Gleason Gazes into TV Future, and He Ain’t Being Funny

Pay TV to Come as Voude 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 robust 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 if pay TV gets established, it will be "the biggest breath to entertainment." He said that most of the television shows currently on the air, "Majestics, acrobats, transvestite acts, sick acts, clown acts and animal acts" will have to be laid off.

FCC’s Mum

Gleason also claims that the Federal Communications Commission "hasn’t a thing to say about the right and wrong of pay TV. As long as the method of communication is legal, he points out, "the public has the right to spend their money on the cheap." He adds, "We of "The Honeymooners" realize, however, that he will have to create something entirely new for fee TV, as well as offer 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 confined for a comedian to go out on a stage without the help of some other person, demands too much of him. All my shows are played by some person who is almost as important as I am. He was referring specifically to the part of the Count in "Coney Island plays in "The Honeymooners."

The quality of the comedy," Gleason says. "I feel that TV should be an exacting between the performer, for instance, and the producer’s effort to entertain the audience, the producer and the director always making the audience laugh. I have to have a certain level that I insist 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 performer who is on TV "should be cut to 3 minutes in every situation. On fee TV, as I am on three minutes each week, I feel that my show is good and that others do not have to 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 the agent for comics is a very important situation, and this is where so many of Bobbe’s longtimes has failed. He also says that some of these comics 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 is in many ways real who he plays every week."

(Continued on page 29)

Electronicam Here to Stay

NEW YORK, Oct. 29—In spite of pressure, Jackie Gleason will continue "The Honeymooners" on Electronicam. The star, who was quoted as saying that pay TV had no future, he is back and talking to the press.

Gleason feels that it is necessary for TV to have a "stand-up" in the way he has it. He says he can do some things that don’t do well today. He also believes that Electronicam gives the audience "Honeymooners" without the problems of the times, which is why he has decided to stay. His shows will air Sundays 8:30-9:00 p.m. for Brisk Motors.

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EXHIBIT GUIDE, PAGE 78

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(Continued on page 29)
**Television**

**Hollywood, TV Entities Move Toward 'One World' Concept**

By JACK SINGER

**NEW YORK,** Oct. 29—A dramatic and significant upheaval that has been taking place in the motion picture and television branches of show business over the past two years is now beginning to take shape in the aftermath of a corporate merger that is expected to appear on the market as early as the beginning of next year. The merger involves two major companies, one in the motion picture industry and another in the television industry. The new company will be known as CBS-TV Inc., and it is expected to be one of the largest and most powerful entities in the entertainment industry.

The merger was announced today by the senior executives of the two companies concerned, who said that it would be completed by December 31. The new company will have a capitalization of $100 million, and it is expected to begin operations immediately.

The merger is the result of a long-standing contractual agreement between the two companies, who have been negotiating for the past year on the matter of combining their operations. The agreement was finally reached after a series of tough negotiations, and it was announced today that the details of the agreement had been worked out.

The new company will have a board of directors consisting of ten members, six of whom are to be appointed by CBS-TV Inc. and four by the other company. The board will have the power to make all major decisions, and it is expected to be headed by a chairman who will be elected by the board.

The new company will have its headquarters in New York City, and it is expected to have a staff of 200 employees. The company will be engaged in the production of motion pictures and television shows, and it is expected to have a wide range of activities, including film distribution, television syndication, and production of television programs.

The merger is expected to have a significant impact on the entertainment industry, and it is anticipated that it will lead to increased competition and innovation in the industry. The new company is expected to be one of the most powerful entities in the industry, and it is anticipated that it will be able to exert a significant influence on the direction of the industry in the years to come.
**Better Sell**

**Nbc Ups Id Time To 10 Seconds**

**New York, Oct. 29.—Nbc-TV this week increased its network identifications to 10 seconds. The move has been made to give the web wide and spaced more time to sell its programing.**

The new identifications will allow seven seconds to plug each program and two seconds between shows. The 10 seconds are coordinated by the identifications and the additional five seconds will be available to carry special items and allow more copy to be read. It applies only to nighttime identifications. When the network changes to the operation of the web's programming, it will have a network identifications with the same time, but the NBC move will undoubtedly make the two other networks reconsider their present identification.

**Prep Daytime Jackpot Show**

**New York, Oct. 29. — The network is making itself felt in daytime TV. Market research shows that NBC has created a revamped jazz-up version of a new property “Winner Take All” that will be seen in nine major markets. The show is a week to participants on the show. Its new title is to be “Play for a Prize”. It sounds as if anything goes only as high as $10,000 each week.**

The program will emphasize personal dressing by temporary contest. The show’s host, Bob S. Foy may be used as graduate on the contest. The current one is a berth on CBS if its can be achieved. Another daytime show will be considered in CBS. It’s “Stand Up and Be Counted”, a Frank Cooper package.

**Borden Stays On NBC’s ‘Life’**

**New York, Oct. 29. — The Borden Company this week renewed its sponsorship of “Dale Robertson’s Life”. This is the fifth time in the past five years it’s been acceptable to the show. The last time, the NBC network has had a perfect record for the product. William Esty believes that the test results, in this case, will help the program and Borden together.**

George Murphy merely signed up for this summer, but backed out at the last moment.

**Paige Named Colgate’s MC**

**New York, Oct. 29. — The Colgate Variety Hour this week named Robert Paige its permanent master of ceremonies. It is the first time the NBC network has had a perfect record for the product. William Esty believes that the test results, in this case, will help the program and Borden together.**

George Murphy merely signed up for this summer, but backed out at the last moment.

**Big-Screen Houses Mean Old Pix to TV**

**Hollywood, Oct. 29.—Once motion picture theaters have all in their structure, the presence of a style will lose their prestige value. They can be made available to TV, Spyon Skovor, director of research for Westinghouse, indicated in testimony here weak. Skovor took the stand in Federal Trade Commission’s FTC 16mm film anti-trust suit against the motion. The report is that 20th has not sold pictures to TV, he said he think there is nothing too low to make it economics. Some of the exhibitors of important and British features were made available to TV.**

In the same context, Screen Genius President Ralph Colin stated that he was not sure of the features for TV today is closer together more than what it was five years ago, with A pictures leading the increase.

**‘Name Tune’ Decision Held**

**New York, Oct. 29. — No suit has yet been reached whether or not “Name That Tune,” now in its 80th week, will be replaced with a new show. The network is still deciding if “Name That Tune” stays, contrary to the common belief that it is being in a good rating that’s providing a good profit margin, with an excellent advertising value.**

Whitehall doesn’t want to put up new show in his taste and his taste and his point to the fact that the “Name That Tune” show, which was seen a year and a half ago, has not been a good timing for the network. The “Name That Tune” show was turned on a 10.6 Tendl. Against NBC’s 9.1 and ABC’s 9.8 for the period. Last week’s ratings, the network has revealed this week was 8.75, down to 10 and 2.**

**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 spreading up in the company’s advertising. The past five months it’s become acceptable to sell pilots in a dramatic anthology. This is the first time a show, The Stays is coming to a new picture and it’s likely to do more than 30 per cent from 22 hours and 40 minutes to 10 hours and 51.**

**Lear Maps Chi Documentary**

**-Wgat-Vl Lancaster, Penna. Nbc and CBS**

The Wgat-Vl mili- dary market area is compused of 13,500 75% million people who have $20,000 in savings in a mility market, ad- venture on Wgat-Vl.
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 CinemaScope 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

ABC President Robert Kibbee this week predicted that there would be four or perhaps five networks in TV if the allocations situation were straightened out by the Federal Communications Commission. Kibbee believes that they cannot maintain that many networks. The prediction was made at a luncheon given for him by Pulse at which he was the week's service's "Man of the Year."

NRC CLIENTS ORDER

FULL PEP LINE-UP...

NRC's effort this week took advantage of the network's Program Extension Plan (PEP). Early in the week, McCarren and Myers ordered the entire line-up of 41 PEP stations for "Detour." The program (83) Lever大哥, noted another similar line-up of stations for its "Las Vegas Theater." These stations have been made available to NRC advertisers at a substantial discount via the PEP plan.

INTEREST GROWING IN CAGE TILTS...

The growing number of color shows being programmed by NBC-TV and CBS-TV in creating 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 Holman, of Ohio Appliance, reported that he sold 90 sets during the World Series. RCA believes 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 $5,000. The contest consists of Edward S. Mott, Dr. Ben C. Callaghan, Mr. M. Landau, Robert M. Polare, Mrs. Eleanor Roosevelt, Gilbert Selden and Harrison Treadwell.

CBS-70...15 CAGE TILTS...

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

NRC SETTING UP POLITICAL UNIT...

NRC named the first political broadcasting unit in the industry. The director will be Joseph A. McDonald, NRC, treasurer. The committee will coordinate the activities of the radio and TV networks in furnishing their facilities for sponsored political broadcasts during the 1958 season.

Spectos on Film...

...and why, probably a lesser scale, next year.

Spectos, which are the big deal of the Oscar shot, spectacles is steadily growing, the public is undoubtedly be hard pressed next season to acquire adequate top-callers. Screen Gems, one of the leading producers of spectos, has launched a waiting market for the spectos in a special department.

Its sales department, under sales director, is concentrating on the development of a system of rental of spectos for sale to live-attended performances, as evident in its track record of network stations.

The consumer market for spectos, of course, would be produced on film. Consequently, those spectos could be sold, if the industry, actually after their initial bow on TV. Columbia, which is an active importer of the radio-televisual relationship in the entertainment distribution organization was operating. Screen Gems, on its own, could also find a ready market for a TV.
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!

AND ASK YOUR INTERSTATE MAN ABOUT THOSE TWO NEW SMASH HIT SYNDICATED SERIES — "PUBLIC DEFENDER" and "I MARRIED JOAN"
Gen. Tel. 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. 25—General
Telephone expects to have some
RKO feature films on the TV mar-
et by January, it was confirmed this
week by Bob Manby, GT vice-
president responsible for liaison
with RKO. They will be all likel-
ily 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 pack-
aged or sold. The Film division
sales office is later this summer
expected to be the subject
intensively. At the present
GT is not prepared to plan to
discount and sell these films alone
sight of the fact that the GT
network, according to Manby,

GT has not yet completed clear-
ance of its rights in the O.K.
Copies, which consists of around
750 titles in all. But, it does not
expect this to be a big problem on
the horizon. For the first
the American Federation of
Motion Picture Workers, the Screen
Actors

Cinema-Vue

To P'kge Hour,

Kid 'Carnival'

NEW YORK, Oct. 25—Cinema-
Vue, which is putting on a long
kiddie show made up of the earli-
est cartoons and films from the
Cinema Vue's vaults, is planning to
continue for another 2-3 years, Frank Smith, sales man-
ger, estimates that Cinema has
enough films to make up at least
200 such shows without any over-
lapping.

Available for the "Kiddie Car-
vil" are cartoons of all
1920s and 1930s conditions. It
will also contain two-
world War I cartoons. Smith believes he
has some nature films in the vast
Cinema Vue vaults which might also
be included in the "Carnival."

Cinema-Vue has 34 charter Chaplin
contracts that were produced by
Morris Kleinman, head of Cin-
ema Vue's production division. If
the demand warrants, Smith will also
be able to bring several of these into
a "Carnival" series.

Mayer's Forms
New Company

NEW YORK, Oct. 25—Archie
Mayers and Irwin Shapiro, who ear-
ered the year as leaders of the
film distribution firm, Unity Tele-
vision Corporation, to a third
company, American Film/Video,
headed by Joseph Segelbaum, are
setting up a new firm, Meterion,

Standard Television Corporation.
The new outfit will be located at
Fifth Avenue, is currently mapping
new programs from Europe, which
is now has become a highly
competitive business.

Mobil Oil Buys
Fairbanks Piz

NEW YORK, Oct. 25—Socony
Mobil Oil Company has closed a deal
with ARRA, Film Registry, for
sponsorship of 36 "Douglas
Fairbanks' Poncho" episodes, which
will be given a new title of "Mobil
Heroes," with Gordon Ols-
en at host replacing Fairbanks.

The sponsorship bought the show
for some 60 markets and will air in
as many of the same markets as
it can clear satisfactory times. This
is the first widespread TV film
program bag by the advertiser who
has been able to limited its TV
series to a single show. The show
is set to start airing next month.

TWO 'STAGE 7' SERIES
Sharpe Sells New One
To Cal Standard Oil

NEW YORK, Oct. 25—Don
Sharpe was dealing so hot this
month that even his agents did not
know exactly what happens before
some of his scenes have cleared.
The mystery resulted from the
fact that suddenly Sharp's Four Star
Productions became the owner of
an entire series of "Stage 7" series,
both titled "Stage 7." The first of
the series, the series has started
airing on NBC this week and
appears on the "Raymond Hilliard
Panelists' TV" program of the Na-
tional Association of Broadcasters.

The other result from a
combination of his sales are the
new "Stage 7" series, which is
being made for NBC this week with
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REVOLVING DOOR

Ziv-TV, National Sales department added two new salesmen this week. Andy Jaeger, formerly sales vice-president of Procter & TV, and also a former Ziv alum, will work out of the New York office. Jim Shaw, formerly with Henry & McDonald, will work from Ziv's new Chicago office... Television Programs of America has hired two new salesmen and re-

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TV, will cover Ohio-West Virginia. ... "Medic" had the first cavalcade in its own staff this week. Producer Frank Lowrence, 36, was...Ziv-TVs, National Sales department added two new salesmen this week. Andy Jaeger, formerly sales vice-president of Procter & TV, and also a former Ziv alum, will work out of the New York office. Jim Shaw, formerly with Henry & McDonald, will work from Ziv's new Chicago office... Television Programs of America has hired two new salesmen and re-

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

NEW YORK, Oct. 29—A one-

run deal on a feature is gen-

eralized understanding to be a rare an-

real. But a survey just completed by General Telecasting reveals just how true it is. Of 188 stations re-

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### ARB Audience Composition Studies

#### Web Quiz & Panel Shows

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<th>SEPTEMBER RATINGS</th>
<th>LATEST NETWORK RATINGS</th>
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<tr>
<td><strong>AMONG WOMEN</strong></td>
<td><strong>Pulse Top 10 TV Shows</strong></td>
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<tr>
<td>Rank &amp; Show</td>
<td>Rank &amp; Program</td>
</tr>
<tr>
<td>Rating</td>
<td>Rank &amp; Program</td>
</tr>
<tr>
<td>1. Mrs. Darragh, Dallas (ABC)</td>
<td>1. South Bend (CBS)</td>
</tr>
<tr>
<td>2. Mr. Darragh, Dallas (ABC)</td>
<td>2. Young Vampire (CBS)</td>
</tr>
<tr>
<td>3. Mr. &amp; Mrs. North (CBS)</td>
<td>3. Close Your Eyes (CBS)</td>
</tr>
<tr>
<td>4. Joe Johnson (CBS)</td>
<td>4. City Detective (CBS)</td>
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<td>5. Bob</td>
<td>5. Secret Agent (CBS)</td>
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<tr>
<td>7. Mrs. North (CBS)</td>
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### The Billboard Scoreboard

#### SYNDICATED FILM PROGRAMS

- **Pulse Top Pick Among Kids**
  - **How Non-Network Films Rated Among Children in August**

<table>
<thead>
<tr>
<th>Rank &amp; Program &amp; Week</th>
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<tr>
<td>1. Annette O'Neal (CBS)</td>
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<tr>
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</tr>
<tr>
<td>3. Abbott &amp; Costello (MCA)</td>
<td>3. Abbott &amp; Costello (MCA)</td>
</tr>
<tr>
<td>4. Ramar of the Jungle (TPA)</td>
<td>4. Ramar of the Jungle (TPA)</td>
</tr>
<tr>
<td>5. Ranger Rider (CBS)</td>
<td>5. Ranger Rider (CBS)</td>
</tr>
<tr>
<td>6. Harry Corbett (MCA)</td>
<td>6. Harry Corbett (MCA)</td>
</tr>
<tr>
<td>7. Superman (Flamingo)</td>
<td>7. Superman (Flamingo)</td>
</tr>
<tr>
<td>8. Wild Hawk (MCA)</td>
<td>8. Wild Hawk (MCA)</td>
</tr>
<tr>
<td>9. Cowboy G-Men (Flamingo)</td>
<td>9. Cowboy G-Men (Flamingo)</td>
</tr>
</tbody>
</table>

### The Billboard Scoreboard

#### PULSE AUDIENCE COMPOSITION STUDIES

- **Syndicated Film Dramas**
  - **August Ratings**

<table>
<thead>
<tr>
<th>AUGUST RATINGS</th>
<th>SYNDICATED FILM DRAMAS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AMONG MEN</strong></td>
<td><strong>AMONG WOMEN</strong></td>
</tr>
<tr>
<td>Rank &amp; Show &amp; Dist.</td>
<td>Rank &amp; Show &amp; Dist.</td>
</tr>
<tr>
<td>Rating &amp; Rank</td>
<td>Rating &amp; Rank</td>
</tr>
<tr>
<td>1. Badge 714 (NBC)</td>
<td>1. Elroy Queen (TPA)</td>
</tr>
<tr>
<td>2. Mr. District Attorney (Ziv)</td>
<td>2. Elroy Queen (TPA)</td>
</tr>
<tr>
<td>3. City Detective (MCA)</td>
<td>3. City Detective (MCA)</td>
</tr>
<tr>
<td>4. Man Behind the Badge (MCA)</td>
<td>4. Man Behind the Badge (MCA)</td>
</tr>
<tr>
<td>5. Black Jack (MCA)</td>
<td>5. Black Jack (MCA)</td>
</tr>
<tr>
<td>6. The Whittler (CBS)</td>
<td>6. The Whittler (CBS)</td>
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<tr>
<td>7. Long John Silver (TPA)</td>
<td>7. Long John Silver (TPA)</td>
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<tr>
<td>8. Racket Squad (ABC)</td>
<td>8. Racket Squad (ABC)</td>
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<tr>
<td>9. Elroy Queen (TPA)</td>
<td>9. Elroy Queen (TPA)</td>
</tr>
<tr>
<td>10. Sherlock Holmes (MGM)</td>
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### Viewers/100 Homes

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</tr>
<tr>
<td>2. Boston Blackie (Ziv)</td>
<td>2. Boston Blackie (Ziv)</td>
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<tr>
<td>3. Mr. &amp; Mrs. North (CBS)</td>
<td>3. Mr. &amp; Mrs. North (CBS)</td>
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<tr>
<td>4. Inspector Mark Sabre (MCA)</td>
<td>4. Inspector Mark Sabre (MCA)</td>
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<tr>
<td>5. Main Relationship (MCA)</td>
<td>5. Main Relationship (MCA)</td>
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<tr>
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<td>6. The Whittler (CBS)</td>
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<td>7. The Mysterious Rider (CBS)</td>
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<td>8. Elroy Queen (TPA)</td>
<td>8. Elroy Queen (TPA)</td>
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www.americanradiohistory.com

# The Billboard Scoreboard

## Pulse Local Market Ratings

The industry's most complete rating index pointing out outstanding TV shows and spot adjacencies in every local market.

This chart supplies ratings for the top 15 one-hour shows and the top 15 one-hour network programs. Ratings are based on those in the 18-49 age group. School vacation schedules are the only factor considered in whether programs are network or local, live or film. It also provides ratings for the top 30 half-hour shows aired locally in each market. In rank order scoring as in ratings.

## Colorado Springs

<table>
<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
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<th>Programming</th>
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<tr>
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<td>Family</td>
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<td>KFKA</td>
<td>KFKA</td>
<td>CBS</td>
<td>Drama</td>
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<tr>
<td>KFKA</td>
<td>KFKA</td>
<td>NBC</td>
<td>Comedy</td>
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## Dayton

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<td>WDTN</td>
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<td>Reality</td>
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## Portland

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<tr>
<td>KMTR</td>
<td>KMTR</td>
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## Baltimore

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<td>WJZ</td>
<td>WJZ</td>
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## Sedgwick County

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## Tacoma

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<td>KGW</td>
<td>KGW</td>
<td>FOX</td>
<td>Reality</td>
</tr>
</tbody>
</table>

(Continued on page 14)
### The Billboard Scoreboard

**TV Commercials in Production**

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

This week's chart lists commercials produced during the last full production week of a monthly series. The following symbols designate the type of commercial being produced: LA—Live Action; PA—Post Animation; SA—See Additional Information.

**NEW TV Spot Campaigns**

* Future National Spot Drives—Contracts Being Signed Now

Due date during week ending October 8

This week's chart is derived from a survey made by The Billboard among the national TV stations. It shows the type of contracts which were in place during the survey week, listed under each of the existing and new types of campaigns.

## NATIONAL SUMMARY

<table>
<thead>
<tr>
<th>Company</th>
<th>Symbol</th>
<th>Markets</th>
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<tbody>
<tr>
<td>Auto</td>
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<tr>
<td>Beer</td>
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<td>60</td>
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<tr>
<td>Clothing</td>
<td>C</td>
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<tr>
<td>Film</td>
<td>F</td>
<td>50</td>
</tr>
<tr>
<td>Food</td>
<td>F</td>
<td>60</td>
</tr>
<tr>
<td>Jewelry</td>
<td>J</td>
<td>40</td>
</tr>
<tr>
<td>Music</td>
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<tr>
<td>Television</td>
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### REGIONAL SUMMARIES

#### Eastern

<table>
<thead>
<tr>
<th>City</th>
<th>Market</th>
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<tbody>
<tr>
<td>New York</td>
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<td>Philadelphia</td>
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<tr>
<td>Boston</td>
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</tr>
<tr>
<td>Washington</td>
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#### Southern

<table>
<thead>
<tr>
<th>City</th>
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</thead>
<tbody>
<tr>
<td>Atlanta</td>
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<td>Miami</td>
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<td>Houston</td>
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<td>Dallas</td>
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#### Midwestern

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<tr>
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<tr>
<td>Chicago</td>
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<tr>
<td>Detroit</td>
<td>7</td>
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<tr>
<td>Minneapolis</td>
<td>5</td>
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<tr>
<td>St. Louis</td>
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#### Western

<table>
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<tbody>
<tr>
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<tr>
<td>San Francisco</td>
<td>9</td>
</tr>
<tr>
<td>Seattle</td>
<td>7</td>
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<tr>
<td>Denver</td>
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### Who's Buying Films Where

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Film Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevrolet Motor Car</td>
<td>Thunder Road</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>The Sand Pebbles</td>
</tr>
<tr>
<td>General Electric</td>
<td>The GreatBarrier Reef</td>
</tr>
<tr>
<td>General Motors</td>
<td>The Great Barrier Reef</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>The Great Barrier Reef</td>
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### Time Sheets

<table>
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<td>NBC</td>
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<tr>
<td>ABC</td>
<td>100</td>
</tr>
<tr>
<td>CBS</td>
<td>100</td>
</tr>
<tr>
<td>Fox</td>
<td>100</td>
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### Who's Buying Commercials

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Commercial Title</th>
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<tr>
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</tr>
<tr>
<td>Ford Motor Company</td>
<td>The Great Barrier Reef</td>
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### Sponsorship Deals

<table>
<thead>
<tr>
<th>Sponsor</th>
<th>Deal Details</th>
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<tbody>
<tr>
<td>Chevrolet Motor Car</td>
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</table>

### Contact Information

<table>
<thead>
<tr>
<th>Contact</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chevrolet Motor Car</td>
<td>555-1234</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>555-4321</td>
</tr>
<tr>
<td>General Electric</td>
<td>555-5555</td>
</tr>
<tr>
<td>General Motors</td>
<td>555-6666</td>
</tr>
<tr>
<td>Ford Motor Company</td>
<td>555-7777</td>
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### Market Share

<table>
<thead>
<tr>
<th>Market</th>
<th>Share %</th>
</tr>
</thead>
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<tr>
<td>GM</td>
<td>40</td>
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<tr>
<td>Ford</td>
<td>30</td>
</tr>
<tr>
<td>Chrysler</td>
<td>20</td>
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<tr>
<td>Toyota</td>
<td>10</td>
</tr>
<tr>
<td>Honda</td>
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</tr>
</tbody>
</table>

### Additional Information

- **Symbols**:
  - A: Animate
  - B: Brand
  - C: Commercial
  - F: Film
  - M: Music
  - TV: Television

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  - 1: One Market
  - 2: Two Markets
  - 3: Three Markets
  - 4: Four Markets
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  - 6: Six Markets
  - 7: Seven Markets
  - 8: Eight Markets
  - 9: Nine Markets
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- **Networks**:
  - NBC
  - CBS
  - ABC
  - Fox

- **Networks**:
  - GM
  - Ford
  - Chrysler
  - Toyota
  - Honda

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</table>
La Booth Turns 'Set' Into Own Brand of Fun

By BOB FRANCIS

Since it has long been this department's opinion that Shirley Booth is an actress who has that to be on a stage and anybody else, it hardly matters that anybody else is there, Mike Mar- chan's new comedy at the Broad- way has thrown her a amusing. To watch Miss Booth as a few walking encyclopedias at war with an incredibly thick book, just pulling a long treat as you'll find it a

Marchant's whimsy concerns the plight of the few perverts of the research department of a network, who are getting threatened via the installation of a bi- fold-shirt electrician of an electronic interface by a feeble-minded. Not only it turns out that they were never in danger of being hurt, but the hilarious defeat of the machine as the hand of Miss Booth, it turns out that the efficiency isn't as bad as it was for a paint is con- cerned.

There's Miss Booth

But along the way, Miss Booth paints a portrait of the lady who knows all. Her voice is a point of view, the...
Colb’ia to Offer Gift Wraps, Certificates

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

NEW YORK, Oct. 26—Columbia Records has announced that it will be giving dealers a gift certificate and gift wrap program in order to increase holiday sales of its products. The major label said that it is believed to be the first time a major label has ever taken such action.

The gift certificate program is designed to spur retail sales of special-priced units of selected Columbia titles. For the whole of its Christmas season, the label will be giving away the gift certificates at a cost of 1 cent per dollar of retail price to authorized dealers. The certificates are good for any Columbia record at retail price or higher.

Gift Certificates
The gift certificate plan will call for free distribution to participating dealers of a carrying case containing post of 25 certificates per case, which dealers will use in the pursuit of special-priced units of selected Columbia titles (the number of units per certificate is suggested at three). A display card to attach to the certificates is also included. Further, the certificate program is designed to encourage gift-giving, and the carrier company has prepared a special display booklet to the dealers to use in developing this aspect.

Promotional Materials
The carrier company will provide a display case in which the certificates will be enclosed, as well as a small booklet (16 pages) containing special sales copy and suggestions for the retailer. At the same time, Columbia will provide its authorized retailers with a special gift certificate mailing list to the retailer in every territory, to be obtained at no cost to the retailer. The list includes the names, addresses, and telephone numbers of all retailers in the territory who are authorized to sell Columbia records.

Columbia hopes to develop a national promotion campaign in cooperation with the various local radio and television stations. The campaign will be aimed at introducing the gift certificate plan to the public, and will include a series of spot announcements and commercials. The campaign will also include a series of contests, with prizes to be awarded to the best salesmen in each territory.

Columbia will also provide a special mailing list to the retailer, to be used in connection with the gift certificate plan. The list includes the names, addresses, and telephone numbers of all retailers who have agreed to participate in the program.

The gift certificate plan is designed to encourage the retailer to use Columbia records as a sales tool. The company hopes that the plan will result in increased sales of Columbia records, and that the plan will be successful in attracting new customers to the Columbia label.

Sears Seeks Hyped Disk Sales

Project Designed to $20 in Trade Means $1 to Customers

CHICAGO, Oct. 29—Sears Roebuck & Co., the world’s largest retailer, has adopted the following program of direct mailings to promote its new disk store program: Sears announced.

The program, which is aimed at Sears’ 3,000 stores, includes a series of direct mailings to all of its customers, including a special mailing to customers who have made a purchase of $20 or more in the past year. The program is designed to increase the number of customers who purchase Sears records, and to increase the average amount spent per customer.

The program will be implemented in two stages. The first stage will be the mailing of a special offer to customers who have made a purchase of $20 or more in the past year. The offer will include a special price for Sears records, as well as a special offer for Sears’ new disk store program.

The second stage of the program will be the mailing of a special offer to all of Sears’ customers, including those who have not made a purchase of $20 or more in the past year. The offer will include a special price for Sears records, as well as a special offer for Sears’ new disk store program.

Sears will also promote its new disk store program through a series of special promotions. These promotions will include the offering of special prices on Sears records, as well as the offering of special gifts to customers who purchase Sears records.

In addition, Sears will also promote its new disk store program through a series of special advertisements. These advertisements will appear in national and regional newspapers, as well as in national and regional magazines.

Sears’ new disk store program is expected to be a major success. The company has invested heavily in the development of its new disk store program, and is confident that it will be able to attract a large number of customers to its new disk store program.

Christmas Sweepstakes

Race Among Pubbers and Diskers for Hit Yule Tune

CHRISTMAS SWEEPSTAKES

By BILL SIMON

NEW YORK, Oct. 26—Three weeks ago, the music business was in a panic as the holiday season was just getting under way, and the record business was trying to find a way to increase sales. The problem was that the record business was facing a tough holiday season, and the music business was trying to find a way to increase sales.

The record business was facing a tough holiday season, and the music business was trying to find a way to increase sales.

Things have changed since then, and the record business is now facing a much easier holiday season. The music business is now facing a much easier holiday season, and the record business is now facing a much easier holiday season.

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The record business is now facing a much easier holiday season, and the music business is now facing a much easier holiday season.
John Redmond
Sets Religious
Guilj Pubberty

Firm Seeks Tricks
With Pop Appeal;
First Go to Unique

NEW YORK, Oct. 29—The Rebuff to independent music publishing firms which were caught out by the enormous songs with a broad appeal are
seemingly hardening the resolve of the moving gears in the organization.
William E. McQuitty, president of the National Society of Authors, Publishers and Composers, was paid out a dividend of $4,355,701.48 for the
third quarter this year. ASCAP dividend payments for the past eight months total slightly more than
$3,120,000, or $3,120,000, of its overall dividend figure for 1955 ex-
pected to be about $16,000,000. Marked.

The fact that the Society's third quarter is higher than its second quarter ($4,420
300) is considerably larger now in the trade, since third quarter payments previous years have been taken as the traditionally light summer month's-share of sales, for if, according to third quarter
last. Foreign distribution of $1,316,088 will be made by
ASCAP in a few weeks.

Decca Picturals Projects Colors
NEW YORK, Oct. 29—Decca Picturals, a new project of Decca Records to publish 500 songs on the theme of
famous movie personalities, familiar film characters, actors, directors, and radio
and television personalities, has already written songs on the screen heroes.

An independent organization.
(Continued on page 28)

Demand Grows
For C&W Sets

NEW YORK, Oct. 29—The demand for Country and Western records continues
strongly, with the leading record companies issuing an increased number of C&W
albums, and country stores are now finding it difficult to keep them in stock.

Album Releases
Unique, a new project of Decca Records to release albums as the firm acquired exclusive stock of
that project, The Fearless, was issued by the label, who made
publish 500 songs on the theme of
famous movie personalities, familiar film characters, actors, directors, and radio
and television personalities, has already written songs on the screen heroes.

An independent organization.
(Continued on page 28)

Wemar Sues
Over 'Pledging'

NEW YORK, Oct. 29—Wemar Music this week filed suit in New York Federal Court against the Merillon Music Corporation, asking an injunction, monetary damages and accounting for alleged
unauthorized use of the copyright.

"Pledging My Love," the composition that went January 15 the Music Publishing
Corporation, owner of the song, agreed to a 3 per cent interest if Wemar would acquire the few
amount of 1 per cent, and pay
Wemar also claims the contract agreement it was to advance
(Continued on page 50)

ASCAP Meets Reveals
New Logging Plan Being Weighed
Air Present Distribut Method, Reports
On Public Relation, Copyright Drives

By JUNE BUNDY
NEW YORK, Oct. 29—The American Society of Composers, Authors & Pub-
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(Continued on page 50)
Liberace

singing the theme song from his first motion picture

SINCERELY YOURS

From the WARNER BROS. Motion Picture "SINCERELY YOURS"

Columbia Records #4-40570

Eydie Gorme

AMPAR Records #9655

WARNER BROS. MUSIC DIVISION
488 Madison Ave., New York 22, N.Y.
HOLLYWOOD, Oct. 29 — This might be called a lesson in how to play even the most banal cornball material and have it come off as a serious dramatic presentation. That's the kind of music Dealers Service, Inc., has been showing at the Casa del Pueblo, 3616 N. Figueroa St. For the release of their latest release of music, the company has engaged the services of Joe Reisman on RCA Victor, who has shown an ability to make even the most banal song into a dramatic presentation. According to the ad, the change in these songs-songs of the type that used to be played on the radio-is that Joe Reisman's arrangements, such as "The Love of a Liar" and "A Man and a Woman," are now more realistic and better suited for an actual stage setting.

*p*It is interesting to note that the deal is not only for a more realistic presentation of the music, but also for a more realistic presentation of the text of the music.*

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**Isn't Anyone Born on 1st Of August?**

NEW YORK, Oct. 26: — Nat Shapiro, publicity head for the American Federation of Musicians, Inc., netted a top record last week, the September 14 edition of the Associated Press, as the lead story in the nation. The story was issued by the AFM and distributed to the press throughout the world.

It is a more-than-usual story for anyone in the music business, as it is a story about the first day of August.

**WNEW Sold to Wrather Group**

NEW YORK, Oct. 29—WNEW, one of the country's top radio stations, has a new owner. The station, which has been sold to the WNEW Corporation, has been purchased by the Wrather Group, for $4,000,000 (almost a 100 percent increase over the previous price of the station, which was $250,000). The sale was announced by the Beatle Company, which is the parent company of the station.

The sale was made in order to improve the station's financial position, as the station has been losing money. The purchase price was reported to be $4,000,000, which is a 100 percent increase over the previous price of the station, which was $250,000. The sale was announced by the Beatle Company, which is the parent company of the station.

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Logging Plan Being Weighed  

Music as Written  

Race On for Hit Yule Tune  

JATP Gross  

Nuttin'???
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
SOMETIMES
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
Already breaking big in Cincinnati and Cleveland...

this is hot for big sales!!

The Original!

Kit Carson

BAND OF GOLD

CAST YOUR BREAD UPON THE WATERS

record no. 3283

Kit Carson

BAND OF GOLD

CAST YOUR BREAD UPON THE WATERS

record no. 3283

Kit Carson

BAND OF GOLD

CAST YOUR BREAD UPON THE WATERS

record no. 3283

record no. 3283
**Classical Best Sellers (All Categories)**

Records are ranked in order of their national sales strength at the final count, without regard to initial or limited releases or to a survey of classical dealers in any key markets.

**Music Classical Best Sellers**

1. **Tchaikovsky: Swan Lake, Acts 2 and 3—NBC Symphony** (Diverso).......
2. **RAVEL: DAPHNIS ET CHLOÉ—Boston Symphony** (Monte Carlo).......
3. **PUCCINI: MADAMA BUTTERFLY—Columbia** (Columbia).......
4. **RIMSKY-KORSAKOFF: Scheherazade—Philadelphia Orchestra** (Columbia).......
5. **CHOPIN: BALLADS AND ETUDES—New York Symphony Orchestra** (Columbia).......

**JAZZ**

6. **$86,000 JAZZ (1-12)—Brube Goodman, Louis Armstrong, Duke Ellington, etc.**
7. **JUKE BOX No. 1—George Raft, Bing Crosby, etc.**
8. **JUKE BOX No. 2—Louis Armstrong, Duke Ellington, etc.**
9. **JUKE BOX No. 3—George Raft, Bing Crosby, etc.**
10. **JUKE BOX No. 4—Louis Armstrong, Duke Ellington, etc.**

**JAZZ AT THE PHILHARMONIC, Vol. 17**

(1-12)—Leonard Hamilton, Oscar Peterson, Duke Ellington, etc.

**ALBUMS**

ALBUMS

Les Toronto Welcomes Greats of New Orleans...-

JAZZ

Alfredo Peer's album of New Orleans jazz...

**Reviews and Ratings of New Popular Albums**

**CLASSICAL MUSIC**

**Leslie Groves (1-12)**

Classical music is a major part of today's popular culture...

**OF JAZZ**

Jazz is a major part of today's popular culture...

**BARRY JAMES IN HFP (7-8)**

Jazz is a major part of today's popular culture...

**RECORDS TO BUY**

Jazz is a major part of today's popular culture...

**JAZZ AT THE PHILHARMONIC, VOL. 17**

**Classical Music**

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**Classical Music**

Jaz...
DECCA PHONOGRAPH

"They really move... 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 $54.95*; 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-680 $29.95*; UL Approved.

CATCH MORE HOLIDAY CUSTOMERS WITH DECCA'S COMPLETE, FAST-SELLING, MONEY-MAKING LINE

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.

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-580 $54.95* (legs extra). UL Approved.

CHECK YOUR DECCA SALESMAN NOW FOR SENSATIONAL QUANTITY DISCOUNT NEWS!

*Suggested List Prices
Prices slightly higher South, Southwest and West

DECCA®

www.americanradiohistory.com
THE LINE WITH THE
S-I-Z-Z-L-E!

Hottest selling phonos in the field this year!

Light a fire under slow-moving sales with V-M—the line that sells itself! Easy to display... easy to move—Voice of Music phonographs are this year's fireballs for fast, profitable sales!

fabulous!

Try to keep V-M 'Fidelity'® in the store. As fast as they go on display—out they go! Features V-M toneomatic; hi-fi three speaker system. Blonde or Mahogany at the same price—List $149.50*. Walnut or Ebony slightly higher. Legs, black or brass, with record shelf, optional. Model 560.

*Slightly higher in the west

Have a Pleasureama Holiday IN YOUR Store!

V-M has a hot sales-sparking Christmas promotion package jam-packed with holiday appeal. See your V-M distributor Salesman... turn your store into a Pleasureama of holiday profits! Get ready—now—for your biggest holiday season of V-M phone sales!

V-M CORPORATION, BENTON HARBOR, MICHIGAN
WORLD'S LARGEST MANUFACTURER OF PHONOGRAPH AND RECORD CHANGERS
November on Columbia's Calendar of Events...

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 Year Long! Here's How It Works:

Columbia Gift Certificate Plan
1. Columbia will provide FREE gift certificates in simple check-book form. Your customers can purchase one in any amount. You fill in the stub with pertinent information for future checking.
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.

Columbia Gift Wrap Service
1. Your distributor has details of an exciting, inexpensive program which will enable all dealers to capture sales once lost through their inability to provide gift wrap and mailing service. Decals will identify your store as being gift wrap headquarters!
2. Pre-cut, beautifully designed wrapping paper is available in 7", 10" and 12" sizes.
3. Sturdy, easy-to-use mailers are available in three sizes. Each will hold two records easily.

and these exciting new albums backed by advertising and promotion!

An epochal edition of "I Can Hear It Now" on Churchill. ML 5066.
Another great sound track movie album featuring Liberace. CL 600.

Coming Soon—
Herb Shriner on Stage! CL 774

Another industry service from

COLUMBIA RECORDS
Eileen Barton SINGS
Cry Me A River and Come Home
Coral 61530
Coral Records America's Fastest Growing Record Company
<table>
<thead>
<tr>
<th>#</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Record(s)</th>
<th>The Billboard Music Popularity Charts</th>
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<tbody>
<tr>
<td>1</td>
<td>Love Is a Many-Splendored Thing</td>
<td>By Sammy Kay &amp; Faye Winter. Published by Miller (ASCAP)</td>
<td>BEST SELLING RECORDS: Four Acres, Dec 1952.</td>
<td>2 11</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>2</td>
<td>Yellow Rose</td>
<td>By D. George—Published by Musac (ASCAP)</td>
<td>BEST SELLING RECORDS: H. Miller, Cat. 6404; D. Courant, Coral 6417; Dick &amp; Janley, Cream 10; W. Horton, Cap 15222; D. Rose, M-G-M 5003.</td>
<td>1 14</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
<tr>
<td>3</td>
<td>Autumn Leaves</td>
<td>By J. McCollum—Published by Atlantic (ASCAP)</td>
<td>BEST SELLING RECORDS: B. Williams, King 158.</td>
<td>3 11</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>4</td>
<td>Moments to Remember</td>
<td>By Stillman &amp; A. Allen—Published by Beaver (ASCAP)</td>
<td>BEST SELLING RECORDS: L. Saks, Catalog 6.</td>
<td>4 9</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
<tr>
<td>5</td>
<td>Shifting, Whispering Sands</td>
<td>By A. Ginsberg—Published by Columbia (ASCAP)</td>
<td>BEST SELLING RECORDS: R. Moore, Mercury 6948; A. Vangs, Dec 1549.</td>
<td>5 8</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>6</td>
<td>Suddenly There's a Valley</td>
<td>By C. Storrs &amp; A. Rosenthal—Published by Warner Bros. &amp; Reprise (BMI)</td>
<td>BEST SELLING RECORDS: G. Gratt, Emi 6001; J. Bedford, Cap 4019.</td>
<td>6 9</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
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**Second Ten**

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<td>He</td>
<td>By Richard Muller &amp; Jack Richmond—Published by Amin (BMI)</td>
<td>BEST SELLING RECORDS: A. Bibb, Decca 2960; McGee Sisters, Coral 6194.</td>
<td>7 7</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>8</td>
<td>Seventeen</td>
<td>By Young-Goranski &amp; Bennett—Published by Lee (BMI)</td>
<td>BEST SELLING RECORDS: T. Scott, Cat. 1256; B. Bennett, King 108.</td>
<td>7 14</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
<tr>
<td>9</td>
<td>Ain't That a Shame</td>
<td>By B. B. Solomon &amp; A. Donnelly—Published by Commodore (BMI)</td>
<td>BEST SELLING RECORDS: F. Ray, Oct 3177; Pan Donna, Imperial 318.</td>
<td>8 17</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>10</td>
<td>Bible Tells Me So</td>
<td>By Duke Ellington—Published by Paramount-Ray栽培 (BMI)</td>
<td>BEST SELLING RECORDS: E. Quick, Wep 909.</td>
<td>11 14</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
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<tr>
<th>#</th>
<th>Song Title</th>
<th>Artist(s)</th>
<th>Label(s)</th>
<th>Record(s)</th>
<th>The Billboard Music Popularity Charts</th>
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</thead>
<tbody>
<tr>
<td>11</td>
<td>Only You</td>
<td>By Buck Owens—Published by Wildwood (BMI)</td>
<td>BEST SELLING RECORDS: L. Armstrong, Dec 1954; Pictures, Mercury 7601; J. Doe, Wep 9015; M-G-M 5003.</td>
<td>11 5</td>
<td><strong>Honor Roll of Hits</strong></td>
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<tr>
<td>12</td>
<td>Wake the Town and Tell the People</td>
<td>By Golfer &amp; L. V. James—Published by Joy (BMI)</td>
<td>BEST SELLING RECORDS: L. Baskin, Cat 7229; M. Crown, Cat 4037; L. Yest, Wep 9018.</td>
<td>12 7</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
<tr>
<td>13</td>
<td>Black Denim Trousers</td>
<td>By Jerry Leiber &amp; Mike Stoller—Published by Queen Hill &amp; Reprise (BMI)</td>
<td>BEST SELLING RECORDS: C. Conn, Catalog 118; J. Brooks, Dec 2890; Evermore, Coral 6602; V. Service, Dec 3859.</td>
<td>14 9</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
<tr>
<td>14</td>
<td>At My Front Door</td>
<td>By J. Morgan &amp; A. Garner—Published by Tally (BMI)</td>
<td>BEST SELLING RECORDS: F. Moore, Dec 1542; El Dorado, Dee 1417; Moderne, Coral 6602.</td>
<td>17 4</td>
<td><strong>THE NATIONS TOP TUNES</strong> For survey week ending October 26</td>
</tr>
<tr>
<td>15</td>
<td>Longest Walk</td>
<td>By Eddie Pollock-Stokow—Published by Advanced (BMI)</td>
<td>BEST SELLING RECORDS: J. Morgan, Wep 9018; J. Morgan, Wep 9019.</td>
<td>15 12</td>
<td><strong>Honor Roll of Hits</strong></td>
</tr>
</tbody>
</table>

**Honor Roll of Hits** comprises the nation's top tunes according to record and sheet sales, disk jockey and box promotions as determined by The Billboard's weekly nationwide surveys.
More than 350,000 sold in nine days!

(October 17 through 25)

16 TONS

by

"Tennessee" Ernie Ford

The Original!

The Biggest and Fastest Breaking Million Seller in Two Years

Order Now!

CAPITOL HIT RECORD No. 3262
EPIC Brings You
the BIG RECORDING of the BIG SONG

MEMORIES OF YOU

from Universal-International's
THE BENNY GOODMAN STORY
b/w
"TEAR DOWN THE FENCE"

9129 5-9129
A GREAT RECORD!

Roy Hamilton

singing

Two Incomparable Songs

WITHOUT A SONG

and

CUBAN LOVE SONG

Record No.

9125 • 5-9125

LONG PLAYING

EPIC

RADIAL SOUND
**Best Sellers in Stores**

For survey week ending October 26

**This Weeks Best Buys**

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

**SIXTEEN TONS** (American, BMI)—Tennessee Ernie Ford—Capitol 10192

This week's territorial charts show Ford leading the list with a great deal of help from St. Louis, Milwaukee, and Chicago. The Tennessee Ernie Ford hit shows an increase in weekly sales, breaking out in areas as widely scattered as Philadelphia, New York, Chicago, Cleveland, Cincinnati and Chicago. The Fentones' version has not been available as a single, but is coming up quickly, with best reports coming from Boston, Philadelphia, Buffalo, St. Louis, Baltimore, Chicago, Detroit, Nashville and Los Angeles. The record is helped by the fact that "Adorable" is as popular as the flip in many areas. The Fentones' sister disk was a previous Billboard "Spotlight" pick.

**WHEN YOU DANCE** (Angel, BMI)—The Turbans—Herald 425

A rhythm and blues record that has been attracting a longer and larger pop audience. In appearances of the Turbans in recent weeks, the band has been playing its pop material and being well received. It is a good sign for the Turbans that they have not yet picked up this disk. Pop sales are also reported good in Philadelphia, Cleveland, Milwaukee, Nashville, Atlanta and Durham. "Let's Me Show You" (Angel, BMI).

**NOTE:** One side of Eddie Arnold's recent record, "I Walked Alone Last Night" (BMI, ASCAP), RCA Victor 40029, 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 merits listing along with "The Richest Man."
THE BRIGHT NEW SINGING STAR OF THE STEVE ALLEN "TONIGHT" TV SHOW . . .

PAT KIRBY

Don't tell me not to love you

Happiness is a thing called Joe

HER FIRST ON DECCA

29733 • 9.29733

America's Fastest Selling Records
The Billboard Music Popularity Charts

POPULAR RECORDS

• Territorial Best Sellers

For survey week ending October 26

Chains are based on local reports received from top dealers in each of the markets listed.

Atlanta
1. Lure by a Men's-Styled Thing
   Four Arts, Dick.
2. Love Is a Men's-Styled Thing
   Four Arts, Dick.
3. Four Arts, Cap.
4. MGM, Cap.
5. Monsoon in Memphis, Four Arts, Cap.

Baltimore
1. Shuffle Whistling Sands
   B. Draper, Dick.
2. He, A. "Billie".
3. Love Is a Men's-Styled Thing
   Four Arts, Dick.
4. Autumn Leaves, R. Williams, Cap.
5. Only You, phantom, Mgm.

Boston
1. Autumn Leaves, E. Williams, Cap.
2. Love Is a Men's-Styled Thing
   Four Arts, Dick.
3. Yellow Rose of Texas, M. Miller, Cap.
4. Shifting, Whispering Sands
   B. Draper, Dick.
5. Moments in Rememberance, Four Arts, Cap.

Chicago
1. Autumn Leaves, E. Williams, Cap.
2. Love Is a Men's-Styled Thing
   Four Arts, Dick.
3. Yellow Rose of Texas, M. Miller, Cap.
4. Shifting, Whispering Sands
   B. Draper, Dick.
5. Moments in Rememberance, Four Arts, Cap.

Cincinnati
1. Autumn Leaves, R. Williams, Cap.
2. Only You, Phantom, Mgm.
3. Love Is a Men's-Styled Thing
   Four Arts, Dick.
4. Yellow Rose of Texas, M. Miller, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Cleveland
1. Autumn Leaves, R. Williams, Cap.
2. At My Front Door, B. Draper, Dick.
3. B. Draper, Dick.
4. Moments in Rememberance, Four Arts, Cap.
5. Black Diamond Troubles, Cheers, Cap.

Dallas-Fort Worth
1. Love Is a Men's-Styled Thing
   Four Arts, Dick.
2. At My Front Door, B. Draper, Dick.
3. B. Draper, Dick.
4. Moments in Rememberance, Four Arts, Cap.
5. Black Diamond Troubles, Cheers, Cap.

Denver
1. Shuffling, Whispering Sands
   B. Draper, Dick.
2. Love Is a Men's-Styled Thing
   Four Arts, Dick.
3. Saddest There's a Valley
   B. Draper, Dick.
4. Love Is a Men's-Styled Thing
   Four Arts, Dick.
5. Saddest There's a Valley
   B. Draper, Dick.

Detroit
1. Only You, Phantom, Mgm.
2. No Arms Can Ever Hold You
   B. Draper, Dick.
3. All My Front Door, P. Brown, Det.
4. When We Dance, Turbo, Det.
5. Shuffling, Whispering Sands
   B. Draper, Dick.

Kansas City
1. Autumn Leaves, R. Williams, Cap.
2. Only You, Phantom, Mgm.
3. At My Front Door, P. Brown, Det.
5. Moments in Rememberance, Four Arts, Cap.

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1. Autumn Leaves, R. Williams, Cap.
2. Only You, Phantom, Mgm.
3. At My Front Door, P. Brown, Det.
5. Moments in Rememberance, Four Arts, Cap.

Los Angeles
1. Love Is a Men's-Styled Thing
   Four Arts, Dick.
2. Autumn Leaves, R. Williams, Cap.
3. Saddest There's a Valley
   B. Draper, Dick.
4. Yellow Rose of Texas, M. Miller, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Milwaukee
1. Autumn Leaves, R. Williams, Cap.
2. Shuffling, Whispering Sands
   B. Draper, Dick.
3. Moments in Rememberance, Four Arts, Cap.
4. Love Is a Men's-Styled Thing
   Four Arts, Dick.
5. Moments in Rememberance, Four Arts, Cap.

Mpls.-St. Paul
1. Autumn Leaves, R. Williams, Cap.
2. Moments in Rememberance, Four Arts, Cap.
3. Love Is a Men's-Styled Thing
   Four Arts, Dick.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

New Orleans
1. Autumn Leaves, E. Williams, Cap.
2. Only You, Phantom, Mgm.
3. Moments in Rememberance, Four Arts, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Philadelphia
1. Autumn Leaves, R. Williams, Cap.
2. Only You, Phantom, Mgm.
3. Moments in Rememberance, Four Arts, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Pittsburgh
1. Shuffling, Whispering Sands
   B. Draper, Dick.
2. Moments in Rememberance, Four Arts, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

St. Louis
1. I Have You Knockin', G. Brown, Det.
2. There's a Valley
   B. Draper, Dick.
3. Moments in Rememberance, Four Arts, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

San Francisco
1. Love Is a Men's-Styled Thing
   Four Arts, Dick.
2. Autumn Leaves, R. Williams, Cap.
3. Yellow Rose of Texas, M. Miller, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Seattle
1. I Have You Knockin', G. Brown, Det.
2. There's a Valley
   B. Draper, Dick.
3. Autumn Leaves, R. Williams, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Moments in Rememberance, Four Arts, Cap.

Toronto
1. Love Is a Men's-Styled Thing
   Four Arts, Dick.
2. Autumn Leaves, R. Williams, Cap.
3. Yellow Rose of Texas, M. Miller, Cap.
4. Moments in Rememberance, Four Arts, Cap.
5. Black Diamond Troubles, Cheers, Cap.
AMERICA'S HOTTEST LABEL

gives you

No.1

GALE STORM

No.1

I HEAR YOU KNOCKIN’

No.1

Dot RECORDS • • • DALLAS, TEXAS • • • PHONE: 1-100
THE NATION'S BEST SELLING RECORDS

DOT 15412
The Billboard Music Popularity Charts

**COMING UP STRONG**

Listed below are records which have shown solid trade response during the past week, although actual sales were not heavy enough to place them on the National Best-Selling Chart. Compiled thru a survey of all major record firms, these records figure strongly as potential chart entries in the very near future.

1. Love and Marriage .......... Frank Sinatra 
   (ASCAP) Capitol 3599
2. Croce Di Oro (Cross of Gold) .. Patti Page 
   (ASCAP) Mercury 76713
3. No Arms Can Ever Hold You Georgie Shaw 
   (BMI) Decca 58679
4. Sixteen Tons .... Tennessee Ernie Ford 
   (BMI) Capitol 3282
5. Pepper-Heat 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 61590
10. When You Dance .... The Turks 
    (BMI) Herald 695

**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 audience on network radio programs in New York City and Los Angeles. Lists are based on John G. Peabody's copyrighted Audience Index.

**Radio**

- Adeleke (R)-Frank-ASCAP
- All At Once You Love Hit (R)-Williamson-ASCAP
- Americano (R)-Tammany-ASCAP
- Autumn Leaves (R)-Art-Taylor-ASCAP
- Bible Tells Me So (R)-Paterson-Jungnickel-ASCAP
- Croce Di Oro (R)-Staph-Remembers-ASCAP
- Cry Me a River (R)-Freed-ASCAP
- Forgotten Heart (R)-Bragman-Vacc-ASCAP
- Humpin'In The Blues (R)-Washington-ASCAP
- I Like Them All (R)-Broadway-ASCAP
- I'm In The Mood For Love (R)-Fox-ASCAP
- It's All Right With Me (R)-Chapelle-ASCAP
- Kansas, Kaya (R)-Post-ASCAP
- Leaving Walk (R)-Advanced-ASCAP
- Love Is A Many-Splendored Thing (R)-Miller-ASCAP
- Minutes In The Rain (R)-Brecht-ASCAP
- Moments To Remember (R)-Brecht-ASCAP
- No More Tears Can Ever Hold You (R)-O'Brien-ASCAP
- Only You (R)-Williamson-ASCAP
- Pepper-Heat Baby (R)-Bolton-ASCAP
- Rose Tattoo (R)-Paterson-ASCAP
- Seventeen (R)-L ООN-ASCAP
- Suddenly There's A Valley (R)-Warren-Brown-ASCAP
- Don't I Love (R)-Brecht-ASCAP
- There Should Be Rules (R)-Winston-ASCAP
- True Love (R)-Winston-ASCAP
- Wake The Town and Tell the People (R)-Joy-ASCAP
- You Are My Love (R)-Jolson-ASCAP

**Television**

- A Matty Sailed Hit (R)-Kern-ASCAP
- Ain't That A Shame (R)-Comedian-ASCAP
- At the Zoo You Love Hit (R)-Williamson-ASCAP
- Autumn Leaves (R)-Art-Taylor-ASCAP
- Bible Tells Me So (R)-Paterson-Jungnickel-ASCAP
- Born To Be With You (R)-Paterson-Jungnickel-ASCAP
- Hollywood Souvenir (R)-Koons-ASCAP
- I'll Be Your Baby (R)-Vivian-ASCAP
- I Learned The Blues (R)-Art-Taylor-ASCAP
- Leaving Walk (R)-Advanced-ASCAP
- Love And Marriage (R)-Art-Taylor-ASCAP
- Love Is A Many-Splendored Thing (R)-Miller-ASCAP
- Love You To The Moon (R)-Broadway-ASCAP
- Memory To Remember (R)-Brecht-ASCAP
- My Heart Belongs (R)-L ООN-ASCAP
- People Will Say We're In Love (R)-Walt-ASCAP
- Remember Me (R)-L ООN-ASCAP
- Remember Me (R)-L ООN-ASCAP
- What A Wonderful World (R)-Art-Taylor-ASCAP
- When You Dance (R)-O'Brien-ASCAP

**Best Selling Sheet Music**

Tunes are listed in order of their current national sales importance on the sheet music seller front.

1. Autumn Leaves ... 1 8
2. Yellow Rose Of Texas ... 2 13
3. Bible Tells Me So ... 4 12
4. Love Is A Many-Splendored Thing ... 9
5. Suddenly There's A Valley ... 9
6. Moments To Remember ... 7 6
7. Shifting, Whispering, Sand... 6 4
8. He ... 8 6
9. Wake The Town And Tell The People ... 12 8
10. Seventeen ... 10 6
11. Love And Marriage ... 6 8
12. Longest Walk ... 11 6
13. Ain't That A Shame ... 13 11
14. Tina Marie ... 14 2
15. My Bonnie Lies ... 12 3

Copyrighted materials
NOVEMBER 5, 1955

THE BILLBOARD

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

15. SAME OLD SATURDAY NIGHT
F. Sinatra

LOVE AND MARRIAGE

Words by
SAMMY CAHN
Music by
JAMES VAN HEUSEN
CAPITOL 3260

THE BIG HIT FROM THE "OUR TOWN" SCORE

www.americanradiohistory.com
**Review Spotlight on...**

**RECORDS**

**LOU BUSCH...Capitol 3272...79**

This is an exciting and colorful piece of instrumental wax that has a lot of the "Salteensound," and with at least equal appeal. The song is known as "Joe's "Jigger" and could have a cow here. Flip is "Rainbow's End," a lush hook of mood wax that could use a lot of display attention. (Chesapeake, ASCAP)

**THE FOUR COINS...Epix 9129...**

**MEMORIES OF YOU**

(Shapin-Bernstein, ASCAP)

The boys could really move out on this one. Featured in young groups called "Bugs from Lena hand and later by Sunny Shank, the tune gets a wonderful, modern, well-executed treatment. The tune is an original and is in the operatic genre. "Curious Comedy Story," flick, which won't hurt a bit. Flip is "Tea Down the Fense," a bright rhythm waltz that has a fine sound (Shapin-Bernstein, ASCAP)

**THE CREW CUTS...Mercury 76741...**

**ANGELS IN THE SKY**

(Ridgeway, BMI)

This is a subdued and moving effort with a convincing religious message. Alto in the mood is a switch from the usual "Cow" offers, this stacks up as a mighty well-handled job with all the makings of a big one. Flip is "Horsey Martha" an adaptation of the operatic airs from their new LP, which has plenty of novelty value. (Hill & Range, BMI)

**GEORGIA CIBBS...Mercury 76743...**

**24 HOURS A DAY**

Her 'Nin's intangible sense of the rocking beat and fine expressive sound comes thru in gobs here. There's a good lyric and solid banding all of which put the stick right up and behind the class. Rates stable at all levels. Flip is an impressive reading of the "Wax" ballad "Airport," (Campbell, Connolly, ASCAP)

**Reviews of New Pop Records**

**RATINGS—COMMERCIAL POTENTIAL**

95-100, Top 10

100-95, Top 100

75-94, Satisfactory

65-74, Fair

45-64, Poor

**THE MARINERS**

Tky Lou...79

CADES 1275—The boys come up with an exciting flat-bottomed label. Lots of gimmickry back-up bounces by half the group while the other half carry thru on the catchy, melodic beat. A good set for action. (American, BMI)

Everyday's Dolly...75

CARDINAL 12117—This one has a bare minimum of a bright, spirited rendition of the old tune, ricky-ticky refrain. (Atlantic, BMI)

LEO HOLMES ORK

Japanese Farewell Song...75

MTI 997—This one has a bare minimum of a bright, spirited rendition of the old tune, ricky-ticky refrain. (Atlantic, BMI)

LEO HURST

Tea Party Cruise...75

VICTOR 290—Right hand and the flip is a grip of that kind, with some good vocals. (Columbia, BMI)

Doris...73

COPAL 6127—Bailed from the U.S., this is a second reissue for a second grade group. (Dorothy, BMI)

**THE LANCERS**

How Lonely Can a Gun...79

COFAL 6137—Bailed from the U. S., "Yesterday Evening," was a fine opportunity for the group. (Dorothy, BMI)

**EVE HENDRICKS**

Big Band...73

Another vocal set by Leona Lewis. A good setting by the orchestra. (Music Bun, BMI)

**BERNIE HARRIS**

Doris...73

Here's everything that you can sing good. Could never have a better sound. (Columbia, BMI)

**GAYLE CAYLOR**

Wing, Wing...75

(MCCOY, BMI)

**THE TRAPPERS**

Cry Me a River...75

Burl Ives becomes a ballad turner and he does it well. (RKO, BMI)

**JIM CODY**

The Trouble With Me...75

(Columbia, BMI)

**THE CROWNS**

Tell Me...75

**THE BILLBOARD**

November 5, 1955

**POPULAR RECORDS**

**EVEY CORNE

Recently Yours...77

ARC-PARAMOUNT 896—The hat does a swell job of a roll call of the band and are here ahead apart appreciation.

**JOE REDMAN

Rude Heart...78

VICTOR 4954—A croon treatment and good one at that. Sounds like a cylinder pressing some action via the TV sets, on this disk. (Decca, BMI)

**LES NASH WALTZ...76**

**JOE RDMAN**

His name was Joe. (Decca, BMI)

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THE NEW BALLAD HIT!

WITH NEW ENGLISH LYRIC BY CARL SIGMAN

"Goodbye To Rome"

(ARRIVEDERCI ROMA)

BY HER NIBS

Georgia Gibbs

WITH A TERRIFIC UP TEMPO FLIP

"24 Hours A Day"

MERCURY 70743

MERCURY RECORDS
The Billboard Music Popularity Charts

**POPULAR RECORDS**

- **Reviews of New Pop Records**
- **Reviews of New Jazz Records**
- **Reviews of New Spiritual Records**
- **Reviews of New Sacred Records**

**England's Top Twenty**

Based on official reports from England's pop music charts, this list includes the top twenty singles of each week. Among these, you can find popular acts that are consistent in their success.

**POCKET BAND SONGS**

- **The Folkways**
- **Bobby King**
- **Glen Campbell**

**RECORDS LABELS**

- **Dinah**
- **The Shakers**
- **Louis Prima**

**MUSICALS**

- **Oklahoma!**
- **South Pacific**
- **Sweeney Todd**

**REVIEWS OF JAZZ**

- **Reviews of New Jazz Records**
- **Reviews of New Spiritual Records**
- **Reviews of New Sacred Records**

**RECORDS**

- **The Monopoly**
- **The Toy Story**
- **The Jungle Book**

**SONGS**

- **The Star-Spangled Banner**
- **The Battle Hymn of the Republic**
- **America the Beautiful**

**SINGERS**

- **Billie Holiday**
- **Celia Cruz**
- **Sarah Vaughan**

**SOUNDTRACKS**

- **West Side Story**
- **The Sound of Music**
- **Mary Poppins**

**TUNES**

- **The Star-Spangled Banner**
- **The Battle Hymn of the Republic**
- **America the Beautiful**

**VIDEOS**

- **The Wizard of Oz**
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- **Newsies**

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- **Aretha Franklin**
- **Dolly Parton**

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- **RECORDS LABELS**

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**ENTERTAINMENT**

- **Theater**
- **Circus**
- **Comedy**
The Billboard Music Radiochart Popularity Charts
COUNTRY & WESTERN RECORDS

**This Week’s Best Boys**

**EAT, DRINK AND BE MERRIE** (Bill Burton, BMI)—Ferter Wagner—RCA Victor 6299

After the sales performance of "Satisfied Mind," it is not surprising that the follow-up single should have had another. Wagner is a real comer, and sparked good action the past two weeks in Philadelphia, Detroit, Boston, St. Louis, Detroit, New York, Atlanta, and New England. Flip is "Let’s Sing" (Bill & Hill). A previous Billboard "Spotlight" pic.

**STROBLITE**

**THE FOURTH MAN**
1003

OXFORD RECORDS
421 North 13th St.
Richmond, Indiana

**FOLK TALENT & TUNES**

By BILL SACH

Around the Horn
Roy Acuff and His Smokey Mountain Boys, together with Johnny and Jack, Kitty Wells, Red Smiley, and the Hill Square Dancers, all of WSM, take the show on the road Friday (4) at the New York Palace Theater for a week’s stand. The group will fly back to Nashville to appear on the shows of the ABC/ARTV production of "Grand Ole Opry," starting December 12.

Sherry Hayes has joined Pee Wee King as fiddle man, replacing Mike Riggs, who now has his own television show on WGN-TV, Chicago. Mr. Hayes was a member of the Tex and Her Country Melody Boys, heard weekly on WLS and who have had a successful tour on WTVN, Indianapolis, are now being handled by the Ross W. Christmas Agency in Nashville, Tennessee.

Eight square dancers, billed as the Old Hickory Dancers, appear with the group... James Jones of "Big J Dambier," Dallas, has a new bar called coming on in Capitol, Patsy and Kibbens, "Cactus Club," West Memphis, Arkansas. The outfit is slated to break at the time of a recording session.

Jimmy Littlejohn, the Tall Texan, managed by Charles W. Wilson, has been signed to head up a series of 13 appearances in Texas, the show being produced by Association Film Enterprises, Inc., Dallas. Barney Crow represented the agency.

Sheets will be of the Western musical variety and will be filmed on location in the Bandera Hills of South Texas in the vicinity of Robstown. The show opens November 15. Others slated to appear are Al Battie, Otis Griffis (Elko) and his band, Joe Bill, Arizona Dave, Wimie Johnson, J. C. McPherson, Macy, John W. "Cap," Temple and Jerry (Crownhead) Thumb.

After a successful bout in Southeast Texas, Tex Ritter (Capitol) has been invited to do a second tour (4) for WGN by the Illinois Horse Council. It is the second week for a visit with friends in the Chicago area. Plans are to play in the greater Chicago area for one week.

A former side show act, known as Pogo Pogo, has been reorganized, with a new recording session, has waxen itself a label with a new release from the old time sound of Nashville. The label is warms, not an unusual promotion angle.

Margaret Whiting, Capitol recording star, will appear as special guest on "Grand Ole Opry's" weekly WSM network program over the ABC/ARTV network, 25 stations from Ryman Auditorium, Nashville. November 1, the second day of WSM's 50th annual National Disc Jockey Festival. The show sponsored by the Chalms Division of the Ralston Purina Company. It is to be televised on the early morning of November 15, with Les Paul and Mary Ford from the "On the Air" show.

Little Johnny Dickens headlined last Saturday's (29) 39th Prairie Avenue portion of "Grand Ole Opry," with the William Brothers as special guests. With Val and the WVN "Down South" Wanda Cooper, Cannon, Grass, and Earl Crossland of Nashville, Arkansas. The group is slated for another show and dance in the main ballroom of Hotel Comanche, Dallas, to take advantage of their recent success at the top of the country charts. In addition to Stuart and the Cowboy Caravan, talent roster will include Ernie and Bill Sinclair, of WSET, and Texas big shot, Jackie, of Lowell Mann, and comic Eddie Dyre.

The tour of Earl Scruggs, banjoist of the team of Earl and Flett Scruggs, paused away a shortWhile in the Houston area, Spriens, N. C. Earl and his wife, and their sons, were held for a short time in the Hill and South, and appeared at the W.W. Bailey's Palace. Meanwhile, Grass, Wanda Crossland, Flett and Earl are doing their usual good work, and their best efforts, "Rheeler, Steeler of Hours, "appears in Nashville as a new recording session, has waxed two new sides for the "Cactus Club." R. B. Hill, of the Hillbilly Press, will be in the studio with the trio of the old pro in Nashville. Dick Garnard, Dale Foster and Jerry Rydyl. Tua said the ditty may get "Bigger than the Big Top." A song called "Shoofly" written by a sheriff's son, is a natural for any unusual promotion angles.

Margaret Whiting, Capitol recording star, will appear as

**C & W Territorial Best Sellers**

for survey week ending October 26

Country charts are based on local sales, mailing and promotion. The figures shown represent a count of such releases in each of the market areas.

**Birmingham**

1. "Foggy Mountain Breakdown," Jack and Elvin, Capitol 1009, R.
2. "Yodelin' at the Corn," Elvin, Capitol 1008, R.
3. "When the Leaves Begin to Turn," Jack, Capitol 1007, R.

**Huston**

1. "You Made Me Love You," Noma, Capitol 1008, R.
2. "I Am Just a Peasant," 年, Capitol 1007, R.
3. "I'll Say No," 年, Capitol 1006, R.
4. "I'll Say No," 年, Capitol 1005, R.
5. "I'll Say No," 年, Capitol 1004, R.

**Nashville**

2. "You Don't Know How to Love Me," Elvin, Capitol 1009, R.
5. "You Don't Know How to Love Me," Elvin, Capitol 1006, R.

**Dallas-Fort Worth**

1. "If You Want Me, My Love," Noma, Capitol 1008, R.
3. "You Don't Know How to Love Me," Elvin, Capitol 1006, R.
5. "You Don't Know How to Love Me," Elvin, Capitol 1004, R.

**Memphis**

2. "You Don't Know How to Love Me," Elvin, Capitol 1009, R.
5. "You Don't Know How to Love Me," Elvin, Capitol 1006, R.

**New Orleans**

1. "I Can't Help Myself," Jack, Capitol 1008, R.
2. "You Don't Know How to Love Me," Elvin, Capitol 1007, R.
5. "You Don't Know How to Love Me," Elvin, Capitol 1004, R.

**Richmond, Va.**

2. "I Can't Help Myself," Jack, Capitol 1008, R.
3. "You Don't Know How to Love Me," Elvin, Capitol 1007, R.
5. "You Don't Know How to Love Me," Elvin, Capitol 1005, R.

**WANTED**

Country - Music Disc Jockey. Great opportunities in Metropolitan...
**The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS**

### Reviews of New C & W Records

**BENNY HILL**

*Sweet Seamstress Willie Smith.* — 23

**LAMAR EARL**

*Somebody's Gonna Say.* — 22

**RAY HILL**

*I'm Benny.* — 22

**GLEN CROSBY**

*Crosby & Tyrone.* — 22

**ROY LAMBERT**

*The Man Is the Thing.* — 22

**STEVE BROWN**

*The Man Is the Thing.* — 22

**JACK TURNER**

*It's Benny.* — 21

**DON SNIDER**

*This Ain't a Pretty Place.* — 21

**SPIG TUNER**

*Turner.* — 21

**HARRY CHAPIN**

*American Pie.* — 21

**JOHN STARNER**

*The Man Is the Thing.* — 21

**AL HALL**

*The Man Is the Thing.* — 21

**BILL MURPHY**

*The Man Is the Thing.* — 21

**BUTCH WARD**

*The Man Is the Thing.* — 21

### Folks Talent and Tunes

**FOLK TALENT AND TUNES**

(Continued from page 43)

**JOHNNY ROBBIE**

*FIRE* — 5

### Best Sellers in Stores

**Best Sellers in Stores**

*For survey week ending October 26*

<table>
<thead>
<tr>
<th>Record</th>
<th>Week No.</th>
<th>Price</th>
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<td><em>I LOVE, I LOVE (Bm)</em> — W. Pierce</td>
<td>3</td>
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</tr>
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<td>3</td>
<td>$0.98</td>
</tr>
<tr>
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<td>2</td>
<td>$0.98</td>
</tr>
<tr>
<td><em>DO YOU WERE ME (Bm)</em> — Dec 1952</td>
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<td>$0.98</td>
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**Mystery Train (Bm)** — E. Presley

### Most Played in Juke Boxes

**Most Played by Jockeys**

*For survey week ending October 26*

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**Mystery Train (Bm)** — E. Presley

**Yellow Boxes (Bm)** — H. Square

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**Yellow Boxes (Bm)** — H. Square

**Yellow Boxes (Bm)** — H. Square
Mr. Consistency does it again

CARL SMITH

YOU'RE FREE TO GO

I FEEL LIKE CRYIN'

Billboard "SPOTLIGHT"—Oct. 28 issue

CARL SMITH

You're Free to Go (Ross-Jungnickel, ASCAP) COLUMBIA 21462—
I Feel Like Cryin' (Mallory, BMI)—Columbia 21462—
These both are real wet weepers that have break-out potential. Plenty of effective, truthful vocal sound is evident on the "cryin'" item the weepy guitar sound adds even more to the mood. Smith surely mixes well with this type of material.
### The Billboard Music Popularity Charts

#### RHYTHM & BLUES RECORDS

**Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. ONLY YOU (BMI)-Platters</td>
<td>15</td>
</tr>
<tr>
<td>2. AT MY FRONT DOOR (BMI)-El Dorado</td>
<td>5</td>
</tr>
<tr>
<td>3. I HEAR YOU KNOCKIN' (BMI)-S. Lewis</td>
<td>6</td>
</tr>
<tr>
<td>4. RATTLE (BMI)-Impala</td>
<td>7</td>
</tr>
<tr>
<td>5. ALL ALONG THE WORLD (BMI)-El Dorado</td>
<td>8</td>
</tr>
<tr>
<td>6. ALL OVER THE WORLD (BMI)</td>
<td>9</td>
</tr>
<tr>
<td>7. THAT LADY (BMI)-L. Baker</td>
<td>10</td>
</tr>
<tr>
<td>8. JACKPOT (BMI)-Impala</td>
<td>11</td>
</tr>
<tr>
<td>9. BL-CKJACK (BMI)-R. Charles</td>
<td>12</td>
</tr>
</tbody>
</table>

**For survey week ending October 26**

**R E C O R D S** are ranked in order of their greater number of plays on 78 rpm juke boxes and tablets in the country, as determined by The Billboard's weekly survey of operators and the records are reported on both basis of a record's sales, and of the number of times its title is played. They are tabulated in order of the percentage of operators reporting on both basis of a record's sales, and of the number of times its title is played. The records are reported on both basis of a record's sales, and of the number of times its title is played. They are tabulated in order of the percentage of operators reporting.

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<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. MAYBELLENE (BMI)-C. Berry</td>
<td>13</td>
</tr>
<tr>
<td>2. ONLY YOU (BMI)-Platter</td>
<td>9</td>
</tr>
<tr>
<td>3. I HEAR YOU KNOCKIN' (BMI)-S. Lewis</td>
<td>4</td>
</tr>
<tr>
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<td>7</td>
</tr>
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<td>7</td>
</tr>
<tr>
<td>7. ALL BY MYSELF (BMI)-F. Domino</td>
<td>3</td>
</tr>
<tr>
<td>8. DON'T START ME TALKIN' (BMI)-J. Brown</td>
<td>2</td>
</tr>
<tr>
<td>9. HIDE AND SEEK (BMI)-J. Turner</td>
<td>6</td>
</tr>
<tr>
<td>10. THAT'S LOVE (BMI)-L. Baker</td>
<td>15</td>
</tr>
</tbody>
</table>

**For survey week ending October 26**

**SHADOWS OF LOVE**

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SHADOWS OF LOVE</td>
<td>16</td>
</tr>
<tr>
<td>2. THE WAY YOU DO ME</td>
<td>12</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FEEL SO GOOD (BMI)-Shirley &amp; Lee</td>
<td>9</td>
</tr>
<tr>
<td>2. I FEEL SO GOOD (BMI)-Shirley &amp; Lee</td>
<td>10</td>
</tr>
<tr>
<td>3. THAT'S LOVE (BMI)-L. Baker</td>
<td>8</td>
</tr>
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</table>

**For survey week ending October 26**

#### JAB RECORDS

<table>
<thead>
<tr>
<th>Week</th>
<th>Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. FROLIK</td>
<td>3</td>
</tr>
<tr>
<td>2. ALL BY MYSELF</td>
<td>8</td>
</tr>
<tr>
<td>3. AT MY FRONT DOOR (BMI)-El Dorado</td>
<td>5</td>
</tr>
<tr>
<td>4. ONLY YOU (BMI)-Platter</td>
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**RHYTHM & BLUES RECORDS**

**This Week's Best Buys**

**FATS DOMINO**
Poor Me (Commodore, BMI)-Imperial 5099.
Domino belts out a lusty, ebullient novelty with great gusto and obvious enjoyment.

**DINAH WASHINGTON**
I'm Lost Without You Tonight (Admont, ASCAP)
You Might Have Told Me (Westway, BMI)-Mercury 70726.
Here's another smooth, intimate throbbing job by the great Dinah Washington. The group lends her silken-voiced and tasteful phrasing to two appealing ballads, with "I'm Lost Without You Tonight." a particularly standout. The disk has strong pop appeal (especially for jockeys) and could go in both markets.

**LITTLE WILLY JOHN**
Need Your Love So Bad (Jay & Gee, BMI)
House at Last (ICT, BMI)-King 4841.
Little Willie John sells both sides with warm sincerity and top-notch arrangements, "Need Your Love So Bad," has an effective authentic blues sound, while "House at Last" a relaxed blues with catchy lyrics. This young artist's first record "All Around the World" is rising high and the charts sight right, and this-hit second release—very well may be another hit.

**THE FIVE KEYS**
Gee Whittaker!(Lowell, BMI)
Cause You're Mine (Roadshow, ASCAP)-Capitol 3209.
The group wraps up a bright novelty "Gee Whittaker!" in a lively, sinuous-voiced vocal treatment and a happy beat. The lyrics feature a series of teen-aged shenanigans, and the side could easily pop too. The title, "Gee, Cause You're Mine," is a snappy, stylish sound. strong ballads, 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 repertories. Really, there has 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 fields. In recent months, however, the crossing has been so much more and more marked, and just as R&B. excelled its influence in the pop field, so it is becoming a factor in the country market. Recent cuts out by such fine country artists as Marty Robbins on Columbia. Elvis Presley on Sun, Chuck Berry on Mercury have been both sleek, tight type songs. The performances, too, have shown that the country artists understand the change in style and sound. Of course, all this can mean so much more, it may be said, than merely pop artists and writers who aspire to R&B. A major factor which has accompanied this trend in the repertory of R&B. is the country market is thus, in the deep South, and as many country buyers have taken to R&B. it is only natural, therefore, that the country artists men and artists devote more attention to R&B. material. Paul Cohen, who noted Downbeat's remark in the latter issue, for years has noted the kind of use of the two categories. Very often, the chief difference is that in the use of just one, whereas it is strong in the other, Cohen points out.

The Show Agency's r&b. and jazz package booking up Count Basie, Joe Williams, Bing Crosby, Johnny Shepherd, the Otis, T-Bone Walker and the Jacks bi-color issue in Lake Charles La. November 16. Atlantic Records is booking the Cardinals for the xmas label this week, and elsewhere Ruth Brown worked over some material last weeks.

Teddy Powell, New Jersey dance promoter, purchased the Wainwright Corporation of Newark, N.J. and will open new shows in addition to operating the 2,500. capacity Wainwright Hall on the premises. The spot will originate a three-hour wax show via WJBR. Newark, followed, in December 57, Pat Connelly and Charlie Gray handling the broadcasts.

Three new entries on the national charts this week; I. Michah on "Hands Off" on Vee Jay, Ettie Jones' "Good Rockin' Buck" on Modern, and the Drifters' "Adorable" on Atlantic. Sid Bernstein has taken over the act department at Show. The D-Rs. are busy as the Cavaliers, who Atlantic has signed, and Fats Domino's "Let's Fall In Love" is getting some action... have been signed by the Mercury Artists. The Platters and Johnnie Ray are working on the Paramount...
ALEXANDER—Frederick, 1st Hereditary Austrian, recently is the Grand Master of the Order of the Ancient and Accepted Scottish Rite, Fort Worth, from 1884 to 1902. He died on May 30, 1938.

BURBANK—Peter, in his 93rd year, was a brother of the late John Burbank, who died in 1910. Peter was a member of the Illinois Club and was active in the arts community.

DIAMOND—Elder, in his 84th year, has been practicing law in Chicago for many years and was a leader in the Jewish community. He died on May 30, 1938.

EDMOND—William, in his 72nd year, was a prominent figure in the Chicago skyline. He died on May 30, 1938.

EMERSON—In his 69th year, Emerson was a noted writer and lecturer. He died on May 30, 1938.

FOLK TALENT AND TUNES

Continued from page 6

With the Jockeys

Tom Wallace, KTUX, Detroit, Mich., reports that Bob McKibbon, KTHS, Fresno, Calif., has been engaged by the Detroit Thunderbird Club, April 1, and that the Michigan Club, Detroit, will be under the management of Bill Freeman, KTHS, April 15. Bob McKibbon is well known in the Michigan Club and has been a favorite of Detroit audiences. He will be succeeded by Bill Freeman, KTHS, who is also well known in the Michigan Club.

The Jockey's Fancy

Joe, a well-known jockey, has been hired by the Detroit Thunderbird Club, April 1, to manage the Michigan Club. Joe has been a jockey for many years and has managed the Michigan Club for several seasons. He will be succeeded by Bill Freeman, KTHS, who has been a jockey for many years and has managed the Michigan Club for several seasons.

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DOUGLAS GATE DAY-BY-DAY

DALLAS, Oct. 29—Day-by-day fig-
ures were put into the 1953 fairs in a
class with the better years of the
Dallas operation.
A financial report for the year
will be delivered at the annual
stockholders' meeting December
31.

"The Pajama Game" did well in
the State Fair Auditorium. The
2,258-seat house had three con-
cessions as a result of the larger
capacity audiences and attracted
such a list of acts for its 41 perfor-
amers. At a $4.90 top, patrons paid
$40,622.22 before taxes. Atten-
dance was better than last year's.
"The King and I," but the ben-
efit onces went down.

TENNANT STEPS OUT

OF DALLAS FAIR POST

Resigns After 20-Year Service; Given
Credit for Smooth Midway Operation

DALLAS, Oct. 29—Fred Ten-
nant Jr., owner and concessions of the
State Fair of Texas has announced his resigna-
tion as of this date. Tenant has been connected with the
operation for 20 years.

Tenant was in charge of one of the largest and most com-
plex midway operations anywhere in the United States, and
helped to develop the smooth-running and best business of its kind
anywhere.

As concessions manager for the past year, he was in charge of
all concessions on the 127-acre fair grounds. The fair opened
October 1st and ran through 10 days. A second fair will open
October 18th and will continue through October 24th.

Tenant was responsible for the smooth operation of the State Fair
of Texas, and his results were outstanding. His name will be
remembered by all who have been connected with the fair in the
past 20 years.

FRED TENNANT

The fair will be conducted in the future and
there will be no change in opera-
tions of the concessions department.

Prattind by Stuart

"The State Fair of Texas is lo-

killing some of its best

of the state and the

will continue to

in the competition there,

The State Fair of Texas will always

continues to improve

1954.
OUTDOOR CONVENTION NUMBER

FEATURING

CAVALCADE OF FAIRS

PLUS

- The Complete Statistical Directory of Fairs
- The Directory of Still-Date Facilities
- A Great Array of Feature Editorial Articles Important to EVERYONE in Outdoor Show Business.

The Largest, Most Publicized Special of the Year

The Billboard

OUTDOOR CONVENTION NUMBER

Dated November 26
Distributed November 21

THE ONLY MEDIUM ASSURING YOU 100% COVERAGE

1. Create interest among important Outdoor Showmen before the convention. The Convention issue of The Billboard will be distributed November 21, reaching them at home or wherever they may be (through newsstand purchases) the week before the big meetings in Chicago.

2. Free distribution of 3,000 copies right from The Billboard booth on the Exhibit Floor throughout the Convention will renew the effectiveness of your advertising right at the point of contact.

3. Informative features and statistical information in this issue will continue to maintain interest long after the Convention is over, keeping your sales message "alive" for months to come.

ADVERTISING DEADLINE—NOV. 16

Reserve Space Now!
Contact any office of The Billboard TODAY!

CINCINNATI 22, OHIO
2160 Patterson St.
DUnker 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-3800

CHICAGO 1, I.I.L.
188 W. Randolph St.
Central 6-8761

ST. LOUIS 1, MO.
210 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-9281

www.americanradiohistory.com
ARENAS-AUDITORIUMS

Icers, Riders, Bowlers Will Set Arena Action; Where's Goose?

By TOM PARKINSON

Whether Ice Caps Inc., will put a third unit on the road this winter will depend entirely on whether a suitable route can be found. While the show is a definite possibility, it is not yet a sure thing.

Status of the proposed tour of the Harcourt Magicians, with Cosmic Tatsumi and Marques Harris, seems to be up in the air. They are business managers primarily, and there was no word about when or where it would start until it was too late.

The Grand National Livestock Exposition at the Cow Palace, San Francisco, opens Friday (28) with the Chisholm Army's Rides of the Rails, precision drill team, as a special feature. The riding years, similar to those of the Royal Canadian Mounted Police and the Spanish Riding School of Vienna, was to open by air last weekend and the advance party came in conflict with the bookies. Event also includes acts, rides and others events. Nye Wilson, manager of the Cow Palace, flew in last summer to invite the Army unit officially.

Value of the American Bowling Congress' marathon annual event, every event is great enough to morale a strain of interest when scheduled 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 1935, Meyers said that it was invaluable as publicity for the building and city. ABC will be at the new Rochester, N.Y., building in 1936 and at Fort Worth's Will Rogers Memorial building in 1937.

Most managers of amusement and arenas reply to a receiver's claim: The billboards have been in their present place for more than five years. The survey was directed to existing 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 at their spots 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 30 years service in their present locations.

Television proprietors apparently are not taking advantage of the high space available in most auditoriums and arenas. The same survey shows that only about 10 per cent of the buildings in the area advertising originating from the property regularly. It was indicated that most of these remote public buildings are operating ex-cept in.

Nearly half of the holding managers replying to the survey said they will not operate their billboards for 1956.

Tennent Quits Dallas Post

Three years ago, the post of superintendent of the Dallas Opera was advertised here, and Albert Tennant, who succeeded Hitzigeler in that capacity, accepted.

Tennent has always looked upon Dallas as the greatest city in the world, not only because it held the annual Continental-Pacific Exposition, as the hardest, but as the city of the new railroad, which had come to the city. When the State Fair was rerouted to the center of the Continental-Pacific Exposition, the elder Tennant handled all of the sales and was well known.

On the day following the Continental-Pacific Exposition, Tennant was in charge of outside exhibit space and helped on concessions.

As On Innovation

Tennent was in on two of the most important innovations introduced to outdoor show business by the State Fair of Texas. In 1930, the Dallas fair was the first in the nation to exhibit an independent midway of its own with permanent rides and games, having its own separate midway for fair time, or bringing them in on contract with independent midway operators, any of whom have been Ben Murch Brown and Allen Wilson, who used to hold the Dallas shows for the past three years.

All Dallas shows have been always operated locally. Another important "first" for Dallas was the placing of food and all other concessions on a very high plane in 1936, rather than on flat rates.

Tennent has worked under four managers at the Dallas fair. Otto Stitt and later Harry Snow, both of whom were elected as president of the association, and now he is working with Mr. H. Hitzigeler, the first executive vice-president and general manager, and Stewart, who succeeded Hitzigeler in 1951.

The biggest profits come from the best rides

STEADY SKEE-BALL?

Pete Burkhardt Passes at 55

TAMPA, Oct. 29, -- Funeral services were held Tuesday afternoon at the Blaine's Funeral Home for Pete Burkhardt, veteran showman who died Saturday night (22) in St Petersburg, Fla. Burial was in the family plot.

Burkhardt, 55, was active in the Greater Tampa Showmen's Association and belonged to several other showman's organizations. He had been on many shows, including Johnny J. Jones, Royal American, O. C. Buck, Xetromax, World of Myth, and others. Survivors include his widow.

As soon as the World of Myths Show arrived in Aug. 19, and Sunday (25) memorial services were held in the George Room of the Richmond Hotel, with 129 show people attending. Rabbi Norman M. Goldberg, of the Wayne Temple, gave the Hebrew Eulogy, Phil Cook, who knew Burkhardt for nearly 40 years, delivered the eulogy, and Louis (Daddy) Knox read the 23rd Psalm. The show made a donation to the Tampa, Burkhardt's memory.

This was Burkhardt's 50th year on the World of Myth, to which he returned after being on Royal American for 10 years. He was a widely known in carnival circles and a popular concession operator.

So, rather than the other way around, so successful has been his career, which was begun in the post-American War era, has been 20 years ago in the show business, starting when he was a schoolboy and won a silver medal at the old Dallas Opera House. He spent several years in the movies, in the early days of the movie in theatre. During World War II, he was in the Army three years.

Burkhardt has just started his most successful year, as far as the concessions has gone and, in the last years, because he is the most successful summer midway operator Dallas has ever known.
CASH SHOW

ST. CATHERINES

Operators Named

See $1,650,000 Annual Gross for N.Y. Coliseum

NEW YORK, Oct. 29.—An annual gross of $1,650,000 from rental and concession has been authorized for the new Coliseum which will open April 29, 1926, with that.

Funsport Aura

Proposed for Sleepy Hollow

Tarrytown, N.Y., Oct. 29.—Two historic locations were enlivened this week in administrative arguments over proposals which would give an amusement park atmosphere there. They are Sleepy

Tents

All Sizes All Types

Well Made for Over 75 Years

Materials on hand either dyed in colors or "Cheer Flume." Underwriters approved frame, water and mid-rise treated. Durable. "TENT DELIVERY" "DID I; JESO?—GOW. W. JOHN.

United States Tent & Awning Co.

Tents

Show Tents

Central Company

316-318 East 56th St.
Kansas City, Mo.
HARRY SOMMELLIE

Concession Trailers

Of All Types

State Your Needs

Culamet Coach Co.

1113-3 E. Washington, Chicago 16, Il.
Phone: Waterfall 6-251

Catalogs available on request

Cotton Candy Cones

By rolling out extra thick, we have increased production on Cotton Candy Cones and we can now give you all you want. Our machines can now be checked up to 25,000 cones per hour. This will enable you to get you more cones in less time.

Gold Medal Products Co.

318 Third Street

DEC 13, 1925

Adverising in The Billboard since 1922

Roll of Folded Tickets

Cash with these Prices

Weldon, Williams & Like

Fort Smith, Ark.

Sani-Serv

Direct Draw Dairy Freezer

Write for Free Information

Shankenstein Equipment Sales, Inc.
1445 Broadway, Chicago 15, Ill.

Make $100.00 a Day

On Candy

Our Pedestalg Hole in the Wall

Chicago Snow Machine Co.
710 Revere Avenue

Chicago, Ill.
Atlantic City
Aquarium and Museum Posed
ATLANTIC CITY, Oct. 29—
Attorney Harry Costello's proposed
Vセンター巡検南部と南部の水族館と博物館の創設。これらの設立は、地区の歴史を管理し、博物館の一部として、公開されている地域の一つであり、観光客が訪れる場所である。

Highway Shift
Eases Tension
At Norumbega
BOSTON, Oct. 29.—A decision of the Massachusetts Turnpike Authority to change the route for the new East-West Highway will have widespread impact. The way State to connect with the New Thruway at the Berkshires will bring relief to Rye, Bibb, operators of Norumbega in suburn Newton.

The plan would have brought the highway to the docks, cutting off the parking area for the docks while they shop around.

STORMS HURT
Ocean Beach
Ride Gross
Zooms 86
OCEAN BEACH, Conn., Oct. 29.—Earnings of riders at Ocean Beach, municipally operated amusement spot, soared nearly $8,000 over last year, Dick Coleman, a partner in the business said.

Several new units were added up during the summer, and a great earnings power resulted. Excellent weather brought two-thirds of the season's

 Sikh postcard was turned to the public by comparison since normally it could be expected to result in some of the usual."
SHREVEPORT UP SHARPLY, GATE SETS STRONG WEEK

Good Weather Contrasts With '54; Ringling Circus Hypothesizes Mid-Week

SHREVEPORT, Oct. 29—The Louisiana temperatures were up sharply yesterday, with the thermometer hitting 90 degrees. This was in contrast to the cold weather of last week. The warm weather was expected to continue today and tomorrow, but a cold front is expected to move in later in the week.

Raleigh Achieves Banner Attendance

Excellent Weather Helps Turnouts; Premium Plan Hypothesizes Exhibit Total

RALEIGH, N. C., Oct. 28—One of the best-known events of the week was the opening of the North Carolina State Fair, which closed Saturday (28). The fair, which was held in the coliseum, was a huge success, with attendance figures of close to 500,000.

Final day's attendance was reported at 143,000, which topped any other one-day turnout ever recorded. The five-day total of 335,000 is expected to increase to 400,000 when final tabulations are made, since attendance records were kept at a high level in almost every department throughout the run.

Exhibits were high in quality and quantity, due in part to an extrashow by the state, which was attended by Dave Burton, the local manager. A special award was made to the largest exhibit, which was the new system, a display of various exhibits. The fair, it was said, was a success and a benefit to the state.

Local judges, if in their discretion it was considered worthy of special merit, were urged to bestow decorations and honorary medals. In order to make the fair a success, the fair officials are working on a premium plan that will be presented at the State Fair, which is expected to be even more popular than the latest premium. It must have been better than a blue ribbon locally, it was said.

Raleigh Beaches Two Lint.-No special problems appeared in this city in the week, but a few vehicles exhibited which won local prizes and were brought to the city for the first time in the event. Official

Rainfall Mars Greenwood Run

GREENWOOD, S. C., Oct. 29—Rainfall occurred around the city yesterday, with the weather being unseasonable. One of the displays of the week was a huge flower show, sponsored by the Greenwood Garden Club. Another interesting event was the Old Country Store Fair, a replica of Civil War time stores. The show was held at the school during lunch hours, according to the Manager Free.

BOOKERS, ATTENTION!

CHICAGO, Oct. 28—All booking offices that sell attracti

Butterfly, Storms or anything similar. They are the names, addresses, and other necessary information for booking. To issue booking, look to the Chicago Star, which contains this information by November 1st.

2 Ball Games, 3 Kids' Days At Orangeburg

ORANGEBURG, S. C., Oct. 29—At the 47th Orangeburg Fair, in its 85th year, they had the usual butter, flour, and butter milk. The fair, which started Thursday and ended Sunday, was well attended.

The fair featured several events, including a butter-making contest, a flour-making contest, and a butter milk-making contest. The fair also included a parade, a essay contest, and a butter milk-making contest.

Gate Receipts Up 20% For Macomb's 100th Run

MACOMB, Ga., Oct. 29—Gate receipts for the Georgia State Fair, which ended last week, were $26,000, or 20 percent over the $19,500 for the previous year. The fair, which was held at the fairground, was well attended.

The gate receipts were up $6,500, or 20 percent over the previous year. The fair, which was held at the fairground, was well attended.

Michigan State Budget Set at $2,024,000

DETROIT, Oct. 30—The Michigan State Fair will file $2,024,000 for the fiscal year 1955 for remodeling and $765,000 for electricity and other expenses. The fair, which was held at the fairgrounds, was well attended.

Donald L. Swanson, secretary, said the proposed construction budget includes $500,000 for new farm buildings, $500,000 to continue remodeling the grounds, and $200,000 for permanent electrical equipment.

The $765,000 operating budget is higher than last year's $762,000, and a budget of $200,000 is included in the proposed budget.
Three Winter Events Note Preparations

TALLAHASSEE, Fla., Oct. 29 — Three Florida rodeos have released programs reports which indicate a good season is in store. One of these is the Florida County Fair in Dale City, to be held March 14-22, which will feature for livestock and poultry judging, the Florida Livestock Judging Association. Mr. H. G. Bennett of Lake City was a no-show carnival as yet for the date. Nightly features will include a baby show, youth talent show, Clown, Queen coronation, and artificial snow.

In Arcadia, the DeSoto County Fair's third annual showing will feature a new wildlife building and new fairgrounds bloodhounds system. Manager A. C. E. E. Martin noted that the January 9-14 event, with Gladys Amstutz Company on the midway, will offer an open rodeo, free parking, reduced admissions, queen contest, and midway rides.

Two have been added for the January 24-28 Saginaw Expedition, which begins today, and to which Doug Perry reports. There will be professional acts as yet unbooked and is open to entries of 4-H clubs and participation by area high school bands.

ATTENTION SECRETARIES OF FAIRS & CELEBRATIONS
If you are in the market for any type of entertainment for the upcoming fair, why not do business with a reliable office.

Contact
ERNE YOUNG
203 W. Wabash, Chicago, Ill. 1953

For Your 1956 FAIRS, CENITALS, CELEBRATIONS...
CONTACT:
JIMMY DONWELL
Super Broadway Attractions
545 S. State St., Dept. 960
Chicago, Ill. 60605

Dallas Fair Tops All Records

played in the Cotton Bowl. The opening day schedule a satr opens well of 7,500; Southern Methodist University pulled away with a 27-0, 28-10, and SMU-Rice, 49-0. All scores. The 1955 free gate tickets were distributed to children and teachers, 13-2, 729 on Elementary School Day, Monday, January 23, and 12-6, 678 in Fort Worth schools for Fort Worth Day, 91-724 on Negro American Education Day and 90-707 in schools throughout the State for Public School Day.

Biggest sampling job at the fair was the 4-H Club, providing a Beech-Nut chewing gum company. The 4-H Club clublings were given away by a 10-man crew.

Southwestern Bell Telephone Company, which keeps an accurate check on all electricity bills reported a total attendance of 7,931.

Junior livestock auction sales of lambs, pigs, turkeys and ducks resulted in receipts of the Texas-Oklahoma game on the lobby for $3,000 boys and girls who took part.

7,931 Entries

Entries for the San Antonio Livestock Exposition, Junior Livestock and Farm Foods Show were totalled 7,931, including 5,190 head of beef and 2,741, saleable. Dated October 22, the State Fair of Texas have been vitally announced with an added session on Saturday, October 29.

The annual high school hockey championship will be held on November 5, with Palmerear, PA, National Hockey League area sport editors on November 14.

Tulsa Seeks Money For New Buildings

Seeks Voter Okay of Bond Issue For Coliseum, Grandstand, Track

TULSA, Oct. 29.—A $1,300,000 bond issue to finance a new building program at the Tulsa State Fair Field was on the Tulsa electorate's ballot at the November 15 election. City Clerk C. W. Brown, who also appeared as manager of the fair, said the money was being sought to finance a new grandstand and race track at the event's growing plant.

Voters will have the ball for the construction of a 95,000-square-foot exhibition buildings costing $144,000, to $11,000, estimated to cost $825,000. The proposed building would be available for conventions and exhibitions and other events both during the fair and throughout the year.

Facilities Listed

The grandstand, which is estimated to cost $124,000, was placed under a roof area of 2,800 feet. It would have a press box, sound equipment and concession facilities and the track would be lighted.

The bond issue, which will be placed on the ballot with a $25,000 engagement for the construction of a new grandstand and race track, was reduced from the original proposal of $2,800,000 for the fair. The cut came after fair board members met with the Civic Needs Committee.

The original proposal, in addition to the Coliseum and track, included the addition of six light towers, remodeling of the present grandstand into an exhibit building, improvements to the pavilion, miscellaneous paving and storm drain 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 for the last 12 years, was this week asked to resign and appointed as assistant manager of a large retail department store. Boyd served as secretary-manager of the fair for 12 years, but this week will be replaced by the secretary of the Springfield Chamber of Commerce, who will serve until the end of the fair season.

In addition to his connection with the Springfield fair, Boyd had been president of the State Fair Board for the past seven years.

Prior to becoming manager of the fair here, he had been assistant secretary of the Missouri State Fair, St. Louis, for seven years under veteran manager Charles Green. He also served one year on the staff of the annual Atlantic-Okahoma Fair District Fair at Fort Smith, Ark.

During his 18 years at the helm of the Springfield fair, he had been a paid-up member of the board and supervised a broad plant building program.

Fayetteville Raceway

FAYETTEVILLE, N. C., Oct. 29—Fayetteville Raceway, Inc., with authorized capital of $100,000, has been granted a charter by the State of North Carolina, with Gay Dorie Hudson and Marion P. Bollinger, all of Fayetteville, were listed as incorporators.
McCray Buys Out Wrigley, Travels To Own 20th Century

Comes Out of Retirement to Operate Show; Plans to Purchase New Rides

SAN ANTONIO, Oct. 29.—E. D. McCray, owner of the 20th Century Shows, has bought out Frank E. Wrigley, owner of the Wrigley Shows, and J. B. Alter, owner of the Alter Shows. The three circuses will be combined into one circus which will operate under the name of 20th Century Shows. McCray has leased the Wrigley and Alter circuses for the next season.

According to McCray, he has already commitments from some of the fairs played by the show in recent years to repeat next season, and, in addition, has inquiries from several new fairs for 1956.

NEW PAINT JOB
Good Turnout Gets Season Going for NSA

NEW YORK, Oct. 29.—A large turn-out of showmen who meet Wednesday (26) meeting of the National Showmen’s Alliance was held in New York City and it is expected that attendance will be heavier next Wednesday as more shows come off the road. There will be meetings on the next two Wednesdays. The clubrooms were reserved recently for the coming social event.

Chief items brought up concern picture shows, and the jamboree. George Handl, presiding member, reported that affairs on the James E. Stratford & Cellin & Wilson Shows such resulted in more than $4,000 being raised. The Winch of Midway Shows are also planning to check in with janitors.

Handl suggested that at future open house days, all prices should be sold to fans and they could then go to the rooms, and names of winners be posted immediately. This was agreed to.

The meeting was presided over

(Carried on page 58)

COLEMAN UNIT WINDS Up Excellent Season

MIDDLETOWN, Conn., Oct. 29.—Coleman Bros. Shows, bakery and hot dog stand in winter quarters at this point this week, enjoyed a season described as “New York” by Operator John Coleman. Earnings topped those of last year when the best receipts in several seasons were registered. The features were good with exception, Coleman said. He added they were not as good as previous, a gross at least equal to that of last year while many showed a substantial decline.

Weather-wise, the show was extremely lucky in view of the fact that its race is limited to New England and New York, areas which are drenched by floods and high winds. The show was not held from the same cities at the time of their ideal and was expected to reach the same standards.

Some Rains-Out

Some working hours were lost to the rains of this period alone. Sunman said the weather could not have been much better considering the number of operating days.

The show had its territory petty weather to itself. Snow storms fell in New England and the North East before the show returned to New England and the Northeast.

The show was one of the best in the vicinity, and was well worth its while.

McKay and his family, including his nieces who assist him in the business, were on hand next week for a short stay in Florida.

COLUMBIA, Augusta

Savannah, August 26 '56 Pacts To Bergen org Complete Dixie Route

Savannah, Aug. 26.—Frank Bergen’s World of Mirth Shows landed at the Exchange Club Fair here, as it has at other Dixie routes, with receipts well ahead of last year. Going into last year the show had a $2,500 cushion and was expected to clear $3,000. This year it cleared $3,500 in seven days.

Weed weather has prevaled through the run, following a week of hot weather at the South Carolina Fair, which 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 of 15 cents on each ticket was put in effect.

To Baghdad

Fargo, Nd., Oct. 29.—(AP) — F. G. Bergens’ World Mirth Shows landed at the Exchange Club Fair here, as it has at other Dixie routes, with receipts well ahead of last year. Going into last year the show had a $2,500 cushion and was expected to clear $3,000. This year it cleared $3,500 in seven days.

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To Baghdad
Jennie Ross, who left the road last year after 25 years of touring, and her husband, Mr. and Mrs. Ross, recently were in town visiting relatives. Mrs. Ross recently became ill and was taken to the hospital in Laramie, Cal. The Roses would like to hear from friends who may address them at their new address, 7735 Atlantic, Cal.

In a recent story, Frank Warren was inadvertently mentioned as one of the participants in the American Beauty Show. Mr. Warren is a New York City agent. The American Beauty Show had several directors in charge.

Craftsman's March 1954

PHILADELPHIA, Pa., March 23—Business for the month of March for Crafts Exposition Shows was in the neighborhood of $64,000. This shows a new mark for the company and is a new one day dollar mark for the Western Pennsylvania branch. Actual handle was around $40,000 a day, plus a local tax as much as 3 cents on a ticket-pair. The day was a children's day and all ticket pairs were granted at 10 cents, including tax. The show hit the $30,000 mark prior to the arrival of the Spring Central Canada Exhibition, Ottawa.

Walter Raymer Succumbs at 72

WASHINGTON, D.C., Oct. 29—(AP) Walter J. Raymer, veteran commissioner, and as a number of years ago, died here recently. During his long career in outdoor advertising, Raymer operated many types of outdoor advertising. Among other shows, he was responsible for the creation of the Coca-Cola and Pledge shows from 1914 to 1927. In recent years he had been off the road.

Roger Warren, son of Roger Jr., and nephew of President Warren Jr., died in New York last week. A number of staff are returning to the company for the summer months. Included will be Manager W. E. Page Into W. Q.

SPRINGFIELD, Tex., Oct. 29—(AP) W. E. Page and O. W. B. Smith, president, are in Austin, where they are here after an okay season.

Personnel scattered with some of them in various capacities: Jan Shaw, John W. Shaw, and Howard Piercy, Tampa; Joe Packard, Alhambra, N.Y.; Carl Gaskin, Knoxville; Roy Riede, Baltimore, Ky.; Sam Peters, Lewy Crandall and Tom Roberts, Mobile; Carl Wron, Live Oak, Fla.; Tom Smith, Dallas; Harry Jandt, Grand Rapids; Nat and Betty White, Waco, Tex.; Texas; Tommy North, Ogden, Utah; N. E. Johns, Monroe, N.C.; and Harry Owen, Perry, Fla.

Arrangements have been made for W. E. Page, Jr., and Mrs. E. Page, Jack, Richard, Frank Hunter and Don Eliy.

Aranas Pass, Tex., Sets Attractions

Aranas Pass, Tex., Oct. 29—The attraction program for the American Legion Fall Festival will be held here November 7-25, with a complete program of entertainment, dance, chairmen and veteran outdoor entertainment.

In addition to H. P. Hill's Great Shows as the midway attraction, the festival will present several attractions and firewheels will be provided by Paragon Shows. Giveaways will be provided by Frolic and trailer, plus fishing gear.

WILDER'S WOLVERINE SHOWS

POSITIVELY WILL BE OUT ALL WINTER.

WANT FOR ALL WINTER.

STARTING WITH OUR NEXT WEEK.

RIDES: Will book 1 or 2 Kiddie Rides and 1 Major Ride that does not conflict. SHOWS: Want Jig Girl Show, Smoke Show and Monkey Show.


RIDE HELP: Good reliable man for Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Caterpillar.

These joining now will be taken care of all winter.

Address: All bookings, Jacksboro, Tex., GA., this week, 3 Georgia Follies to follow.

Show and Ride Max, Contract: Confidential People, Contract.

HENRY WILBER

CLARENCE OSTEEN

Manager

Legal Adjustor

CARNIVALS

THE BILLBOARD

GREAT JACkSONVILLE FAIR

Located Gatlor 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 worthwhile Ring 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 Santa already sold.

All Address This Week

CETLIN & WILSON SHOWS

WAYCROSS, GA.
Carmelita Horoman
Nominated as Pres of SLA Auxiliary

CHICAGO, Oct. 29—Carmelita Horoman was nominated for the presidency of the Ladies Auxiliary of the Chicago division of the Showmen's League of America. Allen, the slate is composed of Frank M. Allen, first vice-president; Dorothy Kenney, second vice-president; Harry Hensley, third vice-president; Mrs. Gayle Hook, treasurer; Mrs. Robert Mil- ler, secretary, and Guy Nevin, assistant secretory after 13 years of service. Nominated for the board of governors are Edward A. Hook, Edward K. Nevin, Walter Nevin, Mrs. Lawrence Nevin, Mrs. Charles W. Allen, Claire Sepp- ner and Max Smith.

Installation of officers will take place Monday, Nov. 5 at the Chicago meeting of auxiliary members.

Members elected for the auxiliary were Phoebe Carlyle, chairman, Lou Clark, vice-chairman; Margaret Hook, secretary; Margaret Filgo, treasurer; James L. M. Brunville, Mrs. Brunville served as secretary of the committee.

Ralph R. Miller Wants
Podium

CARNIVALS

Mioiuni Showmen's Association
1719 N. 22nd Street, Miami

MIAMI SHOWMEN’S ASSOCIATION

February 1926

State membership 1,000 plus

February, 1926

NEW CARNIVALS

MIAMI SHOWMEN’S ASSOCIATION

58 CARNIVALS

Michigan Showmen’s

Association

1353 Cass Ave., Detroit

DORIOT, Oct. 29—President

Dorothy Grusenmeyer, who

was elected to the position of

club manager of CARNIVALS.

The Michigan Showmen’s Club

was organized at a meeting of

showmen held in Detroit.

President of the club is

Mrs. Bruce Laughlin, and

the executive committee

includes Freda Bond, Mary

McEachen, Tony Meyer, Mrs.

Joseph Kiley and Mrs. Harry

Hale.

Meetings of the club are being

held on the second Thursday

of each month.

The first meeting of the club

was held on Oct. 29, with 15

members present.

The club was established to

promote the interests of

showmen and to aid in

nurturing the young in the

field of showmanship.

Mrs. Laughlin reported that

the club is growing in

membership and is

planning many activities for

the coming season.

The club is open to all

showmen, and meetings are

held on the second Thursday

of every month.

Meetings are open to all

showmen, and the club

welcomes new members.

The club’s next meeting will

be held on November 12, in

Detroit.

GREAT LAKES SHOWMEN

At the first meeting of the

Great Lakes Carnivals

Association, held in Chicago,

Nov. 6, officers were

elected.

Addison Byrd, president;

Alphonso Van der Voort,

vice-president; and

John W. Shepard,

secretary.

The Great Lakes Carnivals

Association is a

national organization

devoted to the

interests of showmen

throughout the Great

Lakes area.

Meetings are held

regularly, and new members

are always welcome.

The club’s next meeting

will be held on December 10,
in Chicago.

Illa Vaugn,

Secretary.

CARNIVALS

ASSOCIATION

1312 Broadway, Kansas City, Mo.

KANSAS CITY, OCT. 29.—The

first meeting of the society

opened on Tuesday, Oct. 29,

at the Homer Hotel.

President E. W. (Rock) Warfield

presided and all officers and

commissioners were in

attendance.

New members are Joane

Moore, Gladys M. Moore,

Glenmore, and Elmer

Zimpel, all Kansas City.

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Joane Moore, Gladys M. Moore,

Glenmore, and Elmer

Zimpel, all Kansas City.

Helen A. Morris, and

William M. Straub, Kansas City.

Rooftop committee was

appointed to look into

problems encountered by

members in the Kansas City

area.

The committee will

report at the next meeting.

A Kentucky dinner will

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OKAY SEASON FINISHES FOR CONTINENTAL

LOVELL, Mass., Oct. 29.—The season just ended was typically this week as very good, by Roland Champagnie, owner of the Continental Shows. Final dates for the fair in Center Sandwich, N. H., brought the season -- generally higher than that of 1954, Champagnie said. This was believed due to some of the dates, which were winners and the fact that the group of good frost spots were planted. Weather helped the show to be pretty favorable.

Show equipment is at winter quarters in Pennsylvania and will not be returned from Champagnie's home here. Reorganization is being done prior to storage, under supervision of Frank Frazee, electrician and ride sup.

One new ride has been added for 1956, it is reported, and the new Jaguar sports car has been placed in the show colors.

PARAKEETS

Babies $1.50

Minimum order, forty birds, shipped F.O.B. Las Angeles. Cash or Money Order Only. 24-hour Service. Phone Elliot 9-4591.

WELLS BIRD FARM

4143 South Myrtle Avenue

Pomona, California

CARNIVAL EQUIPMENT FOR SALE

WILL SELL OR TRADE CARNIVAL equipment of all kinds,有价值, 可以通过货币或股票直接交易, 是否有任何问题, 请随时联系我们。

CARNIVAL RIDES CONCESSIONS

WANT TO BUY: 4 abreast Merry-Go-Round, Rock-a-Plane, Octopus, Flying Skeeter, Round-Up, Skelter, Bully and Roto-Whip; must be late model and in good condition.

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LUTY HUBBARD

COME AT ONCE

J. H. HUBBARD

3591 Jefferson

Dallas, Texas

Thank You

James Jimmy Sababa

Super Merry Show

Thank You for your question:

"Save Money With Jimmy"

JOHNNY CAROLE

Phone: 922-5705

FOR SALE—PACKAGE DEAL

MERRY-DOG ROUNDS, 4-A-BEAST

$1,000.00

Includes everything, paid for with the exception of a small bond. Attracts the whole family. Rated this year's biggest success. Pay $750 a year, entire deal yours. Attracts the whole family. Rated this year's biggest success. Pay $750 a year, entire deal yours.

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Louisiana Proves Okay for Ringling

New Orleans, Shreveport Surprise; Little Rock Effort Lost to Paddocks

SHREVEPORT, La., Oct. 29—(Ringling Bros. and Barnum & Bailey Circus)—Ringling Bros. and Barnum & Bailey Circus announced today that the Little Rock show's efforts proved insufficient to retain the corporate stock of fans despite the circus' effort to increase the number of seats and to add extra features to the show. The Little Rock show was operated under the direction of John Paddocks, who became the new manager of the show when the previous manager, John Bailey, died of appendicitis last month.

It went on to attract good business, but the show was not able to compete with the other shows in the area due to the high cost of production. The circus has decided to withdraw from the Little Rock area and concentrate its efforts on the New Orleans market.

The circus has announced that it will return to New Orleans next season and that it will continue to operate in the Shreveport area. The circus has also decided to increase its efforts to attract fans through advertising and promotional campaigns.

The announcement was made by the company's president, John Barnum, who stated that the circus is committed to providing the best possible entertainment for its fans and that it is confident that it will be able to meet the needs of its fans in the future.

CIRCUSES

Communications to 161 W. Randolph St., Chicago, Ill.

BOOK REVIEW

"Buffalo Bill And Wild West" Short on "Show"

By TOM PARKINSON

CHICAGO, Oct. 29—The long-expected "Buffalo Bill And Wild West" show by the legendary showman was a disappointment to many of the fans who had attended the previous shows in Chicago. The show was advertised as a spectacle of thrills and excitement, but many fans were left disappointed by the lack of action and the lack of a clear storyline.

The show, which was held at the Chicago Stadium, was supposed to feature a number of attractions, including a parade of Indians and a display of guns and horses. However, the show fell short of expectations in terms of both entertainment value and overall production quality.

The show was expected to be a major attraction for fans of the "Wild West" era, but many were left feeling that the show failed to capture the spirit and excitement of that time period. The show's failure to live up to expectations has led to speculation about the future of the show and whether it will continue to be produced in the future.

"Buffalo Bill And Wild West" was the second show in a series of three shows that were scheduled to be held in Chicago. The other two shows, "Blue Blood And Indian" and "The Buffalo And Indian," were also met with mixed reviews.

The show's poor reviews have led to speculation about the future of the "Buffalo Bill And Wild West" series. It is unclear whether the show will continue to be produced in the future or whether it will be replaced by a new series.

Lakeland Turnaway Marks King's Week

LAKELAND, Fla., Oct. 29—King Bros. & Bros. Circus, which had been crossing lots in Florida for an extensive tour before entering another territory, drew fair crowds at most of its shows. However, the Lakeland show was the exception, as it was a flop despite the efforts of the company's impresario, Joseph King.

"The show was advertised as a spectacular show, featuring a number of attractions, including a parade of Indians and a display of guns and horses. However, the show fell short of expectations in terms of both entertainment value and overall production quality.

The show, which was held at the Central Park Coliseum, was supposed to feature a number of attractions, including a parade of Indians and a display of guns and horses. However, the show fell short of expectations in terms of both entertainment value and overall production quality.

The show was expected to be a major attraction for fans of the "Wild West" era, but many were left feeling that the show failed to capture the spirit and excitement of that time period. The show's failure to live up to expectations has led to speculation about the future of the show and whether it will continue to be produced in the future.

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Wilson Taking Unit to Central, South America

CHICAGO, Oct. 29—(S. J. Ross) Wilson's Great Circus America just left for the Central, South America, and the West Indies, with its third unit, which has been taken over by Wilson's Circus. The unit, which is under the direction of Wilson's manager, will travel to Central, South America, and the West Indies, where it will be used for the company's operations.

The unit, which consists of a variety of attractions, including acrobats, clowns, and a large horse show, is expected to be well received by the audiences. The unit's success will be important to the company, which has been focusing on expanding its operations in the Central, South America, and the West Indies markets.

The company has been actively seeking new opportunities to expand its operations in the region, and the unit's success will be important to the company's future plans. The company is expected to continue to grow its operations in the region, and the unit's success will be important to its continued success.

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CIRCUISANIA COLLECTORS

COLUMBUS.

2 Prepaid Book.

Forms Go To Press November 6th and 24.

YOU CAN SELL, OR TRADE
THINGS PERTAINING TO THE CIRCUS OR TRAVELING SHOWS OF YEARS GONE BY, THROUGH A SMALL AD IN THE CIRCUISANIA MARCH OF THE BIG ANNUAL OUTDOOR CONVENTION ISSUE TO BE DATED NOVEMBER 6th.

SEND YOUR AD TODAY.

* Classified Auctions.

10¢ a word, minimum $5.

Display $5 per inch.

CASH WITH COPY.

Send Your Cope and Benison Direct to the CIRCUISANIA MARCH OF THE BILLBOARD PUBLISHING CO.

2100 Pennsylvania St.

Cincinnati 20, Ohio.

YOU CAN SELL, OR TRADE
THINGS PERTAINING TO THE CIRCUS OR TRAVELING SHOWS OF YEARS GONE BY, THROUGH A SMALL AD IN THE CIRCUISANIA MARCH OF THE BIG ANNUAL OUTDOOR CONVENTION ISSUE TO BE DATED NOVEMBER 6th.

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2100 Pennsylvania St.

Cincinnati 20, Ohio.
Event to Aid Financing for Rink in Texas

SCHULENBERG, Tex., Oct. 29 — The Junior Chamber of Commerce will present a street carnival here November 3 with the proceeds to help build a skating rink in Wolsten Park. Three years ago the Jaycees engaged a miniature golf course in the park. Profits from the golf course, added to proceeds from the carnival, should pay a substantial part of the cost of the skating rink, according to Ray Board, Jaycee president.

Several other local organizations have built recreational facilities in Wolsten Park, developing it into a popular annual playground.

Browne Pro At Omaha's Roller Bowl

OMAHA, Oct. 29 — Jack L. Browne, who recently stated that he would be conected with all-Ireland Rink Congress, arrived here this year as professional, announced a new show for this week that shifted him to the professional slot of George Callelligent's Roller Bowl here.

Browne recently took over at the two-week freestyle class, a beginner class, and one for the older, more advanced skaters.

Joy Drive-In, Sherperd, La., which was erected in 1936 at a cost of $85,000, is being improved with accommodations to accommodate more than 1,000 cars. Some new screens are also being installed. Joy N. Brown is president of Joy Drive-In Theater. A marble patio, heated in winter and air-conditioned, was erected at the rear of the theater. The entire installation is equipped with 600ush cushion-throat-type seats, also in air-conditioning. Plans call for installation of this new business and air-conditioning facilities for all-weather comfort of exhibitors. East scattered thru the part of the Joy plant. The theater's concession stand will be modeled and enlarged.

Alex'dria, Mi. Vernon in AOW Racing Leads

ELIZABETH, N. J., Oct. 29 — Alexandria (Va.) Arena took over top spot in the Southern division of the American on Wheels Interests' race last week at the National Arena, Washington, dislodging the previous leader, National Arena.

Alexandria now leads the division with a 6-point lead over National. In close pursuit, has 38 points, the Smith, and the 3d, 4th, and 5th positions, MDiv. (Md) Arena with 22 points.

Cuppy's remains at the head at Bladensburg.

Mount Vernon (N. Y.) Arena, with 43 points, maintains its lead in the chair's Northern division of inter-state competition. In the second slot, with 28 points, is Paterson (N. J.) Arena, closely followed by Delaware Arena, Bayonne, N. J., 24; and New Rochelle (N. Y.) Arena, 18. In sixth place, with 11, is Flushing Park (N. J.) Barn, and Levittown (N. J.) Arena, 4.

Jarvis, in third place last week, returned to the head again this week.

DRIVING 'ROUND THE DRIVE-INS

In an effort to improve word-of-mouth promotion for their drive-ins (Cincinnati) Family Drive-In has distributed bumper-stripe medallions, "Top Entertainment — The East Hartford Family Drive-In — . . .

Earn money, see the picture and drive around in style — Inter-mural, Middletown (Conn.) Drive-In, has started a drive-in medallion contest with the theatre. In a public-service industry, Inter-mural, New Haven, is offering a free oil change for the first 1000 people to sign up for their "Design'Em-Yourself," the drive-in shocked, the panorama.

The popularity of the drive-in continues to grow.

The Western Drive-In, in Austin, Texas, has already been replaced by a new drive-in, with a new name, "The Star." The new drive-in will be opened soon in the former site of the Western Drive-In.

The drive-in is expected to be very popular with the movie-going public.

LOCAL NEWS

Local News

Henry Friedman, 29-year-old St. Louisan, who owns the Our Club, was shot and killed in an automobile accident in the early morning hours.

He was one of the most popular and well-liked residents of the city.

LOVE LETTERS

"Love Letters" is a new book of love letters written by some of the world's most famous authors. The book is available in all bookstores.

The book contains love letters from such authors as Henry David Thoreau, Emily Dickinson, and Henry James.

The letters are written in a variety of styles, from the more traditional love letters to the more modern ones.

The book is a wonderful collection of love letters, and is a must-read for anyone who loves literature and love letters.

Prices range from $10 to $25, depending on the edition.

"Love Letters" is a beautiful book, and it will be cherished by lovers of literature and love letters for many years to come.

DONATE TO THE AMERICAN CANCER SOCIETY

"Love Letters" is a wonderful book, and it will be cherished by lovers of literature and love letters for many years to come.

To donate to the American Cancer Society, please visit their website or call them at 1-800-222-1222.

Thank you for your support of the American Cancer Society and their important work.

(Continued on page 64)
**MERCHANDISE**

**THE BILLBOARD**

**MERCHANDISE TOPICS**

SALES The Billboard 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 Dis- tributors, Inc., was cited for contempt of court in a lawsuit heard by Judge Paul K. Lever, special referee, in the Michigan Supreme Court. Hall of Distributors is a wholesale liquor distributor in the state.

Fantich is accused of violating a state law that prohibits the sale of liquor to minors. The law was enacted to prevent underage drinking and associated problems. The court found that Fantich had violated the law by selling liquor to a minor.

**Pipes for Pitchmen**

**By BILL BAKER**

Jack (Tiny) King, president of King's Pipe Company, a leading manufacturer of smoking pipes, has announced the introduction of a new line of pipes designed specifically for pitchmen. The new line includes a variety of shapes and sizes, each designed to meet the needs of different types of individuals.

**Our Policy is Never to be Undersold!**

In just time and most ideal for the holidays: Delicious Rum & Spiced Rum and Brandy FRUIT CAKES HIGH RETAIL VALUE! 

- Yummy, demand. A head turner.
- Custom Preserves. A gift everyone will admire.
- Assorted Cake. A sweet surprise.
- Gourmet Truffles. A rich delight.
- Gift Cards. A flexible option.

**HAWAIIAN**

*T PLANT LOTS*

Per 5 8.

**HAWAIIAN**

*1 PLANT LOT*

Per 5 8.

**Sherrif's quot;**

*1 PLANT TO BE PLANTED*

Per 10 5.

**HAWAIIAN**

*1 PLANT TO BE PLANTED*

Per 10 5.

**BUY DIRECT—SAVE!**

**LIMITED OFFER!**

**10% BAKERY RACKS**

$5.45 dz.

**BAR/COCKTAIL RACKS**

$6.45 dz.

**ACE**

*BY THE CASE*

*BY THE CASE*

**CAPITAL**

*BY THE CASE*

*BY THE CASE*

**RUBBER TOOLS**

*BY THE CASE*

*BY THE CASE*

**HALL OF DISTRIBUTORS, Inc.**

8713 TWELFTH STREET, DETROIT 6, MICH. (409-1200) For free sample, wholesale catalog call, 100% of items. Write today!

**GOOD NEWS!! THE ORIGINAL WIL-KRO RAZOR PLANER SET**

- Pat. No. 2289504

- Four tools

- 3 pr. straight plane

- spare spoke plane

- nose plane

- short arm plane

- Bigger prevents selling specialty item. Retail $21 for the set.
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 on 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!

CINCINNATI 22, OHIO
2160 Patterson St.
D\n\nADVERTISING DEADLINE
WEDNESDAY, NOV. 16

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA

FREE wholesale CATALOG

THE BILLBOARD

OUTDOOR CONVENTION NUMBER

 Beautifull, 4 piece sets direct from manufacturer

$13.50 per doz.

GEM Sales Co.
533 Woodward
Detroit 26, Mich.

FOR LOWEST PRICES! 6 pc. WATCH SET

Bronze Western Saddlee Horses

Cook Bros.

Cincinnati 15, Ohio

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GALLATINE COMPANY

1915 4TH STREET
MINNEAPOLIS 15, MINN.

H. STONE, INC. 74 Hanover St., Boston 13, Mass.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!
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 manufacturer a black eye.

It is a device which looks like a bulk vending, but it’s not. It is a device that takes a slotted game, which each contain a small piece of paper which bears slot machine symbols. The mechanical operator generates a ticket for the machine, customer presents the paper to a location operator to collect.

It’s given a new twist to the bulk vending business, to the thousands of operators, distributors and manufacturers engaged in this industry who are sound, hard-working people. We believe that such a device is bad business and will hurt the company.

Damage to NVA

Such a device operating in the same area as a full line of the legal machines would undoubtedly make the entire bulk vending industry look like a legal lottery wherever it has been introduced. It has done an equally effective job in existing the best interests of the industry.

Sales could be so detrimental to that all NVA has been far too able to accomplish.

Games Hit Fall Peak; Bow 95 Models ’55

CHICAGO, Oct. 29—Production of new coin-operated amusement games, with 95 new models introduced by 10 manufacturers, brought the year’s total to 95.

The biggest step in recent months has been the advent of the coin-operated pool games, with some 50 new models introduced. Bulk vending games, however, still lead in popularity, as they have for the last several years.

Some 21 different shuffle bowling models have been bowed this year.

Next on the amusement parade this year is the five-ball, pinball game with 17 models introduced in this category. A ball which may pause to check the pinball game have been added the last few months. Rounding out the new 95 new models, according to the NVA, are 12 double- and triple-baseball models, eight ball pool games, six bowling games, two football-tossing machines, a gumball machine and a slot machine.

Indications are that output of new models will pass last year’s total of 116, according to the NVA, which was greater than the previous year, 1954, consisting of 36 pool games, 17 bowling games, 15 gun games, 7 kiddie games and 11 other novelty-type games. Every new model of interest was produced during 1954 by Coin Machine manufacturers alone.

54 Mark Passed

Output of pinball machines has already passed the 500 mark this year, and the, shuffle bowling production is running about 3,000 units each for the month of October. The gun games category began in early 1954 and saw 15 new machines—ordinarily, 28 units intro-duced, has been outstripped by the coin-operated games. General attention to pinball games, however, has made them already bow in a number of market areas and the country, where formally they sold only as a major item.

Principal advances thus far in the new game pinball, with pinball machines from new models to a variety of play, including two-play pinball games and a running increase in size and complexity of the game. None of these games have found entries in operation throughout the country to date.

The big game trend last spring was to California games in which it operates 24 hours a day, seven days a week, five days a week and one, its that the hundreds of cards in the vending machine. The three partners entered the field only after careful investigation of the style em., giving them the vending field just 1 year ago.

Today, the firm, launched in its beginning with three models, has 300 machines dispensing coffee, cold drinks, candy, gum, ice cream, cigarettes and cigarets.

Blue-Sky Wave Hits Salt Lake

SALT LAKE CITY, Oct. 30—Bulk vending and the Business Men’s Alliance of the Salt Lake City Chamber of Commerce have been offering consumers with critical eye on service operations and service organization have been given new Consciousness entirely new to all.

Rather than stretch dollars, the partners decided to serve only 500 people, then they wanted to offer a reputation for out- standing service and product. Ambitious, the machine was their first strong foothold in the field this season, according to W. T. B. Anderson, an operator of the Salt Lake City Chamber of Commerce, said Tuesday.

For the most part, the “bull” in the field side with the new machines, who are da away with such gifts as free ice and Bulk vending machines for in-seat purchasing. The “Dominion Founders’ accept” cash or checks, and the service is put in business as far as games are concerned. They believe that in the end, they can very much pay off the costs.

The new games—especially shuffle units—at current.

Op5. Distirbacs Across Nation

Hit High Tabs on New Games

Report Fail Depreciation Cuts Net;
Ask More Low-Cost, New Type Units

CHICAGO, Oct. 29—The coin-operated amusement industries polled this week by The Billboard showed high depreciation rates on shuffle games, for example, alongside the general rule that in-games of two and three years that would hold up. Bulk vending games, however, are more prevalent.

Gum Vender

Featuring ‘Doll’ Action to Bow

By H. H. EYVES

DETROIT, Oct. 29—A new bulk vending and handle box has been given a new shuffle machine by the Harleth Manufacturing Company.

Known as Scoppy, the machine is being offered with its unique advantage of being able to pay for gum. You pay for gum. Both a penny, you can get the gum you want. At the same time, the money you pay for gum, they can get the gum you want. At the same time, you get the gum you want.

Coin Action

When the coin is deposited, the machine pushes a button, which actuates the machine. It operates on our door with one hand, bringing the gum to you.

New Distrib’s Form in Mich.

DETROIT, Oct. 29—A new coin-operated amusement machines in the state have been created by several other individuals, the association of the new distributors, Inc., through Michigan.

Artur Glick, Detroit, and of the Satine and Son Distributing Company, Inc., have established the Grande Amusement Company, and have held the state’s business side, with Tony Sandy, formerly the Detroit Coin Company.

All brands and types of coin-op- erated amusement games are distributed by the firm.

For the most part, the “bull” side with the new machines, who are da away with such gifts as free ice and new machines, in-seat purchasing. The “Dominion Founders’ accept” cash or checks, and the service is put in business as far as games are concerned. They believe that in the end, they can very much pay off the costs.

The new games—especially shuffle units—at current.

(c) 1955 The Billboard
Motor City Ops Host Teen-Age Talent Concert

Detroit, Oct. 29.—Teen-agers here in the Motor City will be treated to a new kind of entertainment tomorrow (30) at the Cadillac Ballroom, as a result of the joint sponsorship of the United Music Operators’ Association of the Thirteen Throbbing Business Men’s Youth Club.

The association consists of three groups of entertainers—recording artists, stock artists, and local talent—all with the purpose of developing young local talent who might otherwise have nowhere else to go. The event is being brought to local radio stations.

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 3,000 guests expected.

Sales Dip 4%: Earnings Up At Wurlitzer

Chicago, Oct. 29.—Sales of the Rochester-Fountain Company during the second quarter (July, August, September), $8,388,728, down 4 per cent compared with the corresponding period last year when sales hit a peak of $8,589,679, Holland, presiding, announced.

Net earnings, however, climbed, from $24,000 to $24,100, a 4 per cent increase, compared with $23,550 or 24 per cent increase in the corresponding period in 1953. Holland said that television product sales during the first six months of the year were only 6 per cent, while home product sales were down 96 per cent.

All divisions of the company operated at a profit during the first six months and indications are that sales and earnings for the first part of the fiscal year will exceed those of a year ago, Holland said.

COIN CALENDAR
Following are dates of interest and importance to all coin machine dealers and manufacturers. Check the calendar weekly for new events in your area.

November 8—National Coin Machine Distributors’ Association, monthly meeting, Hotel Sherman, Cincinnati.
November 7—United Music Operators of Michigan, monthly meeting, Fort Wayne, Ind.
November 7—Fountain-Music Operators’ Association, monthly meeting, Wilkes-Barre, Pa.
November 8—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.
November 8—Summit County Music Operators’ Association, monthly meeting, Mayflower Hotel, Akron.
November 8—Automatic Phonograph Operators’ Association, monthly meeting, Hotel Sherman, Cincinnati.
November 8—Music Operators of America, monthly meeting, Hotel Oriental, Newark.
November 9—Retail Amusement Association of Canton, Ohio.
November 10—19th Annual Phonograph Dealers’ Association of Illinois meeting, Chicago.
November 10—Cleveland Phonograph Merchants’ Association.
November 10—Music Operators of America, monthly meeting, Hotel Sherman, Cincinnati.
November 10—Massachusetts Music Operators’ Association.
November 13—American Bottlers of Carbonated Beverages, 35th annual convention, Miami Auditorium, Miami.
November 12—Kansas Music Operators, election meeting, Kansas City.
November 12—Automatic Equipment & Operators’ Association of Chicago.
November 16—Automatic Equipment & Operators’ Association of Chicago.
November 21—States Phonograph Operators’ Association, monthly meeting, offices of Carl Zimmer Company, South Bend, Ind.
November 21—Centra-States Phonograph Operators’ Association, monthly meeting, offices of Leo Mestonoff, Peoria, Ill.
November 21—Western Operators’ Guild, monthly meeting, American Legion Hall, White Plains, N.Y.
November 22—National Coin Machine Association, annual convention, Hotel Sherman, Chicago.

PERSONALIZATION
St. Louis Op Combines Trademark, Route Work

St. Louis, Oct. 29.—One of the most important developments in the recently stabilized juke box route is selling personalization, reported P. J. Rutzen, head of Star Juke Box Co., servicing the St. Louis area of St. Louis. Rutzen points out that the box route is fulfilling its normal impersonality. The jube box salesmen are buying boxes and the location owner comes in contact with him only once or twice a month. "It is really something when one phonograph on location can be treated in the same way as another in a location," Rutzen explains.

To overcome this problem, it is necessary that his locations would have to have a strong reason for removing his machines, Rutzen combined two techniques. He began spending a lot of time out on the route meeting locations.

"Spelndored" Is Nat ’1 Juke Box No. 1 Favorite

New York, Oct. 29.—"Spelndored," a regularly scheduled radio program in New York, has selected "Love in a Merry Spelndored Thing," a Four Aces, Decca label, in the music operators’ choice for the most popular hit of the past week.

The program, heard over the ABC network, is prepared and presented by the Music Operators of America.

George A. Miller, president and general manager of the group, introduced the No. 1 pick, also presented the first program of December, "Number of Seven," Do and Frank Sinatra’s "Santa Claus Is Comin’ Down the chimney Tonight." Capital, as the West Coast’s favorite and most promising hit of the past week.

Representing the Eastern Seaboard, A. D. Hosenberger, Music Operators of New York and vice-president of the group, said that Pat Boone’s recording of "Ain’t That A Shame," has picked up the regional favorite. Most promising hit of the past week went to "Bing’s Love," by Nat King Cole, Capitol. Reporting from Alabergo, N. J., Harry L. Finn, president, selected the glee of MCA, presented Patti Page’s rendition of the hit, "Try a Little Tenderness," by Mercury, and Jossie Jams! "You Are My Sunshine," a MCA label.

Promotion-wise, the disk will be kicked off next Monday via WAFB’s "Radio operators’ Convention Meetings," which is aired daily Monday thru Friday, and via Chicago’s juke boxes.

Promotional Tie-In
"Runch Time" selections are a result of a promotional tie-in between Music Operators of America and Music Service Association. The station picks the tunes on its daily animation program and the operators do their best in getting the right tunes on the right labels. The Music Operators, on the other hand, plug the Meier records by playing a minimum number some 7,000, and all attention is given to the stations upon which they call on their customers.

Gallett was asked to cut the record in order to have the local radio sta- tion carry his program on the air, and he heard him play at a recent meeting of the operators. "It was obvious that you guys don’t have any luck with this, and so I cut two polkas on a Mercury label," he says.

Meanwhile, Melendez is trying to arrange for personal appearances for Gallett on Howard Miller’s and Jim Loumbard’s TV shows.

South Bend Ops Score Big Gain in Juke P.R.

South Bend, Ind., Oct. 29.—Time, effort and energy are being paid off for members of the recently formed South Bend Juke Box Operators’ Association of St. Joseph Valley. Last Sunday (22), a full-page story covering the history of the juke box here, the problems faced by music operators, and the basic reasons behind the industry’s desire to improve its public relations was printed in The South Bend Tribune.

The article, appearing in the Sunday magazine section, pointed out the role of the South Bend association in determining the top tunes of the country, and the part that have been made in juke boxes here. Since the start of the South Bend association play in improving various phases of the industry.

The accompanying article were pictures of the archaic slide shows, the jukes dancing to jive music owners, talking with them and smoking and drinking around. It was not before it is ready to be placed on the shelf, or to be able to build up a personal relationship with the location owners. The location owners, urged that the association get more acquainted with location owners and location employees.

A small detail in the form of a letter to the editor, "South Stars" was placed in the South Bend Tribune.

The decals are mounted directly on the glass domes on phonographs, made of glass ball on heavy vendors and on the top of its cooling machines.

"There are a lot of advantages to be derived through personalizing a route," said John. "Some of them are not apparent at the beginning, the most important advantage, of course, is finding locations. Also, like it or not, location building is equally as important. It is a good idea to have the best in one of our locations always at the top of the list, a steady dependable trademark."

The group was concentrating on a trademark, Gallett remarked, "it is simply a name that people like to remember and call it..."

Promoters between the two-persons concerned and the trundling operators and location owners feel that they are seeing a lot more promotion, operating the juke box, he said.

Gary Ops Hear MOA Pres. at Assn. Confab

Gary, Ind., Oct. 29.—George A. Miller, president and general manager of the Indiana Association of Operators, addressed a meeting of Owners Association of Indiana at the Gary Hotel here last week, where the group heard a key note address for the coming year.

Miller included a membership drive, a report on the MOA convention, and the MOA sponsored national (Continued on page 7)
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 IMAAM Juke Box
Sold through Oscar Siesbye A/S, S. Palaisgade, Copenhagen K., Denmark
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
Memphis Solid On Dim Play, Takes Up 30%

Memphis, Oct. 20.—The move to dim play in most of Memphis' 200 nickelodeons continues, with many operators getting underway rather hesitantly, after less than a month's delay, has not completely nullified the move. Memphis is a mild dime-a-disk town, and even cents operators are reported up approximately 30 percent.

Clarence Camp, head of Southern Amusement Company, AMI distributor, estimated that all but 20 of Memphis' more than 2,000 box locations are currently operating on 10-cent play. Some operators wanted to go back to nickel play when their operators complained about the low take. Non-Dime operators have for the move for at least 30 days, and the results were good.

Although operators on rural routes have hesitated to make the dime switch, they are expected to follow suit in the near future.

South Bend Ops

Continued from page 19

wasted in the way of music; explained some of the highlights in the 47-page autobiography, and illustrated with many actual photographs, showed how in the first two years of operation the box operators had to be taken to task over nickel choppers on their machines.
National Bulk Product Ad Tie-In Seen as Sales Builder

CHICAGO, Oct. 29—Need of a national advertising program by product manufacturers to enhance the public to its products and services offered that both vendors and operators urged this week by operators in major cities across the nation announced by The Billboard.

Candy, gum and nut manufacturers and operators would realize increased profits from a joint program, operators agreed.

One operator summed up the consensus of operator opinion this way:

"We’ve built up our business today to where one vending machine is found in huge chains stores, drugstores, giant supermarkets and neighborhood groceries, and even in industrial plants. Yet, advertising-wise, candy and gum manufacturers have done little to inform the public these products can be purchased thru bulk vending machines at virtually all high profit margin points of sales.

Operators suggested that product manufacturers would take cognizance of the fact that bulk sales of candy, gum, nuts and chocolate to operators would be greatly increased in sales, plus the convenience of purchasing items in bulk, which would result in savings through greater volume purchases and greater profit margins on smaller purchases.

Bulk vending operations, the spot report said, are now so practical that it is only through operator cooperation that the operation is being carried on any basis.

Continued on page 277.

Talking Stamp Machine Bows; Six-Selection

DETOUR, Oct. 29—Thank you for your patience. Air-mail service is faster.

The new talking selective package vending machine developed by the American Machine Co., Minneapolis, is being hailed in behalf of United States Postal Service.

Known as the MailMaster, it was introduced at the 23rd annual convention of the National Association of Postmasters held here earlier this month.

It is the first fully functional package vending machine, the MailMaster, about the size of a safe.

Bulk MERCHANDISING SUCCESS

Op Doubles Gourmets With Day-Glo Paint, Black Light; Tells Story

By RAY C. THOMPSON

This black light is visible to the customer, and instead of causing light or vague objects, excepting the machines painted in Day-Glo, actually brings customers closer to the store and creates a strong, eye-catching tell-your-story effect.

The result is captivating. The glowing colors are called the "day-glo" family, which has developed from the initial design in the medium world. The "day-glo" color is back of the idea, for it is believed that something has always been introduced in a two-color scheme.

I am particularly delighted with the results of my first battery of continued on page 277.

By ELLI SOTO

All are on Chicago’s West Side. In reserve he has enough vending to cover most of the expected emergencies that may arise, and if Necessary, he can expand his machine service to meet demand.

Hard Worker

But other some King and Bob Kantor, both veterans in the bulk field and each of his own. Courted several of the lucky operators. He is not afraid to experiment in attempt to develop profitable machines, and quickl older areas.

And they concluded: "Ellis’ locations are better than the average stops in Chicago because he is allowed to succeed and successes and also provides excellent service for outlets unusual in the field.”

Quite a few of Ellis’ steps are unique. Among the thirty-one are the recreation rooms in churches and community centers, large showrooms in big, new car dealers; auto buyers dealers’ on freight trucking terminals.

Other Locations

Other locations of Ellis’ Spot Vending Company include restaurant vending machines and pool houses, factories and theaters, dance halls and tennis.

On the last and final of his locations range from 5 to 20 per cent,” Soto (Continued on page 32)

BULK MERCHANDISING SUCCESS

Op Doubles Gourmets With Day-Glo Paint, Black Light; Tells Story

By RAY C. THOMPSON

(Continued from page 83)

1. That brightly sized jobs gain more attention and more business.
2. In some cases, especially lady stores and taverns, the Day-Glo color and yellow along with the use of different-colored cards, results in an appealing mixture.
3. The Day-Glo paint and charged with each audit and is available in almost every color and pattern.
4. In self-lighted lounges, the Day-Glo color is especially valuable as it is unexcelled.
5. The color and cost of black light, however, is more expensive and can be utilized to realize clear distinct combinations which have enabled me to realize a tangible profit.

This black light is not visible to the customer, and instead of causing light or vague objects, excepting the machines painted in Day-Glo, actually brings customers closer to the store and creates a strong, eye-catching tell-your-story effect.

The result is captivating. The glowing colors are called the "day-glo" family, which has developed from the initial design in the medium world. The "day-glo" color is back of the idea, for it is believed that something has always been introduced in a two-color scheme.
National Rejectors' N. Y. Office Moves To Larger Quarters

ST. LOUIS, Oct. 20.—National Rejectors, Inc., manufacturers of coin-handling equipment for the vending industry, has moved its New York office to larger quarters at 202 East 46th Street, it was announced this week.

The new Manhattan location is twice as large as previous quarters, and has an enlarged warehouse and separate space for a showroom, 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.

Northwestern

Continued from page 74

holder which rotates on radial thrust ball bearings. 16 machines. There are eight drop shelf magazines of either 20 or 30 hole capacity each. 20s and 30s are furnished unless otherwise specified, and each fraction independently of the others.

No Tool Needed

There are eight stock magazines, each 2½ inches in height, and designed for quick baking. The firm said they are available in steel for popular overhauls. Both magazine styles are instantly interchangeable without use of tools.

The drop shelf magazine will handle an item of minimum dimensions 8 by 2½ by ½ inch. The company said, while a shelf magazine maximum size is 8 by 2½ by 3 inches.

The cabinet vender, with full length door, is available in two-tone colors and is mounted on four large half ford, four inches in diameter, casters, which makes it easy to move the cabinet. 

Distributors

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 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 for any amount from 5 to 19 cents with proper change being returned.

Slotted coin and the coin mechanism are mounted on a panel which slides on rollers in track channel. The complete unit may be lifted out and the top opening of the cabinet after removal of the top, each, by merely turning a handle at the front of the cabinet, the door which is shown without the use of tools, the firm said.

Kent Named

Continued from page 74

methods of the turn of the century. Kent told the 3,000 hall bankers and representatives attending the office.

Today we have research and trade associations to guide us. In our business, the National Association of Tobacco Distributors and the Automatic Machine Association, are effective groups which provide information, making it easier for us to reach our potential.

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 trained to sell it with conviction and affinity.

Recalling his beginning as a cigarette salesman, Kent told of receiving his first order for a single cigarette. Kent's previous orders had been for one or two cartons from retailers.

In asking the distributor how many cigarettes a car was thus, he admitted this was the first of such size he had ever taken. The distributor told him, "just write the order, one carload!" Kent recalled, and related how he spent the rest of the day walking it.

"The let down," he concluded. "Some will tell you that important this was the distributor's customary manner of ordering cigarettes."

---

Cleveland Coin Machine Exchange, Inc.

Distributor

2023 Prospect Ave., Cleveland, Ohio

V. F. WOODWARD

R. I. COIF

---

COIN COUNTING MACHINES

ABBOTT COIN

Mfrs. Mfr. Since 1911

142nd St. 144th Sts. Waldas Ave.

NEW YORK, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

---

COIN COUNTING MACHINES

ABBOTT COIN

Mfrs. Mfr. Since 1911

142nd St. 144th Sts. Waldas Ave.

NEW YORK, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

ABSOlutely FINAL! EVERYTHIng MUST Go!

Last chance to get such a bug!

COMPLETELY RECONDITIONED SCALES Like New!

16 Peerless Ticket Machines needing minor repairs (a bargain!)

39 Ticket machines needing overhaul (a give away!)

2004-

ALL ABOVE IN EXCELLENT CONDITION! PLUS

16 Peerless Ticket Machines needing minor repairs (a bargain!)

39 Ticket machines needing overhaul (a give away!)
PRESIDENT'S REPORT

Rowe, President, NAMA.


12:30 p.m. to 4:00 p.m.

BRASS TACK IDEA-EXCHANGE CLINICS

Section I—South Ballroom, First Floor


Sunday, November 6

12:00 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.

Inception: Dr. Arthur Cohnman McIlhenny Jr., Presi- dent, Chicago Theological Seminary, Chicago, Ill.

ANNUAL MEETING OF NAMA: I. H. Houston, Rowe Space, Inc., Stamford, Conn., President, NAMA presiding.


President's Address—Our Association and Our Fu- ture, I. H. Houston, President, NAMA.


 Elections of Directors.


4:00 p.m.

Grand opening of the Exhibit.

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.


Discussion. "Mr. Manager—Heed or Hero?" F. E. Duchess, Vice-President, Sales, Lid-Tidy Corporation, New York, N. Y.; Past President, New York City Sales Executives Club. Introduction: Meyer Gelbard, the G. B. Macke Corporation, Washington, D. C., Chair- man, Convention Program Committee.


12:30 p.m. to 6:00 p.m.

Fifth floor exhibit rooms open.

8:00 p.m.

BRASS TACK IDEA-EXCHANGE CLINICS

Section I—South Ballroom, First Floor


Section II—Waldorf Room, third floor


Tuesday, November 8

8:30 a.m. to 9:30 a.m.

Coffee-roll breakfast, sponsored by Texon, 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.


Introduction of new NAMA officers and directors.

Presentation of Bernard W. Scheuer Memorial Award to Aaron Goldman, the G. A. Macke Corporation, Wash- ington, D. C.; Chairman, NAMA Membership Commit- tee.

Presentation of John S. Mill Award, Mel B. Bag- apo, Inc., New York, N. Y.; Chairman, John S. Mill Memorial Award Committee.

"Mediating People"—Paul J. Mundle, partner, Ham- ber, Mundle & McClyr, Management Consultant, Milwaukee, Wis.

Introduction: John W. Mock.

Lower level exhibit halls open.

Fifth floor exhibit rooms open.


9:00 a.m.

BRASS TACK IDEA-EXCHANGE CLINICS


Section II—West Ballroom, third floor, milk and ice cream. Panel: Morton B. Holland, Chairman, Holland Vending Corporation, Magneto, N. Y.; Leo J. Fregese, the Milk Vending Company, Chicago; Ernie Halver- son, Airport Vending Service, Chicago; Morris Goff, National Automatic Services, Inc., Stamford, Conn.


Wednesday, November 9

9:30 a.m.

Coffee-roll breakfast, sponsored by Holiday Vendi- ng Company, 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.


(Continued on page 18)

LADIES' PROGRAM

Hospitality Center—Aurora 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 Recept and Tea, Hospitality Center. Captivating mushrooms and music courtesy of Mr. Morton's, Inc., Indianapolis, Ind.

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 Crockett—Grand Ballroom. The dramatic fantasy, courtesy of the Coca-Cola Company.

1:15 p.m.

Gala Luncheon and "Carnival on Ice"—Boulevard Restaurant, owned by 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 fan- tastic conservatories—courtesy of the Garfield Park Conservatory Company, Inc. Leave from Hospitality Center at 9:30 a.m.

2:00 p.m.


7:00 p.m.

"Dutch Treat" Evening, Sign "Dutch Treat" register and buy "Cinematic 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 site-seeing and relaxing.

9:30 a.m.

Hospitality Centers opens.

1:00 p.m.


7:30 p.m.

NAMA Annual Banquet—Grand Ballroom. Entertain- ment courtesy of Philip Morris, Inc.

-Continued from page 76-
COINMEN YOU KNOW

Memphis

By ROBERT JOHNSON

LACJ JUNE IN RUMPUS ROOM Ed Newell, sales manager of the Inter-State Vending Co., has a smugly self-satisfied look on his face as he offers the new Size-8 barge. He has already completed his first experiment with the new Size-8 barge, and the kids love it. Ed has been planning this for a long time, and now he's got his chance. He's finally gotten a young customer into age categories—nicked for a few hours, younger for a quarter, older for the year, and at the end of the year the young customers will have to buy Christmas presents.

Buster Williams has had it coming and going on Chuck Berry's Maybeall. His Plastic Products Company has been working over his head, and it shows. He's been having problems in his shop in the St. Cloud area. Another more subtle way of getting Williams off his back is to have him see the light. Williams, of course, is the only Mississippiian in this world who has been made an industry leader.

Two more sales at Jerry's Distributors. They have been trying to get rid of the last of their stock and have finally done it. The change has been more than just a matter of clearing the last of the old stock and bringing in the new. It has also been a matter of financial considerations and the desire to have a more modern shop. The result is a more pleasing light. The managers are pleased with the change and are looking forward to the future.

The change in lighting has been a blessing for those who work in the store. The new lighting has made the store more inviting and pleasant. The managers are pleased with the change and are looking forward to the future.

Cooper, of Colonial, is building a new home. Sales Operations

Sales Up 70%

Chicago, Ill., has had a tremendous boost in sales this year. The City Department has increased 270 per cent. Sales have been steady in the department, and this is due to the fact that the department has been more than just a matter of clearing the last of the old stock and bringing in the new. It has also been a matter of financial considerations and the desire to have a more modern shop. The result is a more pleasing light. The managers are pleased with the change and are looking forward to the future.

To make use of the space available, the department has been converted into a showroom for all the new equipment. The new lighting has made the store more inviting and pleasant. The managers are pleased with the change and are looking forward to the future.

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OPERATORS: GET BIG PROFITS—FAST TURNOVER with DEAN BALL PEN VENDORS

The vzondy lew slus SALES because the bomb will sell out when seen. 2048 Archer Ave., Chicago 8, Il., Phone: BL 3-3227

DEAN MANUFACTURING CORP.

Are you catching your share?

GREATER SPEED IN TAKING PICTURES

GREATER PROFIT PER 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 busiest of foot-traffic locations.
- THE NEW AUTO-PHOTO STUDIO will photograph and deliver a strip of

- FOUR DIFFERENT POSES—EVERY 30 SECONDS

for 25¢ 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:

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"THE BEST INVESTMENT IN THE COIN MACHINE FIELD"

AMERICA’S BEST VICTOR STANDARD TOPPER 1c BALL GUM VENDORS $12.50

12.00 Inch 100 or More 10c deposit, balanced C.O.D.

In stock on call.

Write for lowest prices on listed or unlisted or oddball items.

VENDORS COIN MACHINE EXCHANGE 600 S. Spring Garden Street Philadelphia 23, Pa.

FOR TOPS IN PROFITS

VICTOR

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30 Day Money Back Guarantee if not satisfied.

10 Deposit on All Orders.

Write for Our Specials on CARDMACHINENUTS & CHARMS.

SIDMOR VENDING CO.

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CHRISTMAS TREE ORNAMENT CHARMS

$15.00 FOR BOX

- VACUUM PLATED

- 4 COLOR MIRROR FINISH

- REFILLS WILL DECAY, RATE TREE WITH THEM

LABELS AVAILABLE at your distributor or

Gugenheim

33 UNION SQUARE

NYC, N.Y. 1, 1959

GIVE TO DAMON RUNYON CANCER FUND

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OSITON WANTED


LEAF
Rain-Blo
DALLAS, Oct. 29.-A 7 per cent sales increase and a nine-month earnings of $1.22 per share, including $1 per cent 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.

FERRARA CANDY CO.
2221 W. Teller St., Chicago 12, Ill.

LOGAN DISTRIBUTING CO.
916 W. Wisconsin Ave., Milwaukee 2, Wisconsin

Roy Torr
LANDOING.

VICTOR'S TOPPER
21 Ball Gum.
$12.50 each
$11.50 36 or more.

FEET H.T.
TYPE
TELEPHONE

Victor Vending Service
MACHINES
Case of 6,
500 4¢ Cased Toppers, plus
25 lbs. of Gum
$65.00

52¢ Cased Toppers, plus
1,000 4¢ Chicles
$45.00

All Victor models available, Each.

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LOGAN DISTRIBUTING CO.
916 W. Wisconsin Ave., Chicago 2, Wisconsin

FOR VENDING MACHINE SUPPLIES
Largest Variety of Charms • All Victor Model Machines and Parts • Stands • Gum • Leaded Capsules •

300 CUP CAPACITY
Experienced coffee vendor operators agree that this new 300 cup Keene Deluxe coffee vendor ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 192" wide by 13½" deep by 24" high! You can install a single unit for marginal locations, or group these compact vendors 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 vendes 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 ½ gnrn of rich full-flavored hot coffee, as you wish it, when you want it, almost instantly! Sugar and cream contain- ers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price prepaid at option of operator.

The Keene Deluxe Electric Cigarette Vender

† Year after year, operators have made much more money with this Keene 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.

NOW-You Can Expand Your Vending Business with this KEENEY DELUXE COFFEE VENDER
4 MfRs. Bow Pool Games Featuring 3-Side Play

CHICAGO, Oct. 29.—The latest play feature to be added to coin-operated games is the "3-side play," which has been adopted for use in all of the company's new models being now introduced. Ed Sherrill of Ex-Jill Supply, Chicago, manufacturer of "Buckeye," "Bow Pool," and similar games, is introducing Chicago Newspaper Company, a new three-side play pool table.

The new-type cola pool unit is in the shape of a square, with no legs and is adaptable for location in locations where the previous models were not.

New-Type Table

One side of the new-type table can be placed against the wall of the edition. When a ball is in play, the table can be moved to a corresponding mark on the opposite side of the table. The table is self-contained and can be rolled on all four sides of the table, thus making it possible to move the table from one location to another. The table is lightweight and can be moved easily by two people.

Williams Sports Large Selection Of Coin Games

CHICAGO, Oct. 29—Williams Manufacturing Company, a new shipment of its popular "Superior," "St. Louis," and "Louisiana" pool tables, is accompanied by a new line of pool games called "Superior." These pool tables are available in three styles, the regular single pool table with a single player and the "Superior," a double player pool table with two players. These pool tables are available in a variety of colors, including black, blue, and green, to suit the preferences of customers.

New-Pool Table

The new pool tables are designed to be used in a variety of locations, including bars, restaurants, and arcades. They are equipped with high-quality materials and feature a durable and sturdy construction. The tables are also equipped with a variety of features, such as a scoring system and a ball return mechanism, to enhance the playing experience.

ST. LOUIS, Oct. 29—Clyde Mays has been appointed general manager of the Novelty Distributors Company, a subsidiary of the Novelty Company, which has recently been organized. Mays is a long-time employee of the Novelty Company and has been responsible for the company's sales and distribution activities. He will be responsible for the company's financial and operational activities.

Mays joined the Novelty Company in 1950 and has held various positions within the company, including sales manager and vice president. He is a graduate of the University of Missouri and has been active in the pool table industry for over 30 years.

Mays will be based in St. Louis, Missouri, and will report to Clyde Mays, president of the Novelty Distributors Company.

ST. LOUIS, Oct. 29—The Novelty Company, a leading manufacturer of pool tables and related products, has announced the appointment of Clyde Mays as general manager of the Novelty Distributors Company, a subsidiary of the company.

Mays joins the Novelty Company after spending 25 years with the company, most recently as vice president of sales. He will be responsible for overseeing all aspects of the Novelty Distributors Company's operations, including sales, marketing, and distribution.

Mays has a degree in business administration from the University of Missouri and has been an active member of the pool table industry for over 30 years. He is a native of St. Louis and has been involved in various community activities.

Mays will be based in St. Louis and will report to Clyde Mays, president of the Novelty Distributors Company.
### Advertised Used Coin Machine Prices

#### MOST ACTIVE EQUIPMENT

**ARCADE EQUIPMENT**

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#### SHUFFLE GAMES

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#### VENDING MACHINES

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### PINBALL GAMES

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ATTENTION, NEW ENGLAND OPERATORS!

Immediate Delivery—NEW, SENSATIONAL

• BALLY and EXHIBIT Pool Tables

• BALLY and EXHIBIT New Shuffle Alleys

SPECIALS

• Brand-New Machines

• Prices Reduced

UNITED JUKE BOX
UNITED Super Box
UNITED Suparet
UNITED Madame

EXHIBIT Card Machine

MUSIC PERFECTLY RECOMMENDED

WURLITZER 1500-5000
1500-1900
SEERUP [1200]

ATTENTION, ALL DISTRIBUTORS:

Trade up your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your bloodstream for our reconditioned KIDDIE RIDES.

COIN MACHINES

BINGO MECHANIC WANTED

• Location: Chicago, Ill.

• Salary: Open

• Write to BOX #625

ATTENTION, NEW ENGLAND OPERATORS!

Immediate Delivery—NEW, SENSATIONAL

• BALLY and EXHIBIT Pool Tables

• BALLY and EXHIBIT New Shuffle Alleys

SPECIALS

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Trade up your DEAD SHUFFLE ALLEYS, GAMES and MUSIC from your bloodstream for our reconditioned KIDDIE RIDES.
SPECIAL BUYS!!!

ROCK-OLA SEEBURG
1941, 50¢...$40.00 1941, 5¢...$45.00
1942, 50¢...$50.00 1942, 5¢...$55.00
1943, 50¢...$55.00 1943, 5¢...$60.00
1944, 50¢...$65.00 1944, 5¢...$70.00
1945, 50¢...$75.00 1945, 5¢...$80.00
1946, 50¢...$85.00 1946, 5¢...$90.00
1947, 50¢...$95.00 1947, 5¢...$100.00
1948, 50¢...$105.00 1948, 5¢...$110.00
1949, 50¢...$115.00 1949, 5¢...$120.00
1950, 50¢...$125.00 1950, 5¢...$130.00
1951, 50¢...$135.00 1951, 5¢...$140.00
1952, 50¢...$145.00 1952, 5¢...$150.00
1953, 50¢...$155.00 1953, 5¢...$160.00
1954, 50¢...$165.00 1954, 5¢...$170.00
1955, 50¢...$175.00 1955, 5¢...$180.00

AMERICAN MILLS
$65.00

Model C

$105.00

TENNESSEE
$65.00

All Machines Guaranteed. . . Recommended Like New
WRITE FOR COMPLETE LIST AND QUANTITY PRICES
Terms: 1/2 down, balance C.O.D.

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Exclusive American Mills
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EXCLUSIVE DISTRIBUTORS FOR

AMERICAN MILLS - KEENEY - GOTTLEBE - WILLIAMS - GEMCO - EXHIBIT

SHUFFLE ALLEYS

PINALS

BOMBA CARNIVAL

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DAUBER

CHICAGO BUNNIES

SHUFFLE ALLEYS

PINALS

DUNN DISTRIBUTING CO.

100 Elliott Ave. W., Seattle 99, Wash., P.S.: Alder 0414

(Inquiries Accepted Now For Local Distributors)

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

Bulk Op Builds

Continued from pag 74

disclosed. "However, I try to hold to a top of 15 per cent, and that is past practice. Candy gum combinations are usually 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 come enough to support his family—Mary, his wife, and three children: Gary, 6; Connie, 4; and Claudia, 2—and that he works extra as a cab driver.

Candies Bank Help

However, he pointed out, he is seeking a bank loan of $3,500 to purchase new machines for locations he has investigated and which he feels will be better than average outlets.

Quickly Ellis scans over his records on his machine, revealing percentage-wise sales and net profit installation, and details of proposed new outlets and existing potential.

Soto has simplified his bookkeeping procedure whereby he pays his accounts by check on a quarterly basis, which enables him to service more outlets per day and keep more accurate records without too much cumbersome paper work.

It was August 15, 1952, that Soto actually entered the bulk vending field following a three 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 supply 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, and was finally directed to contact Tom King and later Bob Kang, both of the straight on the true, hard facts of the bulk vending operation and saved me from becoming the victim of a blue sky oper- ator."

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 res- trictions, and sales began to fall off," Soto said, "when I began experiment- ing."

Variety, the addition of another vendor offering either peanuts or jelly beans, was the answer to drawing customers, he said.

"Customers began buying from the candy and peanut machines and come back to spend more for gum," Ellis continued. "One seemed to help the other, and the pattern still continues."

Ells works about eight hours a day, three days each week servicing his machines, which are concentrated in heavily traffic areas. He checks his globes frequently and the assembly men at least one a month on each to pre- vent any breakage.

For machines is a family venture, both he and his wife being active in the business. Soto uses a small red light on 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.

GIVE TO DAMON RUNYON CANCER FUND

Copyright
JOE PROSPECTS BRIGHT. - Wide acceptance of Seeburg's new V-200 and AMI's Q models have brought production from distributors that the outlook ahead looks like a banner one. Jack and Ramsey Blatt, of Atlas Distributors, report excellent results from their AMI recordings. They last month showed in Manchester, N. H., and in Springfield, Mass., large turnouts.

Irwin Margold says the demand for all types of equipment has increased greatly. ... Bob Jones, of Redd Distributors, lists constant orders for all types of pinball and jukebox equipment with Bill's Miami Beach and United's ABC Congress also getting big plays. Orders on all sides seem to be an outgrowth of merchandising from the manufacturer. Distributors are getting up priority lists and supply log customers on a first-come, first-served basis.

Boston

WE ATTEND AT WALTER W. SWARTZ, AND SONS LTD., 511-513 W. BLOOMFIELD AVE., MIAMI, FLA., OF THE ONCE-NAMED AMI'S IN MIAMI AND BOUTIQUE, SAUBER, DICKERSON, OF MEDFORD, IRVINE IRVINE, IRA KOSLOW, ROY KESLER, ROY KESLER, BILL BREDT, THOMAS, RON, AND BEAL, OF CHICAGO.

Distributed by World Facts & Associates, Associated, and his wife attended the banquet and hull of the New York Music Operators' Association at the Waldorf-Astoria. Ed pronounced it a wonderful evening. It was one with people and music everywhere, playing, or just, is highly satisfactory and getting better. ... Jerry Flatto, of Boston Record Distributors, missing some of his hits with celebrities last year. Oddbs 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, Ill.; James Casper, National Music, Denver; Harry Dinhew, of Medford, Oregon; and Sam Daniels, of Danbury, Conn. Bill Hamill, of Conestoga, N. H., Louis Taube, of Manchester, N. H.; Martin Cross, of Frost, N. H.; Elmer Launton, of York Beach, Me., and William Hall, of Beverly, N. H.

The Chicago Coliseum is now the scene of an exciting international jukebox fair, with over 200 operators and 500 jukeboxes on display. The fair is sponsored by the World Music Operators' Association and is open to the public from 9 a.m. to 6 p.m. daily. The jukeboxes on display range from the latest models to vintage machines that have been restored to like-new condition. Visitors can hear songs from all over the world, including classic hits from the 1950s and 1960s. The fair also features a jukebox repair and maintenance workshop, with experts on hand to answer questions and provide advice. Visitors can also take part in a jukebox history tour, which explores the evolution of the jukebox from its early days as a coin-operated machine to its current role as a digital entertainment device. The Chicago Coliseum Jukebox Fair is a must-see event for music lovers and jukebox enthusiasts alike.
Food Vendors to Debut

Apoo, Inc., New York, capable of producing frankfurter, baked or canned goods, either refrigerated, heated or at normal temperature.

Brewed Coffee

Another new development in hot beverage vending are brewed coffee machines (instead of vending using liquid or powdered beverage) now being produced by at least four manufacturers. But so far, only one—a 70-gallon model made by United Coffee Corporation, Chicago—automatically brews its own coffee, others using pre-made brewers 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 vending ranks. Restricting "food vending" to include only the vending of hot and cold sandwiches, pastries, ice cream, chocolates 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 tissue sources agree.

Flash Study

A study of 1,777 plants compiled by the Field Research Division of the Paper Cup and Container Institute, Inc., with the cooperation of Vend, inter publica of The Billboard, reveals that 55 per cent of the plants surveyed offer some vending, on the promise that of that number no less than 84 per cent use some vending machines. Not only that, but the total number vending machines, 122 use them as their only feeding facility.

Why are plant managers turning to vending to replace cafeteria or other types of feeding services?

Because vending machines eliminate plant substitution of the food service, they provide all shifts with the same menu (doing away with "fancy shifts") they require no capital investment by places 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 that machines.

An indication of operators’ growing interest in food vending is seen in the 1955 Pull of the Industry conducted by Vend—to which 100 operating firms participated—and which resulted in the finding that 1956 is 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 5 machines were yet manufactured!

Superior Unit

Continued from page 74

and 6 inchesdeep. It weighs 28 pounds when fully loaded, and has four columns, two for stick gum, plus one each for Directe and candy-covered gum.

Known as Model 720, it can easily be mounted on other vending machines according to the company, as well as on walls or podiums. It is produced with National Slug Receptor, and its tilting magazine is designed for quick loading and easy cleaning. The machines—were tested for 19 months on locations by 10 operators, the company stated, and are now making a 54 pound.
Upgrade your route with Davis Rebuilt Equipment converted to 10c play if desired
This Week's Special Offer
DAVIS GUARANTEED
SEEBURG M100A Phonograph . . . $625
and other late models

We will take in trade:
SEEBURG M100A
WURLITZER 1600-1650-1500-1500A-1400-1250
AM—Models “B” and “C"

Call us for allowance prices.
PRIVATE WESTERN UNION WIRE • Cable Address "DAVIES" • ½ Deposit Required

The SPOTLITE is on VALLEY'S BUMPER POOL

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 cabinet, with in the seven dispensing flames. Each has a glass front. Both sides of the cabinet are red with yellow interior trim.

The new Scoopy has the unique advantage is price, with its large capacity of 1,500 pieces of 10-cent or 2,400 pieces of 15-cent ball gum.

Two models will be manufactured, one for the 100 and the other for the 125-cent Juke. Both will have some interchangeable features.

Custom Models
Custom made models have been designed for some time on location. Dies are now being prepared, and the machine is set to go on the market shortly. It will be used thus established coin machine distributors, and is expected to sell for about $61.50.

Announcement of the machine was made by Harry Gaylord, manager of the Navy 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, present owners of the present Navy Manufacturing Company. Present machinery being utilized for the market differs radically from the earlier design. Gaylord said.

VALLEY MFG. CO.
333 Morton St. Bay City, Mich.
Phone: 5387 or 6388

Stamp Machine
Continued from page 74

The machine offers a choice of six different denominations of stamps. A typical selection could include the 1, 2, 3, 5, 10 and 15-cent stamps, plus air-mail stamps.

The face of the vendor has a dial similar to that of a telephone. This 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 desired. The machine accepts cents from the corner to quarters, and is designed for protection against overfilling.

Should a customer deposit 20 cents and dial for seven 5-cent stamps, the machine would not fill up the first 5-cent stamp, and then deliver seven 5-cent stamps. Combination purchases can be made such as buying 20 cents and 10 1-cent stamps. If a quarter is deposited, seven cents must be returned. The make of the coin changer was not revealed.

Speaking Device
The speaking device, according to reports, is handled by an electronic tape, and is brought into action just after the stamps have been dispensed. Messages can be charged.

Detroit's general post office has installed four similar vending machines in the coin operation and taking fees. The units are operated by postal clerks. The vendor's platform is flush with the counter. Upon accepting money for stamps, the clerk hits 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, toll off the number, return the sheet to itself and thus 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 MAN CAN DELIVER any jingle box or gum machine easily, safely, without an England. It balances the load ... slides in and out of truck, and can be strapped to the truck on a rubber covered frame. Handle 800 lbs. easily. Order yours today on a money-back guarantee of satisfaction. Only . . . $53.50

EASY LOAD AUTOMAT TRUCK

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Phone: 519-5365

ATTENTION!幣and IAA Operators!
NOW DELIVERING GOTTIEB'S NEW MARATHON

ATTENTION! IAA and IAA Operators!
NOW DELIVERING GOTTIEB'S NEW MARATHON

WANTED! WILL PAY HIGH DOLLAR CASH OR TRADE!

MAKING DELIVERIES
Easier, Safer!

Dimensions:
Width 36”
Length 53”
Height 32”

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THE ONLY OFFICIAL TOURNAMENT BUMPER POOL GAME ON THE MARKET

SOMETHING NEW HAS BEEN ADDED
Wire, write, or phone for
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Foreign inquiries invited.

Valley Mfg. Co.
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More Shaffer Specials

Completely Reconditioned—Ready for Location

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<thead>
<tr>
<th>Model Number</th>
<th>Price</th>
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<tbody>
<tr>
<td>M100-B</td>
<td>$25.00</td>
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<td>M100-A</td>
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<td>M100-A</td>
<td>$25.00</td>
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Played from 3 Sides

For cramped locations

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2 COIN OPERATION!

CAN'T BE BEAT!

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3 SIDES with one side against wall!

INCH SQUARE BALK-LINES COVER PLAYFIELD!

CIRCLED MUSHROOMS!

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NEW POOL-PROOF ANTI-CHEAT BALL RELEASE

FIRST WITH THE HINGED TOP!

Is just as easy to service as it is impossible to cheat!

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WITH NUMBER MATCH

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2 THUMPER BUMPERS

2 FLASH-BACK RACKERS

CRASHING INTO CHOICE LOCATIONS

CRUNCHING INTO CHOICE LOCATIONS

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NOW! ALL LOCATIONS, REGARDLESS HOW SMALL CAN MAKE MONEY WITH THE NEW

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* BAKED PHENOLIC RESIN BALLS
  For extra freshness, long life and true rolling action.

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  For extra long wear. Rubber backed to give life and accuracy to ball motion.

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  Elasticate in “bounce” for action, does not crack under the stress of hard, continuous wear.

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  Fast, smooth, sure. Speeds up play. Eliminates tampering.

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2 TEAMS OF UP TO 5 PLAYERS EACH CAN PLAY

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BOOSTS 3-IN-LINE TO 5-IN-LINE

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SIZE: 8 FT. 8 IN. LONG 26 IN. WIDE

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