDMOR VENDING CO.

2137 Fifth Ave., Pittsburgh, Pa. Tele.: Atlantic 1-2540

Christmas Tree ORNAMENT CHARMS



\$15.00 per thou.

- VACUUM PLATED
- 2 COLOR MIRROR FINISH
- KIDS WILL DECORATE TREE WITH THEM

LABELS AVAILABLE at your distributor or

Guggenheim

33 UNION SQUARE N. Y. C. 3, N. Y. • AL. 5.8393

GIVE TO DAMON RUNYON CANCER FUND

POSITION WANTED

Man acquainted with Operators and Distributors desires Vending Equipment Sales Work. Has covered Kansas, Nebraska, Missouri and South Illinois. Write

John Kaye Advertising Agency
Corp Bldg. Kansas City 6, Mo.

DALLAS, Oct. 29.—A 7 per cent sales increase and a nine-month earnings of \$1.22 per share, including 31 cents of non-recurring tax savings, were reported this week by the Dr. Pepper Company. The sales rise marked the 24th consecutive quarterly increase, Leonard Green, president, stated.

EMPTY MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!
BIRMINGHAM VENDING CO.
540 Second Ave., N.
Birmingham, Ala.

Ferrara Scores Again
with
Red Hot Candy Peanuts

Pee Wee size—approx. 1,000 per lb. order from your distributor or direct from

FERRARA CANDY CO.
2204 W. Taylor St., Chicago 12, Ill.



VICTOR'S TOPPER

16 BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.
TIME PAYMENT TERMS in lots of 8 or more. Payments as low as \$5 weekly. Write for details.

ROY TORR
LANSDOWNE, PA.



FIVE STAR BABY GRAND DISPLAY VENDOR

(1c PLAY)
GETS THOSE PENNIES FAST!
For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

VICTOR VENDING CORP.
5701-13 W. Grand Avenue Chicago 39, Ill.



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.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

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

LOGAN DISTRIBUTING CO.
HEADQUARTERS FOR VENDING MACHINE SUPPLIES

Largest Variety of Charms • All Victor Model Machines and Parts • Stands • Leaf Gum • Filled Capsules •

We ship all orders the same day received. Operators need fast service—we give it! Largest supplies of everything the operator needs.

Write for free order-blank price lists describing over 100 charm items, capsule items, stands, brackets, ball gum, candies, parts. Try us for fast delivery—we want your business and we aim to keep it by giving you quick service on good merchandise.

LOGAN DISTRIBUTING CO.

916 Milwaukee Avenue Chicago 22, Illinois
Phone: TAYlor 9-6150

VICTOR'S NEW DISPLAY VENDOR



\$13.50 EACH
Case of 4—\$54.00

MORE THAN **90,000** NOW EARNING EXTRA PROFITS ON LOCATION

MILLS famous 107
FACTORY REBUILT AND GUARANTEED

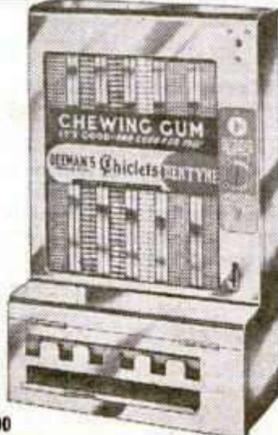
Every stop on your route will make extra profits with this proven vendor. Sells gum faster... requires practically no maintenance.

Only **\$15.00**
F.O.B. Factory

Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44¢ a box.

J. SCHOENBACH

1647 Bedford Ave., Brooklyn 25, N. Y. Resident 2-2900



NOW—You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

KEENEY'S Unseen Ingredient!
Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Visit the KEENEY Display—Room 502, Fifth Floor, N.A.M.A., Conrad Hilton Hotel, Chicago.

J. H. **Keeney** & CO. INC.

2600 WEST FIFTIETH STREET • CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/4" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

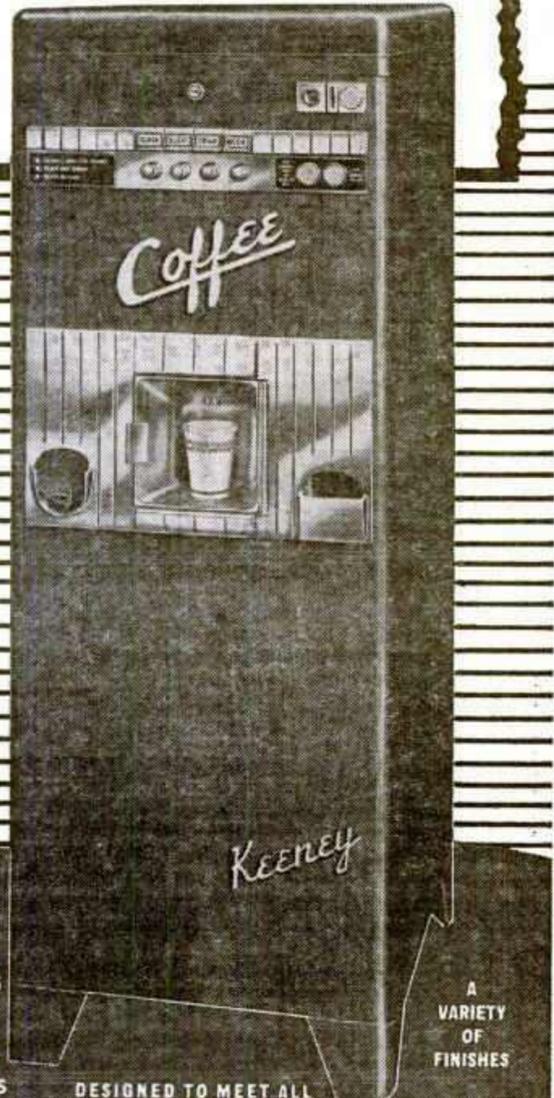
4 SELECTOR BUTTONS

- Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4 pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price pre-set at option of operator.



BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

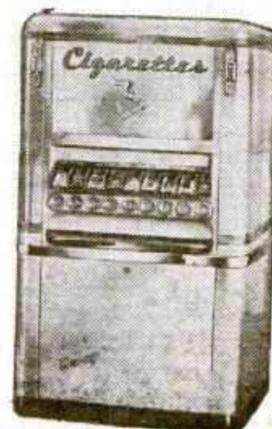
RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



4 Mfrs. Bow Pool Games Featuring 3-Side Play

CHICAGO, Oct. 29.—The latest play feature to be added to coin-operated pool games—play from three sides—has been adopted by four manufacturers in new game models now being introduced.

Edolite Products, Detroit; Exhibit Supply, Genco Manufacturing & Sales Company, and Williams Manufacturing Company, Chicago, have new three-side play pool games now in production.

The new-type coin pool units are designed to take up less room on locations and thus be adaptable for play at more locations than were the previous models.

New-Type Table

One side of the new-type table can be placed against the wall of the location. When a ball is in po-

Williams Sports Large Selection Of Coin Games

CHICAGO, Oct. 29.—Williams Manufacturing Company, now shipping six different coin-operated games, is keynoting its sales campaign with variety.

Games now in shipment are Bank Pool, Deluxe Bank Pool, Regatta, Jolly Joker, Circus Wagon and Sidewalk Engineer.

This includes everything from single-player machines to four players; everything from pool games to card games.

Two five-ball pinballs are available: Regatta, the regular single-player model, and Circus Wagon, a two-player model.

Similarly, two types of coin pool games are being shipped: Bank Pool, the regular coin pool model, and Deluxe Bank Pool, a game which can be played from either three or four sides.

Two novelty games include Jolly Joker, a game that can be converted for counter play, featuring roll-down play and cards that light up in color on the backglass, and Sidewalk Engineer, kiddie bulldozer game.

Prices on the Williams games range from the low brackets to the high.

Standard Factors Ups Net Earnings

NEW YORK, Oct. 29.—Standard Factors Corporation, nation-wide diversified finance company, with interests in the coin machine industry, announced a new high in net earnings for the third quarter of the year.

The firm recently absorbed Nathan Straus-Duparaquet, merging operations. Net profits for the quarter ending September 30 were approximately \$180,000, compared with net earnings of \$45,000 in the same quarter in 1954, according to Theodore H. Silbert, president of Standard Factors. Currently Standard's assets are in excess of \$25 million.

JULY EXPORTS IN SLIGHT DROP FROM '54 MARK

CHICAGO, Oct. 29.—Exports of U. S. coin machines—juke boxes, amusement games and venders—dropped off slightly from last year's July level.

Shipments totaled \$1,216,139 during the month compared to \$1,279,228 in July, 1954. The dip came in the juke box field, which fell from \$970,788 to \$825,742. Games increased from \$236,550 to \$253,279, while venders jumped from \$71,890 to \$137,118, nearly doubling.

Total exports of the year thru July are running ahead of last year's shipments during the same period. (See The Billboard Coin Machine International Quarterly Edition, October 29.)

sition along the wall it can be moved to a correspondingly marked portion at the opposite side of the table. Silk screening is used on the tablecloths to mark off the playfields for such play.

Edolite Products, first manufacturer to introduce a coin pool game set for three-side play, unveiled its game last week (The Billboard, October 29). A separate "conversion kit" has been produced by Edolite with which coin pool games now on location can be revamped for three-side play. The kit lists to distributors at \$10.

Williams' new coin pool game, Deluxe Bank Pool, is similar in style to the Edolite game. The playfield is "squared off" so that balls can be moved from position along the wall to a position in a like square at the opposite side of the table. In addition the game has a hinged top that lifts up for servicing, built-in racks for cues along the side of the table and numbers along the molding to facilitate moving balls into the proper squares.

Saves Floor Space

Genco has begun production on Deluxe Tournament Pool, a game set for three-side play, and which, according to Ralph Sheffield, director of sale, saves about 60 square feet of floor space on location. Details of the Genco game, reportedly different from others on the market, are not yet available. The game, however, has a hinged top, inserts around the top molding for judging shots, and is equipped with two sets of instruction cards, so that the game can be properly played from either three or four sides. Sheffield said results at test locations have borne out that three-side play is not only acceptable but popular.

Commenting on Exhibit Supply's new Skill Pool "84," introduced this week, Sam Lewis, president, said, "In order to meet the demands of small locations for a pool game compact enough to fit the smallest of spots, we have come up with something that really makes a lot of sense. Presently our Skill Pool takes a minimum area of 12 by 11 feet, or 133 square feet. Now we have a game, identical in size, that takes only 84 square feet, or 12 by 7 feet.

Rules Differ Little

"This is accomplished by putting lines on the table, and by putting one side of the table against a wall. The general layout of the table is identical with our present game, and the rules of play differ only slightly. The player is now permitted to lift an unplayable ball and move it to a corresponding position on the table as determined by the lines.

"For some months now Exhibit has been shipping Skill Pool games in larger quantities than we ever dreamed possible. We feel that the surface has not yet been scratched. Altho certain areas have been slower than others, generally there has been a tremendous reception to the game as is evidenced by competitors."

Two sets of instructions accompany the new Exhibit game—one for the three-sided game and one for the four-sided game.

Conn. Judge OK's

• Continued from page 69

Gerald, that "under no theory can the machine in question be said to be a gambling machine per se."

Injunction Sought

Operators of the Crystal Amusement Corporation in 1954 sought an injunction in the Superior Court to prevent Willis from interfering in the use of free-play pinball games in its place of business on Main Street here.

Judge John R. Thim refused to issue an injunction, declaring the petitioners should have submitted to arrest and permit a court of criminal jurisdiction to decide whether the use of free-play pinball games is illegal.

DUAL AID

Boston Ops Support '55 Red Feather

BOSTON, Oct. 29.—Music and vending machine operators here are supporting the 1955 Red Feather campaign, and in so doing they're taking a big step toward building better public relations for the coin machine industry.

Local papers have already featured pictures of operators and city and State officials affixing Red Feather stickers on machines. Stickers read: "Youth Needs You."

Operator co-operation in this campaign is reported to be 100 per cent.

Shea Elected Veep of MMOA

BOSTON, Oct. 29.—Ray Shea, of M.A.C. Music Company, Worcester, has been elected vice-president of the Massachusetts Music Operators' Association, Dave Becker, president, announced this week.

Shea succeeds Bert Howell, of Howell & Company, Westwood, who resigned because of poor health. Shea takes over the new post immediately.

St. Louis Firms Name New Mgrs.

ST. LOUIS, Oct. 29.—Clarence Kenyon has been appointed general manager at Ideal Novelty Company, to assist Mrs. Margaret Trippe in the management of the St. Louis distributorship and the Chain of Rock's Amusement Park.

Dale Riemer, formerly of the Missouri Tavern Supply Company, Springfield, Mo., has been appointed general manager of Central Distributors here. For many years, Riemer was associated with the Ideal Novelty Company, also of St. Louis, as well as Missouri Tavern Supply.

Boosts Coin Pool Game Supply Sales

CHICAGO, Oct. 29.—Marvel Billiard & Bowling Supply Company, 1604-06 W. Lake Street here, has been increasing its sales of parts for coin pool games from week to week, according to Charles Nicholas, owner.

Marvel is currently supplying three coin pool game manufacturers and others in the coin machine business with pool balls, cues, table cloth, chalk and chalk holders.

Trio Builds Route

• Continued from page 69

ance of venders set the pace for the growth of Hamilton Automatic Vending, now operating around the clock.

None of the partners had any mechanical experience, but they soon learned the intricacies of venders thru long hours of labor, and kept machines in top working condition.

As business grew, they employed outside help in order to continue daily service to each machine. One of the partners still is in the field continuously checking venders and location owners for complaints or suggestions for improving service.

No employee is permitted to service machines until he has had a month's training, the partners stated, and then is only allowed to work on coffee machines until he has become familiar with his steps.

Chief trouble-shooter is Bob Coulter who has been in the vending field for the past seven years. However, each employee has his special job, and has become an expert at it.

The firm keeps individual records on the complete history of each machine, and knows each month what it nets.

Gulliver is the firm's sales manager, Green is service manager, and Sanderson, office manager.

COINMEN YOU KNOW

• Continued from page 79

to go duck hunting and returned home with a full bag limit, tired happy. Francis Befra, Hibbing coinman, went pheasant hunting around Huron, S. D., but no word has been received yet as to his

Joe Perkins, Minneapolis operator, is going in very heavily the new pool table game rage and has ordered more of these units any other coinman. Other operators following suit are Martin Ka and M. M. (Doc) Berenson, of the Harmony Music Company, Minneapolis; Sol Nash, of Twin City Novelty Company, Minneapolis, John McMahon, of Eau Claire, Wis. Quite a number of coin machine operators came to the Twin Cities last weekend and watched University of Minnesota Gophers lose a heartbreaker game to the University of Michigan by a 14-13 score. Gopher rooters in the stadium included Art Hagness, of Grand Forks, N. D.; Gordon Stout, of Pe S. D., and Mayo Priebe, of Rochester, Minn. . . . Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul jobbers of Rock-Ola other products, has been on the road a good deal lately seeking business.

Bob Aherin, of LaMour, N. D., and his wife mixed business pleasure when they spent several days in the Twin Cities this week. Mrs. Aherin did some personal shopping and dragged along on a number of occasions. Otherwise, he visited jobbers and did business shopping of his own. . . . Mark Coughlan, of Mank Minn., bought bingo games and records on his trip to town. Fr Davidson, of Spooner, Wis., came in for parts and supplies. El Kiester, of Frontenac, Minn., signed up for music and Arcade equipment on his stopover in this mart.

In to buy records for their juke boxes were Al Stephen, of Crosse, Wis., and Darwin Holman, of Big Fork, Minn. Morris Ber of Duluth, Minn., stocked up on quite a number of pool tables while he drove here. Lawrence Schillinger signed an order blank for machines for his route when he came in from Knapp, Wis. Shopping included Jeff Cost, of St. Cloud; Don Hazelwood, of Aitkin, Minn., L. I. Harris, of Enderlin, N. D.

St. Louis

By ROBERT LATIMER

CHARTER NEW GAME FIRM. A new entry into the St. Louis amusement game field is AAA Novelty Company, which has been incorporated by Nick Nicholas and Robert Steinke. The partners will operate both games and phonographs thruout St. Louis and suburban areas, according to Steinke.

Ed Randolph, head of Rite-Way Distributing Company, Ba distributors here, has returned to the job after a short illness. . . . Wedding bells during October for Jack Gross, of Rite-Way, and Jack Hall, formerly an employee of Ideal Novelty Company. . . . Oh Novelty Company, Teresa Street and Locust Avenue here, will soon move to a new location, Al Haneklau, veteran St. Louis operator, announced.

McCall Novelty Company, headed by Andy McCall, Charles Hall and Herb Lee, has moved to 3326 Olive Street. Old-time operator Andy McCall, who was at one time the largest individual operator juke boxes in the St. Louis area, is reporting for work half-days, following extensive surgical treatment.

Frank Mencuri, Exhibit Supply vice-president and director of sales, was presented with a new son this week, Terrence Michael Mencuri. . . . Carl Christianson, Coven Distributors, Wurlitzer outfit is back from a Florida vacation. . . . Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, says coin pool games are getting world-wide attention, with Genco getting a half-dozen inquiries from South America. . . . Art Weinand, Williams Manufacturing Company sales manager, returned from an Eastern trip this week. . . . Raymond Williams, Commercial Music, Dallas, was visiting in town.

Miami

By RAOUL SHAPIRO

SKIES DRIZZLE, CONVENTION FIZZLES. With the start of the American Legion convention here, the skies opened up with an almost steady deluge and didn't let up until most of the Legionnaires left town. With the inclement weather keeping everybody indoors, business nosedived instead of zooming as most of the coin machine operators expected. . . . Gale First, of the First Music Company, Naples, in town. Gale says business is good and flashed a happy smile to prove it. Another guy who is not complaining is Lou Lehman, of the L&L Amusement Company. Lou was accompanied by his lovely wife on his most recent record-buying trip in town. There's one guy that seems to get a bang out of the coin machine business. Meet Bobby Schwartz, of B&B Vending. Bobby says the rains really hurt his collections, but not that the weather has turned good again, business should do likewise.

Everyone at Bush Distributing Company very much concerned over Ken Willis' illness. Ken is a pretty sick boy, and tho he cannot have visitors for the time being, a get-well card should go a long way to cheer him up. . . . Harry Pearl, long-time operator from up New Jersey way, in town for a visit with his many friends. Harry talks over old times with Bert Lane, of the Bert Lane Company, and was a guest of Bert and Mrs. Lane at a dinner party. Accompanying the Lanes and Harry Pearl were Mr. and Mrs. Willie Blatt. The dinner must have been good as Willie looked well fed all of the next day. Talking about eating, we defy anyone to put away a meal as big as Ed Hancock, of the Bush Distributing Company, can. Ed is one guy who really enjoys his food and doesn't let weight bother him. Ed says he is a big man and intends to eat like one.

Manny Brookmire, local Decca Records Distributor, happy over the sales of the Dream Weavers' recording of "It's Almost Tomorrow. . . . With many of King Records rhythm and blues artists appearing at the Palms this coming week, Marvin Novak, Miami branch manager for that diskery, expects to be busier than ever. Bob Norman, Miami manager of Southern Music Distributing Company, says that they have decided to move the bulk of the parts department to the home office in Orlando.

Jimmy Mullins, of Mullins Amusement Company, has become daddy of a bouncing baby girl. . . . Bert Kahn, office manager of Bush Distributing Company and also a new father, proudly showing off pictures of his baby daughter. . . . The two latest entries in the new car field are Morris Marder, of M&M Service, and Bert Blatt, Music Makers. Rex Holley, chief mechanic of Music Makers, got a pretty red station wagon banged up. . . . Gene Laine, of Tarau Distributing Company, readying himself for a trip up and down the Sta

(Continued on page 8)

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

ment and prices listed below are taken advertisements in The Billboard for period shown. Prices indicated are the and lowest for the period.

do not reflect shipping costs in West Coast buyers, for example, add 10 per cent to prices shown. Price obviously depends on condition of equipment, age, time on location, try and other related factors.

quantity discounts are advertised, as case of bulk vendors, only the single price is listed.

Most Active Equipment list (to the indicates which machines have been used the greatest number of times for period indicated. In the case of Pin- Games, most advertised games are for manufacturers with 10 or more listed. All advertised used Pinball are listed below. Machines appear of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated October 1, 1955)

ARCADE EQUIPMENT

- 1. EXHIBIT—Dale Gun
1. GENCO—Rifle Gallery
1. EXHIBIT—Sportland
2. SEEBURG—Shoot the Bear
3. UNITED—Carnival Gun
3. CHICAGO COIN—Goatee
3. GENCO—Sky Gunner

MUSIC MACHINES

- 1. SEEBURG—M-100-A (78 RPM) (50)
2. SEEBURG—M-100-B (50)
3. AMI—Model E-120 (53)
4. AMI—Model A (46)
5. AMI—Model D-40 (51)

SHUFFLE GAMES

- 1. UNITED—Cascade Shuffle (6 player) (2/53)
1. UNITED—Olympic Shuffle Alley (6/53)
2. UNITED—League Bowler (1/54)
3. UNITED—Leader Shuffle Alley
4. UNITED—Chief Shuffle Alley (11/53)
4. UNITED—Classic Shuffle Alley (6 player) (6/53)
4. GENCO—Shuffle Pool (11/53)

VENDING MACHINES

- 1. Columbus 1c Bulk
1. Master 5c Bulk
1. Northwestern 33, Ball Gam
1. Silver King, 5c
2. Eastern Electric C-8
2. Electro (8 Col.)
2. Rowe Imperial (8 Col.)
2. Rowe Crusader (10 Col.)
2. Victor Model V, B/G Wheel

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Beach Club
3. Palm Springs
3. Hi-Fi
3. Yacht Club

GOTTIE'S

- 1. Guys & Dolls
2. Chinatown
2. Knockout

UNITED

- 1. Nevada
2. Hawaii
3. Mexico

WILLIAMS

- 1. Big Ben
1. Hayburner
2. All Star Baseball
2. Saratoga
2. Singapore

PINBALL GAMES

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like City (5/52), Club (2/53), etc.

CHICAGO COIN

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Pinball Champ, etc.

AMIS

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Golf & Turf, etc.

GENCO

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Football, 2 player, etc.

GOTTIE'S

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like State Basketball, etc.

ARCADE EQUIPMENT

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like ABT Challenger, etc.

AMIS

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GENCO

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Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Hayburner, Lazy Q, etc.

MANUFACTURERS NOT LISTED

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Control Tower, etc.

ARCADE EQUIPMENT

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GENCO

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Football, 2 player, etc.

GOTTIE'S

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Major League, Mercury Counter, etc.

MANUFACTURERS NOT LISTED

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Control Tower, etc.

ARCADE EQUIPMENT

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like ABT Challenger, etc.

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GENCO

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Football, 2 player, etc.

GOTTIE'S

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Wizzard Whiz, Ziggag Skill, etc.

MANUFACTURERS NOT LISTED

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Control Tower, etc.

ARCADE EQUIPMENT

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GENCO

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GOTTIE'S

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Comet Deluxe, Criss-Cross Bowler, etc.

Table with columns: Game Name, High Price, Low Price, Times Advt'd. Includes games like Wizzard Whiz, Ziggag Skill, etc.

MANUFACTURERS NOT LISTED

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GOTTIE'S

(Continued on page 89)

BINGO MECHANIC WANTED
 for route work. Regular hours. Good pay. No drifters
 Write to **BOX #825**
 The Billboard, Chicago 1, Ill.

ATTENTION, NEW ENGLAND OPERATORS!
Immediate Delivery—NEW, SENSATIONAL
 ● **BALLY and EXHIBIT Pool Tables**
 ● **BALLY and EXHIBIT New Shuffle Alleys**

| | |
|-----------------------------|--------------------------------|
| SPECIALS | KIDDIE RIDES |
| ★ Brand-New Machines | ★ World's Largest Stock |
| ★ Prices Reduced | ★ 100% Guaranteed |
| UNITED Deluxe Capital Alley | HORSES SPACE SHIPS |
| UNITED Super Bonus Alley | BOATS MOON RIDES |
| UNITED Super Baseball | MERRY-GO-ROUNDS |
| UNITED Fifth Inning | |
| EXHIBIT Card Machine | |

WRITE—WIRE—CALL!

MUSIC PERFECTLY RECONDITIONED
 WURLITZER 1700—1500A
 1500—1400
 SEEBURG 100 A-B-C-C

Large Assortment of Very Late BALLY and UNITED BINGO MACHINES

ATTENTION, ALL DISTRIBUTORS: Trade us your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

REDD DISTRIBUTING CO., INC.
 298 LINCOLN STREET ALLSTON 34, MASS.
 AL 4-4040 Cable Address: REDINC

Exclusive Distributors for **WURLITZER—BALLY—UNITED**

Your ticket to
SALES RESULTS—
 the advertising columns of
THE BILLBOARD!

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**
 The National Exchange for Coin Machine Personnel, Products, Services and Opportunities
CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
 Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
 RATE: 15¢ a word—Minimum \$3.00.
 CASH WITH ORDER

DISPLAY CLASSIFIED ADS
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
 RATE: \$1.00 a line—\$14.00 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 6 additional words.
 On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION — BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. no18

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-de3

Routes for Sale

ROUTE FOR SALE, LOCATED IN NORTH Central Ohio in a fast growing industrial city. Consisting of Music, Pin Ball and Bowlers. This route will gross over \$100,000 a year. A real money maker. Owners are retiring, will sell for \$75,000; will help finance. Box C-315, c/o Billboard, Cincinnati 22, Ohio.

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. de3

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-tfn

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. no19

COMB MACHINE OPERATORS — COMBS and Machines at rock bottom prices. Immediate shipment. Write: McDonald Distr. Co., Box 6095, Dallas, Tex. de3

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. Loebback, 211 W. Douglas, Wichita, Kan. no12

FOR SALE—ATLANTIC CITY, \$55; SPOT-light, \$45; Show Boat, \$50; Tahiti, \$100; Rio, \$125; Mexico, \$125. All games ready for location. Send 1/3 deposit. Frank Guerrini, Burnham, Pa. no12

Help Wanted

LOCATION MEN
 National Concern needs three or four good men who have the ability to place on locations non coin-operated Infra-Red sandwich machines.
 Men must have previous experience in doing location work, be reliable and free to travel. Commission basis only. Start at once. All the work you can handle. Should make \$300 to \$400 per week. Contact
MILLER DISTRIBUTING CO.
 Bank & Insurance Bldg., Dubuque, Iowa

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de3

WANTED—50 LATE MODEL SEEBURG 100 Wallboxes, Seeburg Model B-C or G Phonographs, Modern Music, 3348 Euclid, Cleveland, Ohio. no12

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. no26-ch

Blue-Sky Wave
 • Continued from page 69

classified ads in the local newspapers. The ads seek "investments" ranging from \$500 to \$1,700, "fully secured" by vending machine equipment. From this investment, purchasers of the vending machines are assured they can make "fabulous" money—"from \$200 to \$500 a month."

Milo Nechanicky, owner-operator of Canteen Service of Utah, said, "I wish these people would ask us first. I've been in the business 20 years. But when we tell people how much investment is needed to make a decent return, they either think we are lying or are afraid of competition of both."

Max Duncan, owner-operator of Vendomatic Company, said, "A fast operator moves thru town and sells a bunch of machines—at exorbitant prices—and within a month I have people offering them to me for sale."

And, Duncan adds, "all they are worth to me is junk."

"Most of the 'suckers' can hardly believe that to make a \$500 a month profit they would have to have possibly a \$90,000 investment."

Little Expansion
 Several operators in the area noted there is little room for expansion—except by established operators—in the Northern Utah area.

"Most of the newcomers are faced with the problem of finding spots to space the vending machines they buy," Duncan said.

But the best—or worst—case reported by Romeyn was that of a State official who ordered some machines to keep his wife busy. "He sent the money, but when the machines didn't arrive, he complained. He checked and found the address of the 'manufacturer' was a shack in Atlanta."

COINMEN YOU KNOW
 • Continued from page 82

Eli Ross, of Ross Distributing Company, says business is good, especially on the new pool tables.

Lou Lehrman, of L&L Amusement Company, flew up to New York to see his mother. . . . Sam Marino, of Marino Music Company, could stand inactivity. Sam has gone out collecting on his music route a . . . Marvin Turner, of Palm City Music Company in Fort Meyers, he has fully recovered from his accident, but would like to see conditions a little better. Also heard from Jean Garcia, of Garcia Music Company in Key West. She says business is fair, but should not start booming now that cold weather is setting in up North. Ed Meade of Orange Blossom Amusement Company, says that with the Hartford Air Force Base nearing reactivation, business should really up. . . . Now that Doris Shapiro is back at Music Makers, her favorite beverage, coffee, is constantly on the electric stove. . . . Bill Binkley of Binkley Distributing Company, visited Steve Brookmire, of Mer Records Distributing Company, not feeling so well these days. Steve has spent a lot of time and money trying to find out what is wrong with him, but so far, no luck.

Hartford, Conn.
 By ALLEN M. WIDEM

SEMAGIN VISITS. Formerly associated with Ralph Colucci, owner of Seaboard Distributors and several downtown Hartford record shops, Walt Semagin was in town during the week. He is now doing promotional work for Columbia Records. While working with Colucci in the past, Semagin chalked up quite a reputation as an artist locally, doing caricatures of theatrical personalities for the Hartford newspapers.

Abe and Paul Rechtshafer, of Reliable Coin, participated in a co-operative ad with other businesses, welcoming Cavey's Restaurant, Manchester, back to the active fold. Reliable provides music system for the suburban eatery. . . . Abe Fish, of General Amusement Corporation, gets a kick out of seeing juke boxes prominently featured in restaurant scenes in both motion picture and television productions. "We ought to encourage this activity a little more," Abe says.

Milwaukee
 By BENN OLLMAN

DIME PLAY SHOWS GOOD RESULTS. Dime play, being tested at a few locations, has been showing good results, according to Don Opitz. "We tried four dime play spots recently and three of them showing increased takes," says Opitz. . . . Joe Pelligrino, of P. & P. Distributors, notes that music is holding up profitably on his firm's routes. Irwin Siewiecki, formerly with G. & W. Novelty, is a new P. & P. routeman.

In from his Madison headquarters, Rolf Voegelin notes that Ed Records' new Lillian Briggs number, "Give Me a Band and My Ball" is trending hitwise all over the State. . . . Harry Jacobs Sr., back at his job following a three-week vacation that took him to Colorado Springs and Denver, reports that this year will wind up as the best in the history of the United, Inc., Wurlitzer distributors. Out-of-town operators stopping in this week to talk music purchases, says Jacobs, included Johnny Barros, Merrill; Tony Ambrose, Kenosha; John Anderson, Racine; Chuck Bayne, Waukesha; Cliff Bookmeier, Green Bay, and Herb Tonnell, Appleton.

The date set for the Halloween party of the Badger Candy Club is October 29. It will be held at the Elks Club. . . . Harold Rie, RCA Victor sales boss, just back from a three-week absence from his job, reports that disk sales are at a high level. Operators, he notes, are showing a strong preference for the Jaye P. Morgan etching of "Peppermint Hot Baby" and the Ames Brothers' "My Bonnie Lassie."

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" by 36" by 32".
- 4 Regulation Size Cues.
- Table Top 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.

MARVEL MANUFACTURING CO.
 2845 W. FULLERTON CHICAGO 47, ILL.
 Tel.: Dickens 2-2424

Exclusive Distributors for
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| Bally Gold Medal | Write |
| Bally Jumbo | Write |
| Bally King Pin | Write |
| Bally Congress | Write |
| Chi Coin Binker | Write |
| Chi Coin Bonus Score | Write |
| Bally Jet Bowler | \$350.00 |
| Bally Magic Bowler | 425.00 |
| Chi Coin Starlite | 225.00 |
| Keeney Pacemaker | 190.00 |
| Keeney Bonus | 150.00 |
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WHILE THEY LAST—LIKE NEW
 5 Chi Coin Criss Cross Target . . . \$175.00

MUSIC

| | |
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| Rock-Ola 1448 Hi Fi, 120 Select. . . . | Write |
| Rock-Ola 1446 Hi Fi, 120 Select. . . . | \$725.00 |
| Rock-Ola 1438 Comet, 120 Select. . . . | \$399.50 |

ARCADE

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| Bally Bull's-Eye Kiddy Gun | Write |
| Chi Coin Deluxe Bull's-Eye Baseball | Write |

Bally Hot Rod Write
Exhibit Sportland (Moving Target) . . . \$225.00
Genco Rifle Gallery (Moving Target) . . . \$49.50
Keeney Sportsmen (Moving Target) . . . \$49.50
Genco Quarterback Write
Genco Champion Baseball Write

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| 9 Midget Movies | \$125.00 |
| 2 Chi Coin Super Jets | 225.00 |
| 1 Rocket Patrol | 75.00 |
| Genco Tournament Pool | Write |

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| | |
|---------------|----------|
| Miami Beach | Write |
| Gaytime | Write |
| Gayety | \$375.00 |
| Bright Spot | 95.00 |
| Palm Springs | 225.00 |
| Beach Club | 175.00 |
| Yacht Club | 125.00 |
| Hi Fi | 175.00 |
| Atlantic City | 95.00 |
| Surf Clubs | 225.00 |

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| 1446, Hi Fi | \$695.00 | HF100R, Hi Fi | \$795.00 |
| 1438, 45 rpm | 595.00 | M-100 C, Hi Fi | 695.00 |
| 1436, 45 rpm | 275.00 | M-100 C, 45 rpm | 550.00 |
| 1434, 45 rpm | 250.00 | M-100 BL, 45 rpm | 500.00 |
| 1422-26 | 49.50 | M-100 B, 45 rpm | 475.00 |
| AMI | | Seeburg Chrome Boxes | |
| Model C | \$150.00 | | 65.00 |
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AMI—CHICAGO COIN—KEENEY—GOTTLIEB—WILLIAMS—GENCO—EXHIBIT

| SHUFFLE ALLEYS | | PINBALLS | |
|-----------------------------|----------|-----------------|----------|
| UNITED BOWLERS | | | |
| Super | \$ 45.00 | Lazy-Q | \$ 99.50 |
| Star | 45.00 | Thunderbird | 145.00 |
| League | 215.00 | Gun Club | 89.50 |
| Speedy | 310.00 | Jockey Club | 149.50 |
| 11th Frame | 335.00 | Four Stars | 74.50 |
| Royal | 150.00 | Pin Wheel | 125.00 |
| CHICAGO COIN BOWLERS | | | |
| Super Match | \$ 65.00 | Diamond Lil | 199.50 |
| Double Score | 74.50 | Fairways | 74.50 |
| Hi-Speed Triple Score | 195.00 | Grand Champion | 89.50 |
| Triple Score | 89.50 | Cue-Tee | 185.00 |
| Advance | 150.00 | Dealer | 99.50 |
| Cross Cross Targette D1X | 200.00 | Nine Sisters | 119.50 |
| Cross Cross | 200.00 | Lulu | 229.50 |
| Super Frame | 225.00 | Wonderland | 199.50 |
| Star Life | 225.00 | Poker Face | 119.50 |
| Playtime | 350.00 | Four Corners | 59.50 |
| KEENEY BOWLERS | | | |
| Carnival | \$ 89.50 | Dragonette | 149.50 |
| Team Bowler | 49.50 | Hawaiian Beauty | 164.50 |
| | | Colors | 174.50 |

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Price \$89.50

- Fits all games
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- Makes game non-coin operated
- Eliminates change calls
- Eliminates break-ins
- Reduces service calls
- Registers games sold, canceled and number games on machine

- Check game without disturbing player
- Enables operator to service more games
- Test locations prove increased play

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1000 Pennsylvania St., Evansville, Ind. Phone: HA 34508

Bulk Op Builds

Continued from pag 74

disclosed. "However, I try to hold to a top of 15 per cent, and that is paid on peanuts. Candy and gum commissions usually are 5 per cent."

There is plenty of opportunity in every territory for expansion, Soto believes. He watches the influx of new residents to neighborhoods, the developments of new housing projects and businesses.

He admits his machines do not earn enough to support his family—Mary, his wife, and three children, Gary, 6; Gordon, 4, and Glenda, 2—and that he works extra as a cab driver.

Seeks Bank Help

However, he pointed out, he is seeking a bank loan of \$2,500 to purchase 100 new machines for locations he has investigated and which he feels will be better-than-average outlets.

Quickly Eli scans over his records, each minute in details revealing percentage-wise sales and net profit since installation, and details of proposed new outlets and expected potential.

Soto has simplified his book-keeping procedure where by he pays location commissions by check on a quarterly basis, which enables him to service more outlets per day and keep more adequate records without too much cumbersome paper work.

It was August 15, 1952, that Soto actually entered the bulk vending field following a thoro investigation of the possibilities of establishing his own business on limited funds.

"I was working as a quality control engineer for Automatic Electric Company, one of the biggest suppliers of communication equipment, when I began looking around for my own business," Soto recalled.

Attends University

At the same time Soto was attending Northwestern University's Chicago Campus School of Commerce, where he hopes to earn his B.S. degree in business administration, when he discovered vending was an old business, but really an infant with great possibilities.

"I wrote to every bulk machine manufacturer I found in the classified telephone directory," he said, and finally was directed to contact Tom King and later Bob Kantor. Both set me straight on the true, hard facts of the bulk vending operation and saved me from becoming the victim of a blue-sky operator."

Soto purchased two machines as a start, adding others as he went along, still working for the electric company and going to school. Eighteen months later he had 93 gum machines.

Begins Experiments

"There wasn't sufficient income to support my family from the machines, and sales began to fall off," Soto said, "when I began experimenting."

Variety, the addition of another venter offering either peanuts or jelly beans, was the answer to declining gum sales, he said.

"Customers began buying from the candy or peanut machines and came back to spend pennies for gum," Eli continued. "One seemed to help the other, and the pattern still continues."

Eli works about eight hours a day, three days each week servicing his machines, which are concentrated in heavily trafficked areas. He cleans his globes frequently and the assembly mechanism at least one a month on each to prevent any breakdown.

Inasmuch as the business is a family venture, both he and his wife scrub globes each night and load the family car with peanuts and gum so he can get an early start each day.

Currently Soto is striving to perfect a small red light dome atop the globe, which will operate off a small battery in the coin box and light up the machine. He believes illumination will help boost sales.

EXCLUSIVE DISTRIBUTORS FOR
CHICAGO COIN—AMI—GENCO—EXHIBIT

| MUSIC | | ARCADES | |
|------------------------|----------|-----------------------------|----------|
| AMI Model A | \$110.00 | Chicago Coin Home Run | \$200.00 |
| AMI Model B | 175.00 | Chicago Coin Super Home Run | 225.00 |
| AMI Model C | 195.00 | Wms. Deluxe Baseball | 150.00 |
| AMI Model D-80 | 375.00 | Exhibit Shooting Gallery | 165.00 |
| AMI Model E-120 | 525.00 | Genco Wild West | 375.00 |
| AMI Model F-80 | 675.00 | United Carnival Gun | 225.00 |
| AMI Model F-120 | 750.00 | | |
| Seeburg 147M | 65.00 | CHICAGO COIN BOWLERS | |
| Seeburg M100A | 245.00 | Score-a-Line | Write |
| Seeburg M100B | 495.00 | Gold Cup | \$250.00 |
| Seeburg M100BL | 525.00 | Triple Score | 110.00 |
| Wurlitzer 1015 | 65.00 | Double Score | 75.00 |
| Rock-Ola 1438 Comet | 475.00 | Name | 60.00 |
| Rock-Ola 1434 Fireball | 195.00 | Super Match | 55.00 |
| | | 10th Frame | 50.00 |
| | | Match | 45.00 |
| | | Cross Cross Target | 195.00 |
| BINGOS | | UNITED BOWLERS | |
| Bright Spot | \$ 85.00 | League | \$210.00 |
| Frolics | 100.00 | Olympic | 90.00 |
| Beach Club | 150.00 | Casco | 75.00 |
| Dude Ranch | 195.00 | 10th Frame | 50.00 |
| Yacht Club | 100.00 | Stars | 45.00 |
| Palm Springs | 210.00 | | |
| Variety | 395.00 | | |
| Big Time | 495.00 | | |

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| SEEBURG | | AMI | |
|---------|----------|-------------|----------|
| M100A | \$335.00 | Model A | \$100.00 |
| M100B | 510.00 | Model B | 145.00 |
| M100BL | 525.00 | Model C | 145.00 |
| M100C | 625.00 | Model D-40 | 225.00 |
| | | Model E-120 | 475.00 |

WANTED TO BUY:
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 Bally Beauties
 State quantity and lowest price in first letter

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|---|----------|------------------------------------|----------|--|----------|
| ABC | \$ 75.00 | 5 Player | \$ 40.00 | Atomic Bomber | \$125.00 |
| Atlantic City | 90.00 | DeLuxe | 60.00 | Bear Gun | 150.00 |
| Beach Club | 150.00 | Cascade | 75.00 | Bonus Gun | 325.00 |
| Cabana | 135.00 | Olympic | 85.00 | Coon Gun | 85.00 |
| Frolics | 110.00 | 10th Frame | 65.00 | Carnival Gun | 295.00 |
| Hi Fi | 185.00 | Chief | 225.00 | C.C. Pistol | 50.00 |
| Havana | 175.00 | Lightning | 350.00 | Dale Gun | 50.00 |
| Mexico | 195.00 | Speedy | 295.00 | Gun Patrol | 125.00 |
| Nevada | 195.00 | Leader | 250.00 | Six Shooter | 125.00 |
| Palm Beach | 85.00 | League Bowler | 210.00 | Sky Gunner | 150.00 |
| Spot Lite | 60.00 | Capital | Write | Silver Bullet | 95.00 |
| Singapore | 225.00 | Mars | 325.00 | Write for complete list new and used Arcade Equipment. | |
| Stars | 65.00 | Ace | 225.00 | SPECIAL CLOSE-OUTS | |
| Tropicana | 250.00 | Royals | 135.00 | United 5th Inning | |
| Tropics | 150.00 | Clipper | Write | United Super Slugger | |
| Yacht Club | 110.00 | C.C. Super Triple | \$365.00 | United Derby | |
| Write for special price—immediate delivery. | | C.C. Triple Score | 95.00 | United Super Slugger | |
| VALLEY BUMPER POOL | | C.C. 10th Frame | 75.00 | Write for special prices. | |
| CIGARETTE VENDORS | | MUSIC | | | |
| Ajax 8-Col. Electric, new | \$125.00 | AMI Model F 80 | Write | NOVELTY GAMES | |
| Mercury 9 Col., new | 210.00 | AMI Model F 120 | Write | Hot Rods | \$50.00 |
| Lehi 12 Col., new | 225.00 | AMI Model E 120 | Write | Sleeper Chase | 50.00 |
| Super Six, new | 115.00 | COUNTER GAMES, USED | | Touch Down | 50.00 |
| Super Nine, new | 155.00 | Advance Shocker | \$15.00 | Spark Plug | 50.00 |
| National 920, used | 95.00 | Zigzag Skill | 20.00 | Hay Burners | 50.00 |
| Electro 8 Col., used | 125.00 | Pistol Target Skill | 15.00 | Jalopy | 50.00 |
| National 950, used | 110.00 | Merc. Grip Scales | 20.00 | SHUFFLE BOARD | |
| PX 10 Col., used | 115.00 | Got. 3-Way Grippers | 20.00 | SCORE UNITS | |
| Keeney Elec., 9 Col. | 135.00 | Wizard Fortune Teller | 15.00 | Genco, Monarch, Edelman, Rock-Ola, \$75.00 each. | |
| PX Electric | 85.00 | Whiz | 20.00 | VENDERS (Used) | |
| All new Equipment 25¢ or 30¢. All used, completely shipped and refinished with 25¢ and King Size. | | Gypsy | 18.50 | 50 5c Sanitary Napkin | \$15.00 |
| 5-Col. Mills Candy | \$55.00 | Gypsy Fortune Teller | 10.00 | 50 5c Victor Rockets | 10.00 |
| 6-Col. Uneda Candy | 65.00 | Ex. Derby | 19.00 | 50 5c N. W. Jets, Caps | 10.00 |
| Ship. Stamp | 23.50 | S.K. Grip Vue | 20.00 | 20 1¢ Baby Grands | 7.50 |
| | | Smiley | 10.00 | 15 N. W. 33 1¢ Ball Gum | 6.50 |
| | | Three-of-a-Kind | 18.00 | 10 Columbus 1¢ Nut | 6.50 |
| | | ABT Skill Guns | 20.00 | 5 Masters | 6.50 |
| | | ABT Target Skill | 20.00 | Adv. 10¢ Comb., new—Write for Special Deal | |
| | | ABT Elec. Skill Gun | 20.00 | Andico Coffee, new | \$495.00 |
| | | ABT Challenger | 20.00 | Andico Coffee, used | 350.00 |
| | | ABT, red, white & blue | 20.00 | Mills Single Drink, cup | 150.00 |
| | | Adv. Shockers, new | \$24.50 | | |
| | | Kickers & Catchers, new | 49.50 | | |
| | | Ship. 5¢ Wizard | 19.50 | | |
| | | Genco Play Ball, non-coin operated | 10.00 | | |

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NICKEL DISPENSERS
 READY NOW FOR IMMEDIATE DELIVERY



\$9.95 EACH

- ★ Single 5c Tube holds 200 nickels with feather touch operation.
- ★ All die-cast parts in mechanism.
- ★ Chrome-Plated mechanism.
- ★ Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5-hole bases).
- ★ All "wearing" parts of old model eliminated.
- ★ Single 10c Tube with base attached available in quantity.
- ★ Guaranteed accurate.
- ★ Wall or Counter mount.

Exclusive Factory Representative
 For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.)
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when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

COINMEN YOU KNOW

Boston

By CAMERON DEWAR

JUKE PROSPECTS BRIGHT. . . . Wide acceptance of Seeburg's new V-200 and AMI's G models have brought predictions from distributors that the season ahead looks like a banner one. . . . Louis and Barney Blatt, of Atlas Distributors, report excellent results from their AMI unveilings. They held showings in Manchester, N. H., and in Springfield with large turnouts.

Irwin Margold says the demand for all types of equipment has increased greatly. . . . Bob Jones, of Redd Distributors, finds continued response to skill pool games nothing short of fantastic, with Bally's Miami Beach and United's ABC Congress also getting big play. . . . Only problem on all sides seem to be shortage of merchandise from the manufacturers. Distributors are setting up priority lists and supplying customers on a first-come-first-served basis.

Ed Ravreby, of World Fair & Associated Amusements, and his wife attended the banquet and ball of the New York Music Operators' Association at the Waldorf-Astoria. Ed pronounced it a wonderful evening. Has come back with renewed energy for business, which, he says, is highly satisfactory and getting better. . . . Jerry Flatto, of Boston Record Distributors, missing some of his visits with celebrities last week. Colds that are taking their tolls around these parts nipped his activities.

Some of the operators who took off Columbus Day and came into town were Dave Baker, Melo-Tone Music, Arlington; James Geracos, National Music, Dorchester; Harry Deshowitz, of Medford; Irvine Swartz, Winrox Vending; Ralph Lackey, Karel Music, Roxbury; Bert Thompson, of Quincy, and Edgar Beales, of Needham.

Sales on the new model phonographs are keeping local distributors busy. Irwin Margold, of Trimount Automatic Sales Corporation, reports business highly satisfactory with the new Seeburg V-200. A showing in Augusta Me., brought out 62 eager operators at the Hotel Augusta this week. . . . Louis Blatt, of Atlas Distributors, is barnstorming the Northern territory and says the response has been wonderful to the new AMI model. . . . Bob Jones, sales manager of Redd Distributors (Wurlitzer), says he's running his feet off trying to satisfy operators who are going wild over the new skill pool games.

Operators visiting around town this week were Raymond Santapio, of Fall River; Connie Poicus, of South Boston; Gene Sweeney, of Buzzards Bay; Art Strahan, of Greenfield; James O'Conner, of Danielson, Conn.; Mike Daniels, of Danbury, Conn.; Bill Hamill, of Concord, N. H.; Louis Taube, of Manchester, N. H.; Martin Oliver, of Portland, Me.; Elmer Laughton, of York Beach, Me., and William Halli, of Berlin, N. H.

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CRYSTAL CLEAR—PERFECT!
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WHILE THEY LAST! BUNDLE OF 1000 SHEETS (20 Titles per Sheet) **\$1.50**
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N. A. M. A. VISITORS—

See Chicago's largest display of games of all kinds! Relax in our famous "COINMEN'S KOFFEE ROOM"!

SHUFFLE GAME!
All Completely FIRST-Conditioned—Guaranteed!

| CHICAGO COIN | UNITED | KEENEY |
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| TRIPLE STRIKE 395 | DELUXE LIGHTNING 395 | BIKINI 195 |
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| STARLITE 285 | DELUXE MARS 345 | DOMINO 110 |
| SUPER FRAME 250 | ROYAL DELUXE COMET 335 | CARNIVAL 85 |
| ADVANCE 175 | SPEEDIE 295 | CLUB 10 PLAYER . . . 65 |
| KING 175 | DEL. TARGETTE . . . 285 | GENCO |
| TRIPLE SCORE 100 | TEAM 225 | MATCH POOL . . . \$135 |
| DOUBLE SCORE 89 | CHIEF 215 | SHUFFLE POOL . . . 85 |
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| | STAR 10TH FRAME . 85 | JET 350 |
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ARCADÉ

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 Genco 2-PLAYER BASKETBALL . . . \$245
 Wms. ALL STAR BASEBALL 155
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 SPORTLAND S.G. . . . \$235
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 Brand New
 SILVER CHEST . . . \$125
 GOLD NUGGET . . . 125

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 Joe Kline & Wally Finke
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Ops Hit High Tabs on Games

Continued from page 69

prices. They are strongly in favor of games with new play appeal in the lower-price range.

Chicago operators and New York operators are generally in accord with the opinion that prices of games are too high.

In many cases, the opinion of operator and distributor varies greatly when in-line games and five-ball game are discussed separately. California operators in counties other than Los Angeles (in-line games are illegal in the county) appear to be satisfied with the grosses currently received from in-line pinballs, tho they do feel that the factories produce too many games.

Urge Lower Prices

Los Angeles distributors feel that more equipment could be sold were prices lower by approximately 25 per cent. They appear to have little difficulty in disposing of used games—with a tremendous number of used games currently being exported.

California in-line pinball grosses are reported to average \$40 per week, while five-balls average approximately \$10 per week.

Virtually all Milwaukee operators and distributors queried disclosed that the combination of high prices for games, the need for "something new and different," plus increasing legal regulations and restrictions are combining to slash net profits.

"Most of our route earnings now come from juke boxes," noted one veteran games operator. "In fact, as things stand right now, we'd much rather invest our money in phonographs than add new games to the route. The difference in price is not as wide as it used to be, and the juke boxes retain their values much longer."

Said a Milwaukee distributor, "All the operators talk about now

is price, price. It used to be that we could sell games on their merits, but now we have to work up all sorts of special deals and trade-in propositions to move games. The operators see no reason for boosted prices for equipment they feel is basically the same as it was the last time they bought."

Operators reported that they are holding off buying new equipment and are keeping their eyes open for good used machine buys. One large distributor said he was able to move used machines as fast as he could buy and recondition them. "The high price of new machines has been a big help to our sales of used equipment," he said.

A large operator, who formerly placed only games, reports he is buying only used equipment now. He has added a few juke boxes to his holdings, in a move that may presage diversification due to the high prices of new games, he says.

Novelty Business

"This is a novelty business—you must have something new," Michael Benson, head of the Michigan Nickel Company, a leading Detroit area operator reasons. "With games costing \$500, an operator can't run them for three or four months and junk them."

Benson advocates games priced at \$150 to \$200, so that operators will be willing to junk them when they wear out, not continue "milking" them to get their investment back. He noted games on location that were worn out to the stage of being service problems before before taking in the original investment.

A distributor noted that operators are squeezed by price boosts because they cannot go to, say, 7-cent play, but must increase the price from a nickel to a dime, killing off a substantial fraction of patronage. Increased prices mean a squeeze for the operator, whose take is held level, but whose costs and investment continue to mount.

The general outlook in games in the Michigan area is reported fairly satisfactory, with grosses running about 15 per cent ahead of a year ago up-State—but net profits are only a little better.

In Detroit itself, shuffleboards, which are the only games operated to any extent, are holding about even with last year—at a very satisfactory level said to be as high as ever after about eight years' operation.

One significant trend reported in the territory was toward games for two or four players rather than single-player units. Operators in the area anticipate a good year for play, but are highly skeptical about investment costs in view of prices.

13 Mfrs. Prep

Continued from page 69

the game manufacturers have been "very secretive about what they will display at this year's show."

Coin machine manufacturers introduced 25 new games at the NAAPPB Show last year. Some 21 firms displayed Arcade units, gun games, shuffle games, kiddie rides, roll-down games and vending machines.

Vending machine firms and suppliers to exhibit this year will include J. H. Keeney & Company, Chicago; Liquid Carbonic, Chicago; Cantrell & Cochrane Corporation, Englewood, N. J., and Nehi Corporation, Columbus, Ga.

According to Huedepohl, the show is to be on a par with last year, which he called "the greatest ever held."

SHUFFLE SPECIALS

- Chicago Coin Crown Shuffle . . . \$125.00
- Chicago Coin Name Bowler . . . 125.00
- Chicago Coin 10th Frame Double . 125.00
- Chicago Coin Thunderball . . . 425.00
- Chicago Coin Fireball 425.00
- Chicago Coin Hollywood 475.00
- Chicago Coin Bulls Eye Write
- United Cascade 125.00
- United Clover 99.00

1/2 Cash With Order.

BIRMINGHAM VENDING COMPANY
 540 2nd Avenue, North
 Birmingham, Alabama

ALL-GIRL

Phono Distrib Backs Memphis Radio Station

MEMPHIS, Oct. 29.—A juke box distributor and a record company owner are backing a new idea in radio—an all-girl music station. The new outlet, called WHER—the HER appropriate for the nine-girl announcing staff—got underway here this week.

Backers of the new station are Clarence Camp, president of the Southern Amusement Company, AMI outlet, and Sam Phillips, whose Sun label features Elvis Presley and other in the c.&w. and r.&b. field.

Altho WHER is the ninth radio station in the Memphis area, Camp and Phillips think that the all-woman angle will help them get a healthy share of the market. Both are confident that a station aimed primarily at female listeners will be attractive to advertisers.

Dotty Abbott, who has had previous experience with WHHM in Memphis, KSTL in St. Louis, and WJXN in Jackson, Miss., resigned as program manager of KONI in Phoenix to become assistant manager of the new station. Marian Keisker, a leading radio personality on local station WREC, also resigned to join the new operation.

The station is a dawn-to-dusk operation, and, according to top hand, Miss Abbott, emphasis will be on pleasant music, "with a minimum of yack."

NEW 63" HORSE DISTRIBUTORS, \$395 WIRE—WRITE
FIRST WITH: Safety Brake (No Accidents), Foolproof Cash Box (No Service Calls), Interchangeable 5c or 10c Mech.
KIDDIE-RIDES CO.
 4413 PARK HEIGHTS AVE.
 BALTIMORE 15, MD.

Panoram Operators!
FOR SALE
 Overhauled Projectors for Spares. We carry a full line of Panoram Parts.
Phil Gould
 183 Market St. Newark, N. J. Market 2-2775

NEW SENSATIONAL FILMS
 for Panorams!
WE SHOOT 50 NEW SUBJECTS EVERY MONTH!
 Drop us a card for more information.
TRIUMPH PRODUCTIONS, INC.
 7713 Santa Monica Blvd.
 Los Angeles 46, Calif.

Rebuilt Machines Equal to New
 Williams Major League, 6 player \$175.00
 Microscope Drivemobile . . . 165.00
 Atomic Bomber 100.00
 Ace Bomber 110.00
 Polar Hunt 375.00
 Football, mechanical, 2 player, very attractive 195.00
 Roovers Name Plate, reconditioned like new by Roovers . . 140.00
 Exhibit Skill Pool Write

Parts and Supplies
 Parts in Stock for Every Game
 Famous Hugged Wrappers . . . Per M \$.75
 Wax Fast Formula 77 Red Label, 1 case (2 doz.) 6.00
 Parts for Pool Games and Que Balls. Full Assortment in Stock. Write for special prices.
300 Illus. Catalog on Request
MIKE MUNYER
 577 Tenth Ave. 1st 42nd St.
 New York 36, N.Y. BRyant 9-6677
 43 YEARS SERVICE - EST 1912

READY FOR LOCATIONS

- 15—Bally Dude Ranch . . . \$165.00
- 12—Bally Palm Springs . . . 185.00
- 3—Bally Ice Frolics 205.00
- 3—Bally Surf Clubs 215.00
- 1—Bally Beauty 135.00
- 1—Bally Palm Beach 85.00
- 10—Genco Jumpin' Jacks . . . 45.00
- 2—United Classic Bowler . . 115.00
- 1—United Imperial Bowler 185.00
- 1—United Leader Bowler . . 205.00

Also Other Bingos and Bowlers. 1/3 down, balance C.O.D. or S/D

MICKEY ANDERSON
 314 East 11th St. Erie, Pennsylvania
 Phone 5-7549

FOR A STEADY INCOME
 OPERATE 100% LEGAL
STANDARD METAL TYPERS
 NEW & USED
 High quality, straight discs, packed 100 to a roll.
 Complete line of parts.
WRITE FOR PRICES

STANDARD METAL TYPER CO.
 1318 N. Western Chicago 22, Ill.

RECONDITIONED BINGO GAMES

- Variety \$325.00
- Hi Fi 200.00
- Surf Club 210.00
- Ice Frolics 200.00
- Palm Springs 180.00
- Dude Ranch 175.00
- Beach Club 150.00
- Palm Beach 75.00
- Rio 125.00

SHUFFLE ALLEYS

- Bally Blue Ribbon Bowler . . . \$450.00
- Bally Mystic Bowler 375.00
- Bally Victory Bowler 275.00
- United 10th Frame Star Bowler 50.00
- United 6-Player Deluxe Bowler 50.00
- Chicago Coin Name Bowler . . . 45.00

PHONOGRAPHS

- Rock-Ola Model 1436 Fireball, 120-selection Write
- Rock-Ola Model 1434 Rocket, 50-selection \$200.00
- Rock-Ola Model 1432 Rocket, 50-selection 150.00

All of the above equipment has been thoroughly reconditioned, cleaned and carefully checked and is now in stock ready for immediate shipment. Terms: 1/3 deposit, balance C.O.D.

H. M. BRANSON DISTRIBUTING CO.
 811 East Broadway Louisville, Ky.
 Exclusive BALLY and ROCK-OLA Distributors in Kentucky

COBRA CARTRIDGES

Realigned and Resurfaced, 75c each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES

P. O. Box 2008 Mesa, Arizona

ROYAL

DISTRIBUTING, INC.

- SURF CLUB.....\$190.00
 - PALM SPRINGS.....180.00
 - ICE FROLICS.....170.00
 - DUDE RANCH.....160.00
 - HI-FI.....165.00
 - BEACH CLUBS.....135.00
 - VARIETY.....325.00
 - MIGHTY MIKE.....350.00
 - GENCO BASKETBALL.....185.00
 - ROCK-OLA MODEL 1436...295.00
- Cleanest Games You've Ever Seen!
1/2 down—the rest "SIGHT DRAFT."
Ask for Ben Mackie or Harold Hoffman
3726 Kesson Ave., Cincinnati 11, O.
Phone: MONTANA 1-5004

MUST LIQUIDATE OUR INVENTORY

Write for List

NO REASONABLE OFFER REFUSED

DAVID ROSEN

Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

SPECIAL

- 18 FROLICS.....\$110.00
- 10 BEACH CLUBS.....135.00
- 5 SPOT LIGHTS.....55.00

WILL BUY OR TRADE

- Bright Lights
- Bright Spots
- Coney Island

Call (ASCME)

ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave.
Chicago 47, Illinois
BE 5-6770

Los compradores en el extranjero encontrarán esto aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolas (pin games) y vellonerías (music machines) nuevas a reconstruidas listas para operacion.



Joe Ash says..

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIB & CO.
in S. Jersey, E. Pennsylvania and Delaware.

ACTIVE

AMUSEMENT MACHINES CO.
666 N. Broad St.
FRemont 7-4495 Phila. 30, Pa.

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

Food Venders to Debut

Continued from page 74

Apco, Inc., New York, capable of dispensing canned, bottled or carton goods, either refrigerated, heated or at room temperature.

Brewed Coffee

Another new development in hot beverage vending are brewed coffee machines (instead of venders using liquid or powdered ingredients) now being produced by at least four manufacturers. But so far, only one—a 700-cup model made by United Coffee Corporation, Chicago—automatically brews its own coffee, others using pre-brew machines which vend coffee brewed at a central place and loaded into the machine.

Despite all the activity, food vending is still a relative newcomer to automatic selling ranks. Restricting "food vending" to include only the vending of hot and cold sandwiches, pastries, ice cream, cookies and crackers, soups and hot plate lunches, salads; and excluding all hot and cold beverages and candy, the field is only just beginning. But food vending, currently largely because of the great success in industrial plants, has a tremendous potential all trade sources agree.

Plant Study

A study of 1,277 plants compiled by the Field Research Division of the Paper Cup and Container Institute, Inc., with the cooperation of Vend, sister publication of The Billboard, reveals that 55 per cent of the plants surveyed offer some feeding on the premises—and that of this number no less than 84 per cent use some vending machines. Not only that, but of the total number using vending machines, 122 use them as their only feeding facility.

Why are plant managements turning to vending to replace cafeterias or other types of feeding services?

Because vending machines eliminate plant subsidization of the food service, they provide all shifts with the same menu (doing away with "favored" shifts); they require no capital investment by plants in kitchen and cafeteria equipment; they mean faster service.

Knowing the opportunities that await them in plants, diversified operators are buying more food vending machines, to supplement cigarette, soft drink and candy machines already installed in factories, selling to plants the idea of complete cafeteria service thru machines.

An indication of operators' growing interest in food vending is seen in the 1955 Pulse of the Industry conducted by Vend—in which 524 operating firms participated—sandwich machines moved from 14th place in 1954 on a preference listing of types of equipment planned to buy for the year to ninth place for 1955; soup (which did not appear on the list in 1954 since no machines were yet manufactured)

Superior Unit

Continued from page 74

and 6 3/4 inches deep. It weighs 28 pounds when fully loaded, and has four columns, two for stick gum, plus one each for Dentyne and candy-coated gums.

Known as Model 720, it can easily be mounted on other vending machines, according to the company, as well as on walls or pedestals. It is equipped with a National Slug Rejector, and its tilting magazine is designed for quick loading and easy cleaning.

The machines—100—were tested for 10 months on locations by 14 operators, the company stated, and are mechanically sound.

MAKE EXTRA MONEY!!

ASK FOR OUR NEW 1956 GIFT & PREMIUM PRIZE CATALOG
RAKE
COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.

hit eighth place on the 1955 list; and milk and coffee both moved up the list.

Every Conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

Has Been Sold in The Billboard

WHAT DO YOU HAVE TO SELL?

Write BOX 666
2160 Patterson Street
Cincinnati, Ohio

IMMEDIATE DELIVERIES! Keeney's FASCINATION DELUXE POOL TABLE



IT'S REALLY WONDERFUL... THE BEST!

Celeste Ravel
MISS ILLINOIS 1954-55
Recording artist M. C.'s at Unveiling of Keeney's Fascination Pool Table

Mahogany grained moulding—Cork finish body and legs. Size: 52" L. x 36" W. x 32" H.

FEATURES INCLUDE: 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
- Two-way levelers

J. H. Keeney & CO. INC.
2600 W. FIFTIETH STREET, CHICAGO 22, ILLINOIS

Order from your Keeney Distributor NOW!

★ UNITED'S SPECIAL TOP NOTCH

Guaranteed to outperform ANY Shuffle Alley!

★ UNITED'S PIXIES

Guaranteed to outperform ANY Bingo on Location!

OR YOUR MONEY BACK!!

POOL TABLES

Williams Bank Pool
Genco Tournament Pool
Exhibit Skill Pool

ARCADE

GENCO QUARTERBACK
WILLIAMS KING OF SWAT
UNITED SUPER SLUGGER

SIDEWALK ENGINEER
ROUND THE WORLD TRAINER
AUTO PHOTO
HARVARD METAL TYPER
HYDRO DUCK GUN
EXH. VACUUMATIC CARD VENDOR

- Wms. All Star Baseball.....\$245.00
- Set Shot Basketball.....345.00
- Photomatic, Late.....445.00
- Voice-o-Graph.....495.00
- Williams Super Jet.....295.00
- Genco 2-Player Basketball.....225.00
- 3D Theatre.....199.50
- Chl. 4-Player Derby.....195.00
- Chicoin Super Home Run.....225.00
- Wms. Deluxe Baseball.....175.00
- Wms. Super World Series.....99.50
- Wms. Star Series.....79.50
- Ev. Bat-a-Score.....175.00
- Auto. Drivemobile.....165.00
- Talequiz and Film.....100.00
- Auto. Flying Saucer.....145.50
- Goalie.....99.50
- Chl. Pistol.....99.50
- Exh. Dale Gun.....89.50
- Scientific Baseball.....79.50
- Mercury 12-Way Athletic Scale.....75.50
- Flash Hockey.....75.00
- Wms. Quarterback.....75.00
- Exh. Hi-Ball.....75.00
- Anti-Aircraft.....99.50
- Deco Space Ranger.....225.00
- Royal Mustang Horse.....275.00
- Exh. Big Bronco.....375.00

5 BALLS

- WMS. REGATTA
- WMS. JOLLY JOKER
- WMS. CIRCUS WAGON
- GOTTLIB
- Gold Star \$200.00
- Green.....160.00
- Pastures.....145.00
- Lovely Lucy.....175.00
- Flying High.....135.00
- Shindis.....135.00
- Guys and Dolls.....135.00
- 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
- Big Ben.....\$185.00
- Skyway.....160.00
- 9 Sisters.....135.00
- Dealer.....125.00
- Lazy Q.....125.00
- Struggle.....125.00
- Buggy.....125.00
- 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
- Lucky Inning.....49.50
- Saratoga.....49.50
- Georgia.....49.50
- Bally Hi Fi.....225.00

BINGOS

- UNITED PIXIES
- BALLY MIAMI BEACH
- Bigtime.....\$495
- Variety.....375
- Triple Play.....495
- Gayety.....395
- Surf Club.....235
- Ice Frolics.....195
- Palm Springs.....195
- Mexico.....225
- Dude Ranch.....175
- Beach Club.....165
- Rio.....175
- Havana.....175
- Tahiti.....\$175
- Nevada.....225
- Beauty.....130
- Frolics.....125
- Yacht Club.....100
- Palm Beach.....95
- Atlantic City.....95
- Bright Light.....95
- Bright Spot.....95
- Coney Island.....95
- Golden Nugget.....95
- Genco 400.....55

GUNS

- Genco Big Top.....\$395.00
- Genco Sky Rocket.....445.00
- 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
- Seeburg Coon Hunt.....145.00

SHUFFLE GAMES

- UNITED TOP NOTCH
- Chicoin Bonus Score Bowler.....\$425.00
- United Lightning, High Score.....355.00
- United Banner, Match Score.....310.00
- United Speedy.....295.00
- United Comet, Match Score.....225.00
- United 11th Frame, High Score.....325.00
- United Ace, Match Score.....275.00
- United Rainbow, High Score.....245.00
- United Leader, Match Score.....235.00
- United Chief, High Score.....195.00
- United Team, Match Score.....225.00
- United League, High Score.....195.00
- United Imperial, Match Score.....185.00
- United Royal, High Score.....180.00
- United Classic, Match Score.....130.00
- United Olympic, High Score.....120.00
- United Clover, Match Score.....110.00
- United Cascade, High Score.....110.00
- United Super.....89.50
- Chicoin Hollywood.....495.00
- Chicoin Holiday.....410.00
- Chicoin Crisis Cross Bowler.....260.00
- Chicoin Starlife.....245.00
- Chicoin Super Frame Bowler.....235.00
- Genco Match Pool.....149.50
- Genco Shuffle Pool.....99.50
- Bally Victory.....295.00
- Bally Magic.....375.00

BRAND NEW CLOSEOUTS
Genco Champion Baseball..... Write
United Fifth Inning..... Write
United Derby Roll..... Write
Genco 4 Player Skeeball.....\$350.00
Mighty Mike Sparring Partner 795.00
Genco Silver Chest.....125.00

EXCLUSIVE DISTRIBUTOR NEW AUTO PHOTO II
Illinois, Kentucky, Ohio, Indiana, Wisconsin.
Order Now—for Early Delivery.

1/2 deposit, balance Sight Draft or C.O.D.
Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

PHONOGRAPHS

EXPERTLY RECONDITIONED... EMPIRE GUARANTEED
SEEBURG AMI
M100R.....\$835 E120.....\$575
M100HFG.....735 D40.....295
M100C.....625 D80.....375
M100B.....515 Model C.....175
M100A.....295 Model A.....125

COIN-COUNTER
NEW STANDARD-RAPID
Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee.....\$189.50

Davis Guarantee

- Mechanism Overhauled
- Worn Parts Replaced
- Amplifier Reconditioned
- Speaker Inspected
- Tonehead Renewed
- Cabinet Professionally Refinished

UPGRADE YOUR ROUTE WITH DAVIS REBUILT EQUIPMENT converted to 10c play if desired

This Week's Special Offer
DAVIS GUARANTEED
SEEBURG M100C Phonograph . . . \$625
and other late models

We will take in trade:

- SEEBURG M100A
- WURLITZER 1600-1650-1500-1500A-1400-1250
- AMI—Models "B" and "C"

Call us for allowance prices.

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.

Stamp Machine

Continued from page 74

drink machine, is designed to supplement, or replace the post office clerk.

Offers Choice

The machine offers a choice of six different denominations of stamps. A typical selection could include 1, 2, 3, 5 and 10-cent stamps, plus air-mail stamps.

The face of the vender has a dial similar to that of a telephone. There is a separate dial for each denomination, with the stamp displayed in the center of the selector.

The dial numbers from 1 to 10 and is turned to the number of stamps wanted. The machine accepts coins from pennies to quarters, and is designed for protection against cheating.

Should a customer deposit 18 cents and dial for seven 3-cent stamps, the machine would issue only six. Combination purchases can be made, such as buying six 2-cent and six 1-cent stamps. If a quarter is deposited, seven cents would be returned. The make of the coin changer was not revealed.

Speaking Device

The speaking device, according to reports, is handled by an endless tape, and is brought into action just after the stamps have been dispensed. Messages can be changed.

Detroit's general post office has installed four similar venders minus the coin operation and talking features. The units are operated by postal clerks. The vender's platform is flush with the counter. Upon accepting money for stamps, the clerk dials the machine which instantly passes the stamps to the buyer.

According to Electric Vendors, the machines speed up the handling of small orders, and the stamps are not touched by clerks. The clerks when selling stamps must pull out a sheet of the denomination required, tear off the number, return the sheet to it shelf and then make change.

With machines, it was pointed out, service time can be cut more than 50 per cent.

Gum Vender

Continued from page 69

one piece of gum into position. Simultaneously, the other arm comes across with the scoop to receive a gum ball which it drops into the dispensing chute.

The container upper portion of the machine is designed in the form of a cabin, tying in with the oven dispensing theme. The cabin has a glass front. Basic color of the exterior is red with yellow interior trim.

The new Scoopy has the unique advantage in penny vending with its large capacity of 1,500 pieces of 100-count or 2,400 pieces of 140-count ball gum.

Two models will be manufactured, one for the 100 and the other for the 140-count size. Each will have some interchangeable features.

Custom Models

Custom made models have been tested for some time on location. Dies are now being prepared, and the machine is slated to go on the market shortly. It will be sold thru established coin machine distributors, and is expected to sell for about \$64.50.

Announcement of the vender was made by Harris Gaylord, secretary of the Hartley Manufacturing Company. Mrs. Gaylord is president.

The machine has been under development for the past six years. Early models were developed originally by the Gaylord Manufacturing Company, and later the Scoopy Manufacturing Company, predecessors of the present Hartley Manufacturing Company. Present mechanism being readied for the market differs radically from the earlier designs, Gaylord said.

Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors
2029 Prospect Ave., Cleveland, Ohio
To. 1-6715
Write for prices.

ATTENTION!
 N. Illinois and Iowa Operators!
NOW DELIVERING
GOTTLIEB'S NEW
MARATHON

WANTED!
WILL PAY
HIGH DOLLAR
CASH or TRADE!

Grand Slam—Queen of Hearts—Skill Pool—Super Jumbo—Jubilee—Crossroads—Marble Queen—Globe Trotter—Gypsy Queen—Diamond Lill—Twin Bill.

Immediate Shipment
BRAND NEW
POOL GAMES
ALL MAKES

Write for Complete List, All Types of Games

NATIONAL
Coin Machine Exchange
 1411-13 Diversey Blvd. Chicago 14
 Phone: Buckingham 1-6466

Look boys no hands!



EASLOAD
BALANCES
THE LOAD

MAKE DELIVERIES Easier, Safer!

ONE MAN CAN DELIVER any juke box or coin machine easily, safely with an Easload. It balances the load... slides in and out of truck... and it cinch- straps the load on a rubber covered frame. Handles 800 lbs. easily. Order yours today on a money-back guarantee of satisfaction. Only \$53.50

F.O.B. Los Angeles. Complete with web belt, ratchet cincher, ball bearing wheels and cushion rubber tires.

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street, Los Angeles 13, Calif.

Slides in and out of trucks... up and down stairs



WHEELS SWING forward to load... backward to balance the load.

EASLOAD

AUTOMAT TRUCK

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

The SPOTLITE is on VALLEY'S BUMPER POOL



Dimensions:
 Wide 36"
 Long 52"
 High 32"

CADILLAC OF THE POOL GAMES
THE ONLY OFFICIAL TOURNAMENT BUMPER POOL GAME ON THE MARKET
SOMETHING NEW HAS BEEN ADDED

Wire, write or phone for full details and prices. Foreign inquiries invited.

VALLEY MFG. CO.
 333 Morton St. Bay City, Mich.
 Phones: 8587 or 8588



Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio
 "The House that Confidence Built"
SOUTHERN AUTOMATIC
 MUSIC COMPANY, INC.
 ESTABLISHED 1923
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

THE LOWEST PRICES ANYWHERE!
THE FINEST GAMES EVERYWHERE!

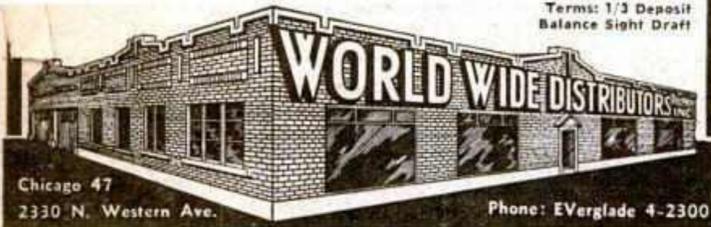
BINGOS

| BALLY | | UNITED | |
|--------------------|-------|---------------------|-------|
| GAYTIME | \$445 | DUDE RANCH | \$150 |
| GAYETY | 310 | FROLIC | 125 |
| BIG TIME | 495 | YACHT CLUB | 85 |
| VARIETY | 325 | PALM BEACH | 65 |
| ICE FROLIC | 225 | ATLANTIC CITY | 85 |
| PALM SPRINGS | 185 | BEACH CLUB | 125 |
| SURF CLUB | 210 | SPOTLITE | 45 |
| HI-FI | 175 | CONEY ISLAND | 75 |
| | | TRIPLE PLAY | \$425 |
| | | NEVADA | 195 |
| | | HAWAII | 125 |
| | | MEXICO | 125 |
| | | TROPIC | 95 |
| | | CABANA | 75 |
| | | RIO | 135 |
| | | LEADER | 45 |

PHONOGRAPHS

| | | | |
|----------------------------|-------|-----------------------|-------|
| ROCK-OLA 1436—78 RPM | \$295 | SEEBURG M-100 C | \$445 |
| ROCK-OLA 1436—45 RPM | 315 | SEEBURG M-100 B | 525 |
| A.M.I. "E"—120 | \$725 | SEEBURG M-100 A | 345 |
| A.M.I. "E"—80 | 675 | A.M.I. "E"—120 | 565 |
| A.M.I. "E"—80 | 495 | A.M.I. "D"—40 | 295 |

Terms: 1/3 Deposit
 Balance Sight Draft



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

Price Index

Continued from page 83

| | | | |
|---|--------|--------|---|
| Jewel Vendor, 5c. | 7.50 | 7.50 | 4 |
| Keeney Electric (9 col.) | 135.00 | 85.00 | 4 |
| Master 1c & 5c Bulk | 6.95 | 6.95 | 4 |
| Master 1c Bulk | 6.50 | 6.50 | 4 |
| Master 5c Bulk | 6.50 | 6.50 | 8 |
| Mills Candy (5 col.) | 55.00 | 55.00 | 4 |
| Mills Tab Gum (6 col.) | 17.50 | 17.50 | 4 |
| National 930 | 95.00 | 95.00 | 4 |
| National 950 | 110.00 | 110.00 | 4 |
| 9-Col. Smokeshop Lobby | 150.00 | 150.00 | 1 |
| Northwestern 39, 1c. | 7.95 | 7.95 | 4 |
| Northwestern 33, Ball Gum | 6.50 | 6.50 | 8 |
| Northwestern Deluxe, 1c & 5c | 12.00 | 12.00 | 4 |
| Northwestern Jet | 10.00 | 7.50 | 4 |
| 3-col. Shipman Stamp Vendor | 23.50 | 23.50 | 4 |
| PX (10 col.) | 115.00 | 115.00 | 4 |
| PX Electric | 85.00 | 85.00 | 3 |
| Rowe 7 col. 5c. | 32.50 | 32.50 | 3 |
| Rowe Candy Merchant (7 col.) | 165.00 | 165.00 | 4 |
| Rowe Crusader (8 col.) | 150.00 | 150.00 | 4 |
| Rowe Crusader (10 col.) | 160.00 | 149.50 | 5 |
| Rowe Diplomat Electric (8 col.) | 160.00 | 145.00 | 4 |
| Rowe Imperial (8 col.) | 90.00 | 79.50 | 5 |
| Rowe Imperial (6 col.) | 85.00 | 75.00 | 4 |
| Rowe President (8 col.) | 135.00 | 135.00 | 4 |
| Rowe Royals | 95.00 | 95.00 | 1 |
| Sanitary Napkins, 5c | 15.00 | 15.00 | 4 |
| Seeburg Sicum 200 Sel. | 350.00 | 350.00 | 3 |
| Silver King, 1c. | 8.50 | 8.50 | 4 |
| Silver King, 1c Ball Gum | 7.45 | 7.45 | 4 |
| Silver King 1c Mds. | 7.45 | 7.45 | 3 |
| Silver King, 5c. | 8.50 | 7.45 | 8 |
| Silver King Hot Nut | 9.50 | 7.50 | 4 |
| Stoner Candy (6 col.) | 135.00 | 135.00 | 4 |
| Uneda (8 col.) | 90.00 | 90.00 | 1 |
| Uneda (9 col.) | 45.00 | 45.00 | 1 |
| Uneda Model A | 92.50 | 85.00 | 3 |
| Uneda Candy (6 col.) | 65.00 | 65.00 | 4 |
| Uneda Model E (6 col.) | 75.00 | 75.00 | 4 |
| Uneda Model E (8 col.) | 80.00 | 75.00 | 4 |
| Uneda Model E (9 col.) | 100.00 | 100.00 | 4 |
| U-Select-It | 52.50 | 52.50 | 4 |
| Victor Model V, 1c Cabinet | 9.50 | 9.50 | 3 |
| Victor Model V, B/G Wheel | 8.50 | 8.50 | 5 |
| Victor 1c Baby Grand | 7.50 | 7.50 | 3 |
| Victor Rocket 5c. | 10.00 | 10.00 | 4 |

IMPORTERS, ATTENTION

Available for Nov. & Dec. Delivery

- 50 Seeburg M100B's
- 25 Seeburg M100BL's
- 25 Seeburg M100C's
- 10 Wurlitzer 1500's
- 3 Wurlitzer 1650's
- 10 Wurlitzer 1800's

WRITE FOR COMPLETE PRICE LISTS

Trimount has New England's largest Parts Dept.—let us take care of your requirements.

Trimount—a New England Institution with a World Wide Reputation.

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Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS

SHUFFLE ALLEYS

Sensational Closeout
SOME AS LOW AS \$50 Export Packed

| UNITED | KEENEY |
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| Cascade | Pacemaker |
| Olympic | Dominoes |
| Royal | Carnival |
| League | Bonus |
| Target | Diamond |
| 10th Frame | CHICAGO COIN |
| Super Shuffle | Cross |
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PACKED WITH FEATURES THAT MAKE IT FUN TO COMPETE!

ALL NEW DOUBLE NUMBER MATCH FEATURE!

A Greater Earning Attraction than the Fabulous Jumbo Match and Jubilee Diamond Match.

Both Players Matching Number at same time scores BIG Super Special.

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NEW 10 TIMES VALUE BONUS FEATURE!

Mystery special when lit and single bonus hole.

5 Hi-Speed Pop Bumpers clustered for dynamic action.

2 Cyclonic Kickers fire into each other for spectacular cross-board action.

Alternating light rollovers for super scoring.

Adjustable 3 or 5 ball play.

Beautiful De Luxe **New Look** cabinet.

SEE MARATHON AT YOUR DISTRIBUTOR NOW!

Amusement Pinballs
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 • HIGHEST QUALITY! TOPS IN PROFITABLE PLAY!
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 IMMEDIATE DELIVERY!
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Monarch Coin Machine, Inc. Lincoln 9-3996-7-8
 2257-59 N. Lincoln, Chicago 14, Ill.

Games Hit Peak
 • Continued from page 69
 the player presses buttons to pitch and bat balls into holes and ball tiers on the playfield. This type game is generally considered a seasonal item, and production of such new games did not continue into the fall months. A football game operating on the same play principal, Quarterback, was introduced by Genco Manufacturing & Sales Company early this fall.

Currently nine manufacturers are in production on coin pool games, four are producing shuffle bowlers, two are making in-line pinballs, and two are making five-ball pinballs.

A number of new game models are expected to be introduced at the National Association of Amusement Parks, Pools and Beaches convention at the Hotel Sherman, Chicago, November 27-30.

SHUFFLE ALLEYS
 Ready for location
 United Clover \$ 85.00
 United Cascade 75.00
 United Classic 105.00
 United Olympic 85.00
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 One 22-ft. American Shuffleboard \$179.50
 One 21' 4" Monarch Shuffleboard 169.50
 (The above have refinished playfields and cabinets. New pucks. Price incl. crating.)
 Shuffleboard Adjusters:
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 Wax. Doz. Cans \$3.00

PLA-POOL
 Marvel's Sensational LARGER Bumper-Type Pool Game . . .
 Especially Designed and Built for Choice Locations
NEW ELECTRIC SCOREBOARDS
 SLIM JIM MODELS (Overhead), 15-21 pts. and 15-21 and/or 50 pts. \$139.50
 WALL MODELS, same type scoring as above... 95.00
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 2 Monarch Overhead 15-21 & Frames \$ 75.00
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 1 Marvel Wall Model 15/21 59.50
 1 Keeney Wall Model 15/21 49.50
 Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
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 Completely Reconditioned—Ready for Location

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| M100-B \$225.00 | 1500 (104 Sel.) \$335.00 |
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| Model 1456 Wall Box (120 Sel.) \$ 49.50 | Model D-40 \$219.00 |
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FOR COMPLETE LIST, WRITE FOR OUR LATEST ILLUSTRATED CATALOG

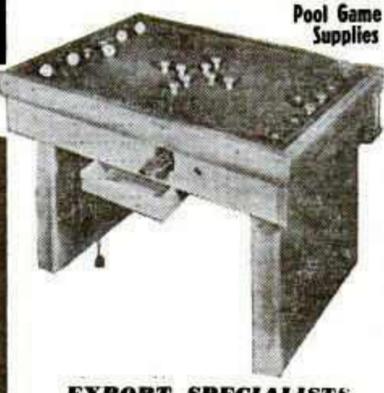
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5 BALLS

| | |
|----------------|----------|
| TWIN BILL | \$225.00 |
| SLUGGING CHAMP | 225.00 |
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 IMMEDIATE DELIVERY AT LOW PRICES
 OUR GAME WILL DOUBLE THE TAKE OF OTHER POOL TABLES



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GENCO'S DeLuxe TOURNAMENT POOL

PLAYED FROM 3 SIDES
 FOR CRAMPED LOCATIONS
 CAN ALSO BE PLAYED FROM 4 SIDES

GIVES YOU 50% MORE LOCATIONS TO OPERATE IN

TABLE AGAINST WALL SAVES 60 Sq. Ft. of Floor Space

The ONLY POOL GAME designed for TABLE LIGHT

HINGED PLAYFIELD FOR EASY SERVICING

DUAL LEVELING GAUGES!

INSTRUCTION CARDS for 4-sided Regular and 3-sided DeLuxe Play!

STILL DELIVERING REGULAR OFFICIAL TOURNAMENT POOL

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue Chicago 14, Illinois

Williams NEW DE LUXE BANK POOL

Leads the most spectacular array of heavy money-making equipment in the history of the Williams Company . . .

positively the most outstanding profit makers of all time!

COMPLETELY REDESIGNED!
Williams
DE LUXE
BANK POOL
now a NEW TYPE game
when played from
3 SIDES
with one side against wall!

LITE IS
OPTIONAL
EQUIPMENT

1/2 INCH SQUARE BALK-LINES COVER PLAYFIELD!
CIRCLED MUSHROOMS!

2-3-or 4 PLAYERS

Two Sets of Rules
for 3 or 4 Sided Play

**2
COIN
OPERATION!**

**CAN'T
BE
BEAT!**

Now FOOL-PROOF
MECHANISM!
Anti-Cheat Ball Release

New EXTRA CUE HOOKS IN AD-
DITION TO BUILT-IN HOLDER

PERFECT BANK SHOTS EASY TO
GAUGE WITH RED DIAMONDS
SPACED ON FOUR SIDE RAILS!

THE
"INSIDE
STORY"
of
EASY SERVICING!



First WITH THE
HINGED TOP!
Is just as easy to
service as it is
impossible to cheat!

NEW 5-BALL SCORE BUILD-UP! *Williams* REGATTA

SCORES REPLAYS WHEN:

- Numbered bumpers 1 to 5 are made consecutively, values increase as shown on backglass.
- Spell R-E-G-A-T-T-A for 1 replay— hitting 2 rollovers good for replays.
- Ball over left or right bottom rollover with R-E-G-A-T-T-A made, scores 1 replay.
- Hit center target with "special" lit.
- When "Bumper Score Special" lite is lit, each numbered bumper scores 1 replay when hit.

**HIGH
SCORES!**

- 2 FLIPPERS
- 2 THUMPER BUMPERS
- 2 FLASH-BACK KICKERS

the
"FORWARD
LOOK"
in 5-BALL
CABINETS!

5c or 10c Coin Chutes



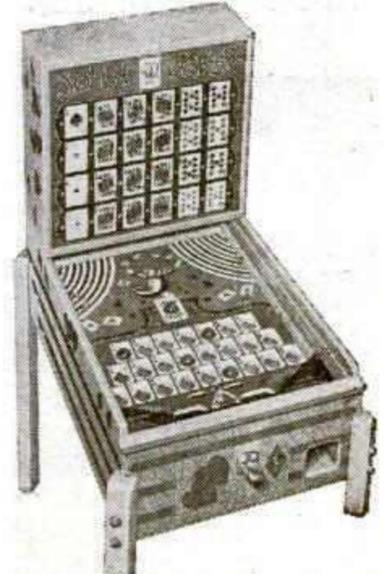
CRASHING
INTO
CHOICE
LOCATIONS

Williams CIRCUS WAGON

NEW LUXURY 2 PLAYER
WITH NUMBER MATCH

- BONUS POCKET Buildup!
- Bonus Scoring!
- Multi-Tilt!

The "FORWARD LOOK"
IN 5-BALL CABINETS!



SEE *Williams* JOLLY JOKER

AT YOUR
DISTRIBUTOR—
HIGHEST EARNINGS!
LOWEST PRICE!

a Real WINNER!



See YOUR
WILLIAMS DISTRIBUTOR NOW!
CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

NOW! ALL LOCATIONS, REGARDLESS HOW SMALL CAN MAKE MONEY WITH THE NEW

EXHIBIT SKILL POOL 84

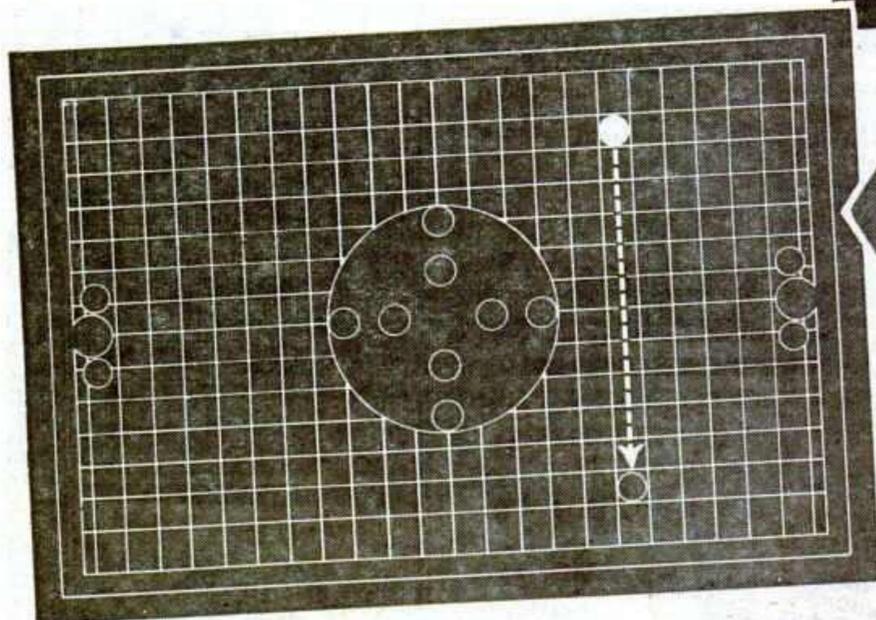
Featuring...

OPTIONAL "SPACE SAVING"

3-SIDED PLAY

Newly Designed Playfield Permits One Side of Pool Table to Be Placed Against Wall, Saving About 50 Square Feet of Floor Space.

***SKILL POOL "84" REQUIRES ONLY 12' x 7' OR 84 SQ. FT.**



NEW TABLE TOP LAYOUT PERMITS PLAYER TO MOVE BALL FROM UNPLAYABLE SIDE TO CORRESPONDING POSITION ON OPPOSITE SIDE OF PLAYFIELD CENTER.

The lines on the table are the secret of the SKILL POOL "84" great versatility that makes it playable in any location. Where the space is available, SKILL POOL "84" can still be used as a regular 4-sided game. SKILL POOL "84" is the one piece of equipment that can be used and moved anywhere, anytime—by every operator.

IN ANY SPACE . . . IN ANY LOCATION—THE SKILL POOL "84" WILL MAKE MONEY FOR YOU . . . KEEP CUSTOMERS COMING BACK . . . BRING NEW CUSTOMERS IN!

Plus ALL THE REGULAR EXHIBIT FEATURES!

★ 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.

★ RUBBER LINED BALL TROUGH

for silent and smooth ball drop.

★ SUPPLIED WITH 2 SETS OF RULES

★ 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.

EXHIBIT SUPPLY COMPANY

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

SEE THE EXHIBIT DISPLAY

Nov. 6, 7, 8, 9—Conrad Hilton Hotel

N.A.M.A. Convention

BOOTH 714

See Skill Pool "84" at Factory Showroom

DPS EVERY BOWLING GAME EVER DEVELOPED!

PLAYERS SCORE

2 2 8

1ST
TEAM

TEAM SCORE

5 4 3 5

2 TEAMS OF UP TO 5
PLAYERS EACH CAN PLAY

Tally
Sheet

2 TEAMS OF UP TO 10
PLAYERS EACH CAN PLAY

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| X | X | X | O | - | X | X | / | / | XXX |

CHICAGO COIN'S BOWLING-TEAM

PLAYERS SCORE

2 6 0

2ND
TEAM

TEAM SCORE

6 0 9 0

1 TO 20
CAN PLAY

Tally
Sheet

CHOOSE SIDES
FOR TEAM PLAY

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| / | X | O | X | / | - | X | X | X | XXX |

- * EXTRA LARGE PINS!
- * EXTRA LARGE PUCK!
- * EXTRA LARGE CABINET and PLAYFIELD!
- * AUTOMATIC TALLY SHEETS!

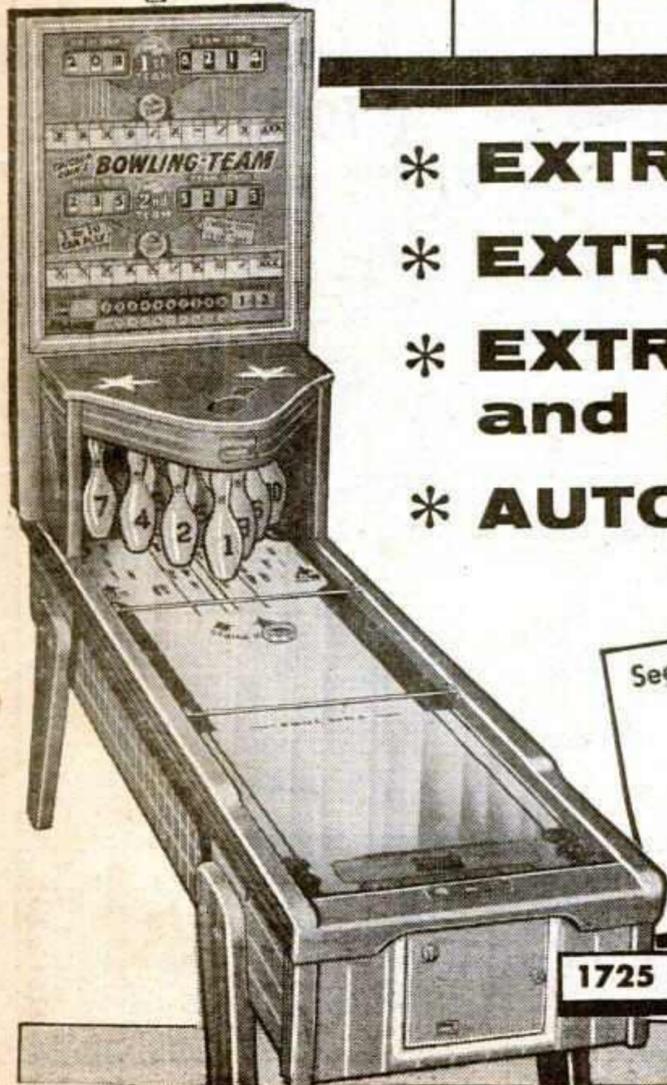
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at your distributor

- * BULLS EYE
- * BLINKER
- * SCORE-A-LINE
- * HOLLYWOOD

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MACHINE COMPANY

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Give players
extra O O M P H
 of husky he-man puck
 plowing into giant pins

EXTRA O O M P H of important pins and saucer-size puck pays off big in pepped up play and increased earnings. And now the EXTRA O O M P H 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. 3 1/4 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

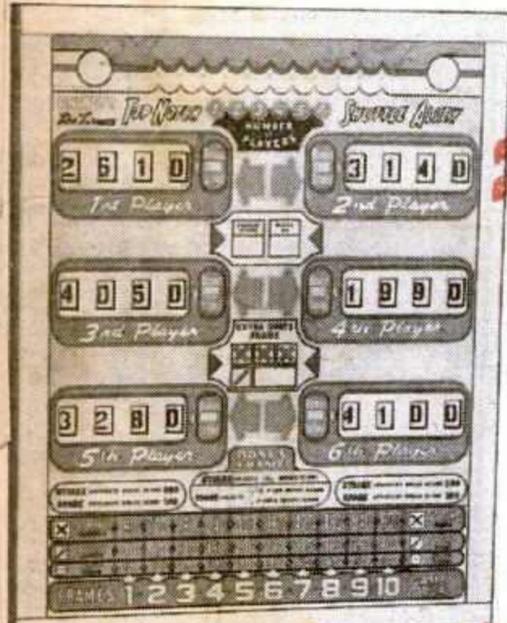
Bally

MIAMI BEACH

United's Deluxe

Top Notch

Shuffle Alley



BONUS FRAME FEATURE

TRANSFERS
BONUS SCORE
IN 11TH FRAME

MATCH FEATURE

CLOVER-STAR-NUMBER
WITH
Single, Double, Triple Value

NEW LONGER, WIDER PLAYBOARD

with
FINGER-TIP LIFT
FOR EASY SERVICE

ADJUSTABLE
3 FRAME OR 11 FRAME
PLAY

10TH FRAME
EXTRA SHOTS FEATURE

NEW GIANT SIZE PINS

3 MODELS
Regular, Deluxe, Special

NEW BIG PUCK

SIZE:
8 FT. 8 IN. LONG
26 IN. WIDE

SEE YOUR
DISTRIBUTOR

NOW AT YOUR DISTRIBUTOR

PIXIES

Fastest In-Line
Profit Hit in
The Industry



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ARE SUCCESSFUL OPERATORS



only **SEEBURG** has the

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America's finest and most complete music systems

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