

The Billboard

OCTOBER 2, 1954



THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Arena Construction Booms Across U. S.

Multi-Million-Dollar Projects Backed by Business Interests Mean \$\$ to Cities

CHICAGO, Sept. 25.—A boom in building auditoriums and arenas is sweeping the country. In every section, cities are constructing, planning or financing a large structure with maximum seating capacity and maximum exhibition space.

New arenas are in some stage of planning or construction in such centers as Omaha; Richmond Va.; Seattle; Lincoln, Neb.; New York; Des Moines; Charlotte and Winston-Salem, N. C.; Portland, Ore.; Vancouver, B. C.; Detroit and Chicago.

One estimate is that at least two dozen cities are at work on multi-million dollar buildings and that \$125,000,000 in auditorium-arena work is on the drawing boards.

Business Interests

Behind the boom are the downtown business interests of the cities and Chambers of Commerce. And standing to benefit are several growing branches of show business.

Into the huge structures will go an assortment of shows developed especially for auditorium-arena presentation. Once before there was an arena building spree. That was during the Works Projects and Public Works era. In the years that followed it was often difficult to keep the buildings busy.

But now the arena shows have come into their own. Ice shows and indoor circuses have been perfected. Currently most significant, the so-called "walk-around" show is coming into full strength. It is one of the major factors in today's construction splurge and in successful operation of the nation's biggest show buildings.

Improvements

While new buildings are being completed, the older ones are adding air-conditioning and other improvements to keep them apace. Leaders in nearly every city are urging that space — seating space and exhibit space — be available. Like early-day civic leaders who campaigned to win railroad lines for their towns, today's leaders are actively seeking amusements, trade shows, exhibitions, conventions and other crowd-pullers that bring new business to town with them. The auditorium-arena is a prerequisite.

Merton E. Thayer, president of the International Association of Au-

ditorium Managers and manager of the International Amphitheater, Chicago, sees it this way:

Business leaders urge construction of the arenas in the belief that the buildings and attractions will not only bring new business to the city but also tend to anchor that city's activities and growth to the central business district.

Plums to be picked off by the building managers and civic convention bureaus include the large number of big trade shows, conventions and expositions that have mushroomed in postwar years.

Walk-Arounds Click

"Walk-around" is the building managers' term for the type of event which many see as the bread and butter of arena business. These are the shows for which exhibit space is rented; the audience walks around to see the exhibits and probably doesn't use the building's seats at all, unless there is a separate hall in which the show's program of live talent is presented.

There are several kinds, and the most prominent is that which is open to the public. These pros-

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RECORD NAMES GO ALL OUT TO WOO THE KIDS

NEW YORK, Sept. 25. — Patti Page, whose new Mercury record, "The Mama Doll Song," is slated for a build-up in both the pop and the kiddie market, cut three more children's sides here this week. Meanwhile, the other majors are also lining up kiddie records by their top pop artists this fall, with Decca cutting a small fry platter with Kitty Kallen; Columbia with Rosemary Clooney, Jose Ferrer and the Mariners; Victor with Eddie Fisher, Eddy Arnold and the Ames Brothers.

Pop artists have been selling well in the kiddie field for some time now. Six out of the top 11 records on The Billboard's current best-selling children's record chart are by pop names.

Those on the hit list are Burl Ives, Patti Page, Gene Autry, Rosemary Clooney and Danny Kaye.

And there are plans at almost every top label to keep making kiddie items with the biggest names on the talent roster. Among these talents are Jerry Lewis, Jimmy Durante, Eddie Cantor, Milton Berle, Wally Cox, Charles Laughton and Perry Como.

Cold Shows Mean Hot Box Offices in Arrival of Ice Age

Six Flashy, Colorful Shows to Hit Road; May Gross \$20,000,000

By TOM PARKINSON

CHICAGO, Sept. 25. — Arenas are in the Ice Age, and there is no thaw in sight. The big-capacity buildings are refrigerating their rinks in make-ready for the season when show business is put on ice—and ice skates.

Major producers are launching six ice shows this fall. With experience as a guide, they are expecting to play to 10,000,000 people in audiences of up to 12,000 each. The units will gross roughly \$20,000,000 on the season, which lasts until spring for most, although some outfits won't close until late summer.

A brand of show business that bears a clear "Made in America" label, the ice show is a mere youngster of 19 seasons, yet stands up with the aged, classic branches of entertainment. The entire field stems from the success of an ice revue at the College Inn of Chicago's Sherman Hotel in 1936 and

a subsequent show at the Tulsa Municipal Auditorium.

Glamour, Youth, Color

It has grown fast and shown flash, creating new ideas here, and there adapting old routines and methods to skates. The ice show capitalizes on a reputation for glamour, for youth and bright colors. It is typified by a skating chorus with a Winchellism name, each gal in a Disneyesque costume.

It has sex and skill and speed plus something for the kiddies. Critics say each one is like all the others and how much can one do on ice? Devotees come from miles around to pack the nation's biggest seating facilities weeks at a time as the companies tour the major and modest-sized cities of the country. Numerous cities support two and even three icer engagements annually.

The ice show now is an American export grossing more than \$2,000,000 a year, with one of the companies keeping two or more units on tours of Europe, Asia, South America and now the Middle East. Natives of Damascus, Calcutta, Bangkok and Hong Kong are thrilling this season to the show that features pert American youngsters, smiling as they speed and stunt and strut on those strange things called skates.

Four Outfits Lead Field

The blade show business is centered on four outfits and they comprise one of the most important elements of auditorium-arena show business. Here is how the field shapes up:

"Hollywood Ice Revue" is produced by Arthur M. Wirtz, of the Chicago Stadium. Now featuring Olympic champion Barbara Ann Scott, of Canada, it was for years the vehicle for Sonja Henie. "Hollywood" starts its 19th season in October, and its route includes Wirtz-owned or controlled buildings in Detroit, St. Louis, New York and Chicago, as well as other major stands. It's a Christmas

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'Follies' Spots Science Fiction

By JOEL FRIEDMAN

Each year, it seems, Shipstad and Johnson dip into their pool of limitless imagination and come up with an "Ice Follies" production crammed with all the color and verve possible. In their 19th annual edition, the rink wizards once again defy the prognosticators, and present a dazzling revue, replete with brilliant and breath-catching blade work, a phenomenal display of costuming and lighting, and equally appealing sight and sound story sequences.

Despite the fact that there's little that can be performed on a rink that hasn't been seen before, the "Ice Follies" company projects

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NEWS OF THE WEEK

NBC-TV Tries to Dissipate Summer Return Program; Wide Spread Urged . . .
NBC-TV seeks to halt concentrated summer returns on web. Asks advertisers to spread return programming over different parts of the year. . . . [Page 2](#)

BBDO, Handling 10 Film Shows, Leads Agencies in This Field . . .
BBDO top agency handling film with 10 shows to its credit. Other top agencies—Young & Rubicam and J. Walter Thompson—less partial to film. . . . [Page 10](#)

Kinter Winner at ABC; Morgan Appointment Significant . . .
Bob Kinter is in a solid position at ABC although executives and secretaries got axed to make up for an estimated loss of \$1,800,000 on the NCAA football games. Tip-off on Kinter victory is the naming of Harold Morgan as top national officer of the company. . . . [Page 13](#)

Plan New Attempt to Remove Juke Box Copyright Exemption . . .
Plans are already being set for a new legislative attempt to extend copyright royalties to cover juke box play. Major push is expected to be in the new Congress, rather than in the Senate where the last proposed Copyright Act foundered. . . . [Page 18](#)

Ballroom Operators, Agents and Maestri Hold Successful Meet . . .
Ballroom operators, band leaders and booking agents met, fought and settled many differences and problems at the National Ballroom Operators' convention held in Chicago this week. The trade considers it one of the most successful such meets held in a long time. . . . [Page 18](#)

Disk Mrs. Heighten Sales Push As Year's Final Quarter Nears . . .
Record manufacturers continue to strengthen their promotional and merchandising drives as the phonograph record industry heads into the

final quarter of the year. Capitol and Mercury have announced new October plans. . . . [Pages 18, 19](#)

Madison Sq. Garden Rodeo Advance Sale Boomed by Roy Rogers Name . . .
The return of Roy Rogers — who recently racked up a \$450,000 grandstand gross at the Canadian National Exhibition — to headline Madison Square Garden's annual horse opera has more than doubled the advance ticket sale to that waning event. . . . [Page 56](#)

Spot Jingles for Jukes Inked by MOA, Ad Agency . . .
Music Operators of America sign contract with advertising firm set up to handle paid juke box commercials. Gives firm exclusive rights to furnish MOA with spot material for 10 years. MOA to get percentage of gross ad billings. Signing gives agency MOA's official endorsement to approach national advertisers to sell time on nation's jukes. . . . [Page 85](#)

Nation's Bistros, Bowling Alleys, Eateries Get New-Fangled Gun Games . . .
New crop of realistic coin-operated rifle units find new locations as well as usual arcade spots. Games feature moving targets, 3-D, electric rays. Player hears gun fired, feels recoil. Survey finds operators agree unique units "here to stay." . . . [Page 91](#)

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'Ice Capades' Best to Date

By BOB ROLONTZ

This is one of the best "Ice Capades" to date. Sparked by five lavish production numbers and featuring top names in icedom as well as some strong new talent, the sumptuously mounted and beautifully costumed show is an outstanding ice spectacle.

It is smoothly paced, splendidly performed and certainly a winner for all concerned, including producer John Harris, choreographer Ron Fletcher and stars Donna Atwood, Bobby Specht and all the rest of the huge cast including the chorus boys and girls.

Without question the show has

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1954 DIRECTORY OF AUDITORIUMS AND ARENAS

NBC Embroiled Again: Balks At Using Off-Screen Reruns

Screen Gems Takes Violent Issue Against Web, Points to Ratings

NEW YORK, Sept. 25.—Sponsors of TV film shows on NBC-TV were informed recently in a letter sent by George Frey, the web's sales veepee, that the concentrated use of reruns during the summer months is not desirable programming—so far as NBC and its affiliates are concerned. A major film distributor, Screen Gems, this week took violent issue with the NBC stand.

The Frey letter indicates that sponsors will find themselves increasingly urged by NBC to spread their repeat films thruout the year rather than use them as summer programming fare.

"With the increasing volume of repeat shows," Frey states, "We feel that a problem is arising calling for advance planning of schedules which will seek to avoid undue concentration of repeat shows in the summer, or on any particular evening, so as to maintain the effectiveness of our over-all program service . . . Our affiliates have particularly objected to repeats during the opening of the new season (Labor Day to early November) and to the scheduling of virtually all repeats in the summer months."

How far NBC is willing to go in order to put into effect its new policy on advertisers who insist on maintaining their summer rerun schedules is open to conjecture.

SG Blasts Back

Screen Gems, however, as if preparing for a coming battle on the matter, is providing advertising agencies with ammunition to combat NBC's opposition to summer reruns. Screen Gems this past summer sold three advertisers—Ford, Campbell's and Helene Curtis—with reruns on "Ford Theater" as summer fare.

In a letter sent out to 1,000 ad agency execs, John Mitchell, Screen Gems' sales veepee, points out that (1) the reruns shown on "Ford Theater" outranked all other dramatic series on all networks with an average Nielsen rating of 31.9; (2) the reruns used by Helene Curtis garnered an average 13-week Nielsen rating of 22.0 to top such live competition as "U.S. Steel Hour," which averaged 18.7, and "Suspense," which averaged 16.5, both of them using first run scripts; (3) "Campbell Summer Soundstage" which used eight "Ford Theater" reruns, "came to us with a 17.5 Nielsen rating and averaged out the eight weeks with a 17.2 rating. For 39 weeks of the 'Campbell Soundstage' winter

show (half hour live) the average rating was 23.1 'Our Miss Brooks,' the opposition, which pulled a 39-week winter average of 35.7, dropped down during the summer to 22.6."

Mitchell further points out to advertisers that "the networks themselves justifiably wait until fall to put on expensive spectaculars and costly series."

"Advertisers and agencies can get more viewers per dollar thru summer repeats," he says. "It has been proven . . . that the entertainment needs of the public can be satisfied—sometimes better—by repeats, while costs per thousand are cut down to the size where you can make each television dollar bring you added sales returns."

Touchy Issue

If advertisers insist on programming reruns during the summer only, and if NBC decides to take a firm

stand against such a policy, there is a strong likelihood that a clash will take place between the advertising fraternity and NBC. Such a clash would be reminiscent of the one which occurred when the web earlier this year pre-empted time slots from established sponsors who refused to go along with the web's concept of good programming.

Frey states in his letter to sponsors that NBC is "hoping to assemble and co-ordinate data on all repeat schedules for 1954-'55 so that we can formulate proposals for handling these repeats on a basis which will work best for each of the programs involved, and for the total NBC schedule. When we have completed this analysis and have considered procedures for dealing with the problem, we would appreciate an opportunity to discuss our suggestions with you and to seek your co-operation in carrying them into practice."

RKO Studios May Open for TV Film

Dismissals, Talks With Indie Theatrical Producers Indicate TV Film Possibility

HOLLYWOOD, Sept. 25.—Indications this week were that RKO would begin a big push to offer its lot to TV film producers. The film company, whose sole production activity during all of 1954 was one picture, "The Conqueror," has recently given pink slips to two of its three producers—Larry Tatum and Robert Sparks. The remaining staffer without a current assignment is Harriet Parsons. Also given their notice was M. E. Burns, head of the make-up department, several publicists and secretaries.

Deals are now on the fire for five indie theatrical producers, Frederick Brisson, Allan Dowling, Benedict Bogeaus, Edmund Grainger and the King Brothers, to shoot on the lot. The probability is that as they finish their work, if TV film shows can be found, room will be made for them.

RKO is not unmindful of the boom created by TV film activity in this city. Many of the fringe lots which were in very sad shape financially have made comebacks because of their video film contracts. In fact, there is said to be a shortage of space here.

Series Accent

Of course, the emphasis will be on getting video film series which are currently on the network or running in syndication on a continuing production basis. Producers who have such properties utilize studio space continually thru the year. Their business is especially lucrative because of its fairly stable nature.

There does not seem to be much hope that RKO itself will undertake any intensive production schedule of theatrical films. Negotiations are supposed to be underway between Floyd Odium and Hughes for a buy out of his inter-

Unity TV Launches 'Firestone Drive'

NEW YORK, Sept. 25.—Unity Television is staging a concentrated sales drive for the last quarter of this year, naming it the "Len Firestone Drive" after the firm's sales manager. The firm is putting up cash prizes of over \$1,000 for its salesmen bringing in the biggest business of various specifications.

read. Many of these strips are "thoroly absorbing even tho the pictures do hot have motion," Dolan said.

ests in the film company and his other properties. It has also been reported that a syndicate composed of William Zeckendorf and Lawrence Rockefeller have raised the \$380,000,000 necessary to buy out Hughes.

Because most of the TV properties on networks are already set for their production locations for the next year, the chances of RKO getting such business are fairly limited at this time. RKO, however, will undoubtedly open its lot and production facilities for producers who are interested in making pilots. Those producers who have proved track records and good reputations will most likely be given special consideration.

ABC Film Syndication Seeks New Properties

NEW YORK, Sept. 25.—With two new properties already safely tucked under its belt, ABC Film Syndication is still casting its eyes around for more series, following the fadeout of a deal to add a Victor Stoloff produced stanza to its roster.

The firm, which is just beginning to get its new expansion program rolling, had all but firmed a pact with Stoloff to produce a half-hour series based on Royal Canadian Mounted Police activities. The deal, however, failed to materialize.

ABC Film chief George Shupert is currently talking with several other producers in a move to add more shows to his list. ABC is willing to put up most of the capital needed for production. The producers, however, will have to put up the rest of the coin.

Shupert holds strongly to the theory that a distribution firm can-

Surf Sets Up Taj Majal Co.

HOLLYWOOD, Sept. 25.—Norman Surf has formed Taj Majal Productions, Inc., for the filming of a new series, "Jungle Boy," starring Sabu.

Shooting on the pilot will get under way at KTTV Studios, and is scheduled for September 27-29.

WPIX Buys McCune Show From Minot

NEW YORK, Sept. 25.—Minot TV has sold the Hank McCune show to WPIX here. The station will book the comedy series once a week adjacent to "Ramar of the Jungle," which it runs daily. Minot also has obtained a renewal from Bowman Dairies in Chicago. Bowman was the first buyer of the show under Minot distribution.

Minot is the distributor with a total complement of over 150 salesmen, which it shares with Motion Pictures Advertising Service and United Films, the two veteran producers of the theatrical commercials. So far the firm has handled only the McCune show.

Charles Amory, president of Minot, says that a couple of other properties will be coming up shortly. MPA is currently producing a mystery series based on the files of the New Orleans police department. Production of 22 episodes has been completed in New Orleans. Amory said that the sales effort on this show will begin when 26 are in the can.

Four Renew 'Waterfront'

HOLLYWOOD, Sept. 25.—Four sponsors have renewed contracts for the next 26 half hours of the "Waterfront" series, shooting on the first 39 of which was completed last week. First of the second 26 will go before the cameras November 4.

Renewing contracts covering more than 100 markets were Standard Oil Co. of California, Stroh Brewing Co. in Detroit, Falls City Brewing Co. of Kentucky and Indiana, and Peyton Packing Co. in Texas.

Produced for Roland Reed productions by Bernard Fox, the show, starring Preston Foster, first went on the air this spring.

Ford Pact to TV Spots

HOLLYWOOD, Sept. 25.—TV Spots, telefilm commercial producer, has been signed by the Southern California Ford Dealers' Association to produce a series of animated spots for telecasting this fall.

ABC Film Syndication Seeks New Properties

not make ends meet by distributing properties on a straight percentage basis. It must have an ownership stake in the properties as well. However, he wants the producers to share in the ownership, too, for by so doing they would have greater incentive to come up with the best show possible.

The two new properties that ABC has recently added to its roster are "Passport to Danger," produced by Hal Roach Jr., and "Mandrake the Magician," produced by John Allen and Bob Mann.

ZIV AND SG COMPETE FOR FALSTAFF SERIES

NEW YORK, Sept. 25.—Falstaff Beer's bid to finance production of a dramatic anthology series it can call its own moved into the final stages of negotiation this week, with Screen Gems and Ziv-TV competing to take over the job of producer-distributor.

The deal reportedly would see Falstaff spot booking the series on its own behalf in some 55 markets. The distributor would syndicate the series on a first-run basis in non-Falstaff markets, many of which fall into the top-market class. Falstaff, of course, would share in the syndication coin by

OUT OF FILES

NBC's '3-2-1' Culled From Old Libraries

NEW YORK, Sept. 25.—The success of the NBC video documentary "Three, Two, One—Zero" was an example of the clever use of a film library for program material. Two-fifths of the program was material culled from the NBC Film and March of Time libraries. Most of the rest of the material was from the Atomic Energy Commission.

The documentary on atomic energy was a follow up to NBC-TV's enormously successful "Victory at Sea." It did, however, indicate how film libraries could be more fully utilized to produce documentaries. Film material which otherwise would have to be shot or which otherwise could not be duplicated was culled from its files. For example, the NBC Film library furnished a shot of the first document which contained any information on the atom—a German manuscript written by Lise Meitner.

The NBC Film library has also furnished material for an entire series on stamps which is now being distributed by Sterling Television.

Brasselle Sets Up Pinto Firm

HOLLYWOOD, Sept. 25.—Joining the list of actors turned producers this week was Keefe Brasselle who announced the formation of Pinto Enterprises, Inc., for the production of TV film.

First series on tap is "Johnny Fable," a situation comedy scripted by Aaron Spelling and Paul Richards. Brasselle says he is planning for 36 half hours but has yet set no production schedule. Negotiations are under way to shoot at General Service Studios. Private financing is reportedly being arranged.

Brasselle is also negotiating to do a teleseries over NBC.

'Passport to Danger' Sells Ten Markets

NEW YORK, Sept. 25.—ABC Film Syndication's sales drive on its new "Passport to Danger" series has netted deals that will put the show in 10 markets so far.

Among the sponsors pulled in are Welch Grape Juice, which is placing the series in three markets, Pearl Brewing in San Antonio, and Hudepohl Brewers of Cincinnati.

All the deals are for a firm 26 weeks. Delivery of the films, which are currently being shot in Hollywood by Hal Roach Jr., begins November 1.

Sterling to Offer Free Film Strips

NEW YORK, Sept. 25.—Sterling Television is considering the distribution of 35-mm. film strips as part of its new industrial film operation. Charles Dolan, head of Sterling's Industrial Film Division, sent a letter to stations this week asking if they were equipped to telecast such material and if they would like to carry it on a "free loan" basis.

Dolan's letter stated, "A great variety of subject matter is available on film strips ranging from great sports news photos to advice on planning the family grocery budget."

"Generally," he continued, "the degree of commercial reference in film strip is far less than it is in motion pictures." Many film strips of merit are available for both quarter and half-hour slotting, according to Dolan. They move at an average rate of one 35-mm. frame very 10 seconds and are almost always accompanied by a script which amplifies each frame over which the copy is

COSTLY SKEIN

'Millionaire' Series Set By Fedderson

HOLLYWOOD, Sept. 25.—A new series titled "The Millionaire" is being prepared for production by Don Fedderson and will probably go before the cameras some time in November.

Six scripts are in the process of being readied for the series which will be the story of an eccentric millionaire who gives away his millions. Each show will deal with the dispensing of \$1 million to a particular person.

At that rate it should be the most expensive film series in TV history.

Gotham, Coast Sales Hq. for Schwimmer Co.

CHICAGO, Sept. 25.—Walter Schwimmer, president of the Chicago production and television company, Schwimmer Productions, Inc., announced this week a general expansion in the firm's sales force.

Sales offices have been opened at 16 East 41st Street, New York, and at 1606 Vista Del Mar, Hollywood. A manager will be headquartered in New York and two men will work out of the West Coast operation. In addition, two more salesmen are being added to the home office staff in Chicago.

The firm recently has taken on sales of producer Pete Demet's "Championship Bowling," an hour-long film package, in addition to their own, "Movie Quick Quiz" package. Six new markets have been added on the bowling series, Bernie Crost, sales manager, announced.

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Publishers

Roger S. Littleford Jr. William D. Littleford

E. W. Evans Pres. & Treas. K. Kemper Vice-Pres. M. L. Reuter Vice-Pres. Lawrence W. Gatto Secy.

Editors

R. S. Littleford Jr., Editor in Chief, New York Lee Zito Indoor Editor, New York Herb Dotten Outdoor Editor, Chicago C. R. Schreiber, Coin Machine Editor, Chicago Wm. J. Sachs, Exec. News Editor, Cincinnati Paul Ackerman, Ass'te Indoor Editor, N. Y. Robt. Dietmeier, Ass'te Coin Mach. Editor, Chi Ben Atlas Chief Washing Bureau

Managers and Divisions

E. W. Evans Main Office, Cincinnati K. Kemper Indoor Division, New York M. L. Reuter Outdoor-Coin Machine Division, Chicago

Offices

Cincinnati 22, 2160 Patterson St.

E. W. Evans Phone: DUNbar 6450

New York 36, 1564 Broadway

W. D. Littleford Phone: Plaza 7-2800

Chicago 1, 188 W. Randolph St.

Maynard L. Reuter Phone: CENtral 6-8761

Hollywood 28, 6000 Sunset Blvd.

Sam Abbott Phone: HOLlywood 9-5831

St. Louis 1, 390 Arcade Building

Frank B. Joerling Phone: CHEstnut 1-0443

Washington 5, 1428 G St., N. W.

News Bureau, Ben Atlas Phone: NAtional 8-4749

Advertising Managers

Outdoor-Merchandise C. J. Latscha, Cincinnati Indoor Dan Collins, New York Coin Machine Hilmer Stark, Chicago

Circulation Department

B. A. Bruns Cincinnati Main Advertising and Circulation Offices 2160 Patterson St., Cincinnati 22, Ohio

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HAS SMOKELESS SMOKE MACHINE

HOLLYWOOD, Sept. 25.—

Too much smoke in people's eyes has led Dick Albain, Screen Gems and Columbia Pictures special effects man, to invent a smokeless smoke-making machine.

The device generates steam in a boiler, releasing it thru a pipe with a dry ice receptacle. The reaction between the steam and ice creates "smoke," which can be manufactured in any desired intensity.

Albain claims that the cost, too, is less than that of the old smudge pot method which had camera men's eyes watering and directors sneezing.

MPTV's 'Major Expansion' Move Would Strengthen Distribution

NEW YORK, Sept. 25.—There was still no determination this week of the deal reported to be brewing between Motion Pictures for Television and outside interests by which new strength will be put into the distribution of MPTV's half and quarter-hour series. According to reports, the deal will be consummated early next week.

Top officials of MPTV refused to confirm or deny the existence of the reported negotiations. Ed Madden, MPTV vice-president, did say that "a major expansion is in the offing" and that MPTV will be throwing still more resources into syndication in the year ahead. It appears that Madden and

Matty Fox, head of MPTV, have for the past couple of months been exploring a number of ways and means of putting new zip into the operation, on both the feature and syndication side.

Fox has never been one to follow a beaten path. From the inception of MPTV's syndication efforts a year ago, he is known to have been pondering new sales methods in TV film. At that time he was understood to be considering what would have amounted to a network-type operation, in that stations would commit themselves in advance to carry a certain number of MPTV shows in Class A time. This, of course, would have

required the stations to buck the micro-wave networks, and apparently not enough of them were willing to go along to make the plan feasible.

So MPTV's syndication has been operated along conventional lines over the past year, and has registered a couple of healthy sales such as "Janet Dean" to Eyring Drug. Originally the syndication sales staff was separate from feature staff. But the two were consolidated early this summer.

Meanwhile, MPTV, which, with its catalog of over 500 feature films, was long the prime mover of the library-type sale of features, is seeking new styles here too. It has long had under advisement a plan by which stations would pay for features in time instead of money and MPTV would undertake to sell the availabilities thus consigned to it to national spot advertisers. This plan is known to have been discussed with stations exclusively but has still not been put into full swing as far as is known.

SYNDICATES AIM AT DAYTIME SEGS

Official's Musical Bingo and Guild's Reducing Show Are Latest Entrants

NEW YORK, Sept. 25.—Two syndicators, Official Films and Guild Films, this week were readying properties aimed mainly at daytime video audiences. Official has a musical bingo show, "Tune-O," that combines entertainment with prizes. Guild is readying production on "It's Fun to Reduce," a quarter-hour strip, which it hopes will win the battle of the bulge for the nation's women.

"Tune-O" is played with cards which local sponsors will distribute to outlets carrying their products. Official's musical library, "Music Hall Varieties" has been edited into a series of 35 to 45-second film clips which contain the entertainment. The local station can use either an emcee or a female personality to pull the show together. Viewers must identify the song or the title to win the grand prize, generally a large appliance, and whatever other prizes advertisers decide to offer. Viewers who do not win get an additional chance

at some award because there is an additional question at the end of each time segment.

The game can be played in three ways—viewers can call in, the emcee can call out or by use of a studio audience and call out system. "Tune-O" has a further flexibility in that it can be programed in strip form, thrice weekly or one hour late at nights. The show is an adaptation of a radio stanza which played for five years on stations around the country. It was developed by Elliot Alexander and Dick Ullmar.

"It's Fun to Reduce" is a top-rated local show in Pittsburgh which was developed by Craig Chambers, its producer. It features Margaret Firth as hostess and Marlene Cornall as model. Program uses charts as a giveaway item and has mailed out 350,000 of them in the short time they have been available. Production of 195 quarter-hour segments or 39 weeks of programing will begin in two weeks, but it is not decided whether it will be in New York or Hollywood. It will be on sale by early November.

National TV Films Opens L. A. Office

CHARLOTTE, N. C., Sept. 25.—National Television Films, the recently formed distribution company handling "Lash of the West" and "Secret Chapter" for Howco Productions here, has opened a Hollywood office with Dorothy De Mayo in charge. "Lash," meanwhile, has been sold in four markets: KNXT, Los Angeles; WMCT, Memphis; KOTV, Tulsa, and KOVR, Stockton, Calif.

Ziv to Double Rate Of Film Production

NEW YORK, Sept. 25.—Ziv-TV will double the rate of production of its video film series shortly. The syndicator has plans for six new shows on the drawing boards and expects to launch the first of them late this year or early next. Among programs reportedly under consideration are an Ed Byron radio package, which features audience-participation, and a science-fiction show to be produced with Ivan Tors.

Ziv's two latest vidfilm series are "The Eddie Cantor Comedy Theater," and "Meet Corliss Archer," which within a short period of time is said to be contracted for in nearly 125 markets. Additional top stars are expected to be signed for new properties now that Cantor has paved the way.

If Ziv produces the six vidfilms, the rate of the release of its shows will certainly be shortened. Its current practice is to release one new program every six months. This likely will be shortened to every four months, with the probability that several will be ready for purchasing early next spring.

The reason for increased production by Ziv is the phenomenal success it has had with several of its vidfilm series. "Corliss Archer" is a case in point. John Sinn, president of Ziv, claims that the company's gross sales volume over the past 18 months has increased by 68 per cent. He attributes this to advertisers buying Ziv films rather than network shows.

Can't Meet Demand

With such a constant demand for Ziv product, the film distributor and producing organization finds it hard put, at its present rate of production, to meet the demand. And now that it is virtually assured of selling most of its shows—Ziv can point to a pre-selling record that is remarkable—the risk has been greatly lessened.

And the record of its renewals is equally distinctive. "I Led Three Lives" has chalked up a renewal rate of almost 100 per cent. The show has been sold in 74 of the 75 top markets in the country. The drama was on 137 markets the first year, and is now playing in 187 markets.

All of the new properties planned for production will be shot in color. The company recognizes the fact that color adds heavily to its production budget but believes that the residual value of color film is considerably more.

FCC Blanks TV Bidders

WASHINGTON, Sept. 25.—The Federal Communications Commission failed to issue any TV grants this week, making the fifth week this year in which no grants were made. This leaves total authorizations at 708, of which 600 are post-freeze grants, including 32 non-commercial, educational grants. With 99 grants canceled, outstanding authorizations now number 609.

CBS-TV to Second Run 'Lucy' in '55

HOLLYWOOD, Sept. 25.—CBS Television will start the second run of the "I Love Lucy" series on the network next year and has tentatively decided to spot the show in the 6 p.m. Sunday time slot. Present plans are to continue shooting the half-hour weekly series for three more years, according to producer Jess Oppenheimer.

Oppenheimer gives the three-year figure as the maximum for which production will be continued. At that time the company will have 194 "Lucys" on hand, 90 more than there are in existence now.

The plans of Lucille Ball and Desi Arnaz are still indefinite beyond that point, Oppenheimer said, but it may be that after the present series is wound up "Lucy" will become a once a month one-hour production.

CBS is reported not planning to change the "I Love Lucy" label on the second run, and, in effect, will have two "Lucys" on the air,

continuing to telecast the new shows at 9 p.m. Monday nights.

Oppenheimer indicated that he thought the two runs would not conflict since the Sunday half hour is being slotted especially to capture the youngster audience. The main complaint about the show has been, he said, that the 9 o'clock time is in many cases too late for the kids to sit up and watch.

As far as syndication is concerned, no concrete plans have apparently yet been formulated.

No show can hope to stay on top forever, Oppenheimer said, and he would just as soon have ended production on "Lucy" this year so that the first run of the series could be retired as "undefeated champion." Others at Desilu felt that production should be continued for a while longer, however, he went on.

He doesn't think that Lucy and Desi would be interested in doing another series after finishing shooting of the "I Love Lucy" show, Oppenheimer concluded.

PIX AHOY

Underwater Films Set By 2 Firms

HOLLYWOOD, Sept. 25.—The enthusiasm for skin diving has apparently transmitted itself to Hollywood television producers. Two companies are presently preparing plans for shooting an underwater series.

Frank Ferrin is readying a show to be called "Skin Diver" for which 39 scripts are being written. Ferrin has obtained a boat and underwater filming equipment, and plans to start shooting as soon as the production on his "Andy's Gang" series is well under way.

KBC Productions, only recently formed, has a series entitled "The Waterdogs" in the works. Irving Cummings Jr., KBC producer, says he has three scripts ready plus technical advice and some equipment.

Altho the two companies had not been aware of the conflict, both indicated that they would go ahead with the 12 series.

Station Film Men's Assn. Calls 2d Meet

BOSTON, Sept. 25.—The second organization meeting of the budding association of station film men is scheduled to be held here September 28. It is expected that at least 15 stations from thruout the New England area will be represented. The meeting will strive to get the National Association of TV Film Directors set up as a going concern. They will also attempt to arrange a subsequent meeting in New York, so that more stations can attend.

The networks have been invited to send members of their film and kinescope transcription departments. The main objective of the organization at this point is to achieve standardization in shipping, labeling, cueing of film and such matters. And it is felt that a lot of work of this kind can be done in the handling of kines for delayed broadcasts. It appears that the networks have been reluctant to get involved with the group so far, but are watching it with interest.

The group was formed at a meeting here in July. At that point it set up a six-point platform on film handling. According to Bill Cooper, of WJAR-TV, Providence, acting chairman of the association, these standards have now been completely accepted at the 15 stations that will be at next week's meeting.

The meeting will be at the Statler Hotel here, and will convene at 3 p.m.

BADGE OF



NBC FILM DIVISION

SERVING ALL SPONSORS . . . SERVING ALL STATIONS

30 Rockefeller Plaza, New York 20, New York; Merchandise Mart, Chicago, Illinois; Sunset & Vine Sts., Hollywood, California. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal

SUCCESS!

BADGE 714 set best record in TV its first year . . .
Now, 39 new episodes added for a second great year.

A group of sponsors unafraid of the word "re-run," bought BADGE 714 (formerly Dragnet) and ran it, in many cases, against some of the top-rated network shows. In virtually every case, BADGE 714 pulled a bigger share of the audience, and for an extraordinarily low cost per thousand. The new

series of 39 additional BADGE 714 programs will keep up this record. And other NBC FILM DIVISION re-run programs are duplicating it market by market, month by month. When a successful film program enjoys a return engagement, it usually reaches a larger audience than it did the previous time.

BADGE 714 ARB RATING FACTS			
City	Time	Badge 714 Rating	Competition and Ratings
Cincinnati	Mon. 9:30	22.7	Studio One 21.8 Sports Roundup; Pat Harmon 11.5
Dayton	Mon. 9:30	25.8	Studio One 20.9
Denver	Sun. 7:00	21.2	Victory At Sea 12.5 Loretta Young 11.4 Break The Bank 10.8
Memphis	Sun. 9:30	34.1	What's My Line 19.4
Minn.-St. Paul	Mon. 8:30	24.0	Studio One 18.9 Spotlighting Sports 0.8
Portland, Ore.	Mon. 7:00	36.6	Studio One 19.3
Rochester, N. Y.	Sun. 7:00	26.1	Paul Winchell 22.6
Salt Lake City	Tues. 9:30	50.0	Godfrey and Friends 21.5
San Francisco	Wed. 9:00	26.7	NBC Kraft Theatre 22.5 Liberace 13.7
Seattle-Tacoma	Fri. 9:30	29.5	Our Miss Brooks 18.9 TV Soundstage 8.1 Movietime 2.5
Syracuse	Sun. 6:00	21.4	My Favorite Husband 5.0
Wichita	Sun. 6:00	36.8	Life With Father 17.9

All data latest available from ARB as of June, 1954.

Here Is A Choice Selection Of Other NBC FILM DIVISION Successful Re-Runs:

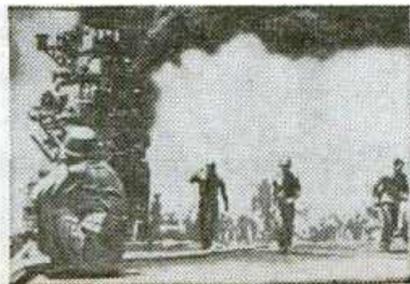
DANGEROUS ASSIGNMENT

Outrates such time period competition as "Blue Ribbon Bouts" in Dallas-Ft. Worth, "Voice of Firestone" in San Francisco.



VICTORY AT SEA

Won larger audiences in syndication than it did originally on network run in such markets as New York, Chicago, Philadelphia.



CAPTURED

Lifted time slot ratings for such stations as WAAM, WWJ-TV, WDAF-TV, KTTV, WOR-TV, WFIL-TV, KING-TV.



THE VISITOR

Collects well over-the-average shares of audience in such highly competitive markets as Chicago, Portland, Phoenix, Salt Lake City.



PLUGS AND PREMIUMS

By GENE PLOTNIK

Formidable, Inc.

One of the unforgettable personalities in the ardent business of character merchandising is Jerry Capp, head of the TPA Merchandise Division. Many who know him suspect him of being a genius. At least when Capp is in the room you hear them muttering this on the fringes, in an apparent attempt to reconcile themselves to his blunt and utterly unconventional behavior.

We bring this man to your attention because—genius or not—in his original and thoroly determined way he is beginning to have an enormous impact on the whole of TV film advertising.

Capp is the first one in the industry to have set up a "built-in" merchandising campaign, which means that the buyer of the show, "Captain Gallant of the Foreign Legion," automatically gets a complete and intensive promotion, including the mailing of self-liquidating gift packages, at no extra cost.

At this writing no sale has yet been made on "Gallant." But Capp's proposition has made a tremendous impression thruout the trade. Obviously, "built-in" merchandising will become a trend if the "Gallant" program catches on.

Daily Trick

Whatever the fate of the scheme, Capp will continue to be a force to reckon with. For out of his office pours a new trick every day. And however hair raising or insane they sometimes seem, there is always sound, sensible thinking behind them.

"The sponsor is on the air a half hour a week, during which he gets about four minutes to sell," Capp says in explaining his central, underlying aim. "What does he do the other six days of the week? We've got to put something into the home that will be a definite reminder day in and day out."

Of course, there's nothing novel in this thought. It's the very basis of TV merchandising, and the heads of Television Programs of America, Capp's boss, have had long training in it.

But Capp has a unique flair for putting ideas into effect.

Since the extension of the sponsor's message is his central aim, Capp has laid down the law with his licensees: The sponsor gets first call on all merchandise. So if a local sponsor decides to use "Ramar of the Jungle" comic books as a point-of-sale incentive or a self-liquidator, the books are pulled off the newsstands in that city and are henceforth available only thru the local sponsor. If the sponsor wants to use "Ramar" soft goods or the "Ramar" game, Capp can usually get him a version of these items priced for premium promotions.

Happy Licensees

Is Capp thus throwing a block at his licensees? Well, they seem to be happy. Capp has blue printed a "Ramar" promotion to be staged at Lit Brothers, Philadelphia, during November and December,

which alone will cover the advance put up by each of the licensees. With just "Ramar," Capp has practically created a jungle trend in character merchandising. The royalties for "Ramar" merchandise sold during August and September is expected to reach \$65,000.

Possibly because he himself is such an off-beat character, Capp has a deep understanding of human nature in general. Every one of his merchandising efforts is solidly based on a prediction of how people will act under its influence.

For Lay Potato Chips, which only recently bought "Ramar" for the entire South, Capp set up a campaign which called for Lay's 600 truck drivers to wear "Ramar" pith helmets and T-shirts.

"Do you mean you expect grown men to wear these get-ups?" he was asked. "Sure," he said, and smiled slyly.

Last week Lay Ordered 400 more pith helmets. The drivers' helpers were jealous.

NEW YORK, Sept. 25.—Transfilm this week put the finishing touches on the opening billboard for the new Red Buttons show, which bows next Friday (1) for Pontiac on NBC-TV, 8-8:30 p.m. The format of the film is said to be similar to his billboarding for Maxwell House last season, which was also produced by Transfilm.

Italian Export Would Film US TV Properties

NEW YORK, Sept. 25.—Italian Film Export is currently seeking to latch onto three new TV film properties for production in Italy next year.

Ralph Serpe, head of IFE's television department, is understood to be ready to talk with owners of properties which Thetis Films in Italy would produce for the American market. Thetis is now shooting "The Three Musketeers" in Italy and plans within the next few months to start shooting two more series, "Captain Horatio Hornblower" and a jungle stanza.

Thetis operates under a plan whereby it shoots a feature film of the TV property at the same time the TV film episodes are being shot. The features are financed by Vista Films in the United States.

The overseas production costs on the TV film series are borne by Thetis. The scripts, American stars, director, etc., however, must be paid for on the American side, either by the persons who created the property or by outside financing brought in by IFE.

In addition to the "Three Musketeers," production is planned to start next year.

Production Notes

By BOB SPIELMAN

HOLLYWOOD, Sept. 25.—Success of "Dragnet" and "The Long, Long Trailer" theatrical features has resulted in a rash of rumors about other theatricals being made from TV series, but as of right now it's mostly a case of spots before the eyes. Nixing rumors that theatricals are in the works are Roland Reed, "Waterfront," and Louis F. Edelman, producer of the Danny Thomas "Make Room for Daddy" show. "My One and Only," a feature which would be based on the "Dear Phoebe" series, is apparently still a nebulous thing, especially since "Phoebe's" production sked runs into early spring. . . . Preston Foster is the latest actor aspiring to producer status and may take a plunge into doing a pilot in a couple of years when his "Waterfront" commitments are finished. . . . Gayest old dog in town is Lassie, who at 12 looks little the worse for wear. Still it's a pretty advanced age for a canine and some thought is being given to a successor. Of the hundreds of pups she's mothered, only four are said to have possibilities. . . . VIP of the week was Secretary of Labor James P. Mitchell visiting Uncle Thomas Mitchell on "Mayor of the Town" set. . . . Stage, by the way, is located halfway to Siberia on the California Studio lot, and rumor is that announcement will soon be made

on construction of three new sound stages to take care of increased production. . . . Another studio which may soon have space problems is KTTV. Some plans are in the works to build three new stages near the present bungalow area, but it's all unofficial. . . . "It's a Great Life" had spot for a steer in one of its recent shows, but "actor" turned out to be a cow nursing a calf. . . . Writer Fenton Earnshaw is claiming a record—his 80th script for Revue Productions. . . . Marty Weiser and George Thomas Jr., who headed Lippert Pictures' publicity for four years, have opened their own offices to service TV film and theatrical motion picture producers. . . . Les Radditz is bowing out at NBC. It's a shame. . . . If you see actors going around foaming at the mouth at Gross-Krasne blame it on Vernon Clark, not the rabies. Clark, v.-p. in charge of commercials, has developed a line of ersatz materials to stand in for food products in the filming of color commercials because real stuff was too expensive to use in the many set-ups necessary. Line includes dog food that looks like baked beans and horse meat resembling filets, but wait till somebody bites into a nice juicy bar of soap. . . . UCLA student Roland R. Gullixon, a paraplegic, is technical advisor on "Hot Car," segment of "Big Town" series. . . . Academy Award winner Donna Reed is making her telefilm debut in "Portrait of Lydia" for Ford Theater. . . . Doc Merman, production manager for Gross-Krasne, Inc., has been signed to a new long-term contract. . . . William D. Russell will direct the next 13 half hours in the "Father Knows Best" series for Screen Gems.

CBS-TV Film Sales Caulks Gaps Against Storm of Fall Competition

NEW YORK, Sept. 25.—CBS-TV Film Sales is battenning down the hatches in an effort to weather out the current competitive situation in the syndication business. The syndication firm is placing the accent on improving its distribution and servicing organization to keep its clients happy.

High on its list of immediate steps to be taken is a re-evaluation of its catalog to weed out the few weaklings and the shows that do not do a sufficiently strong job for advertisers. CBS-TV Film Sales

feels that it is doing itself harm when it represents such a property, because the purchaser identifies the program with the organization that sold it to him, rather than the producer.

Also to be revamped is the location of various of the syndicator's offices in the South. This switch will probably be made so that more key towns are selected, towns that are centered more in the territory instead of just being the largest city in the area. It is vitally important, according to CBS-TV Film

Sales, that its salesmen get out on the road more and do more personal contact work.

Also on the agenda of services to clients is aid in clearing time in certain difficult markets. The distributor intends to make some of its salesmen available, where possible, to see whether they can be of help with such problems, especially since their contact with the station is usually stronger than are the advertiser and his agencies.

More concentration will be given to publicity and promotion. The emphasis in publicity will be on getting stories in national magazines and wire services. And in promotion every effort will be made to see to it that the advertiser uses merchandising and promotion materials for maximum impact.

On the production front, CBS-TV Film Sales is putting more dough into "The Whistler" to make certain that its quality is satisfactory. The money will go into sets and into general production detail.

3 'Playhouse' Films In Can; 10 Upcoming

HOLLYWOOD, Sept. 25.—Production on the first three of the half hour "Authors' Playhouse" telefilm series was completed this week. United Television Programs, which is syndicating the anthology show, will begin its sales campaign for the program next week.

Production on the next 10 films of the series will start at Samuel Goldwyn Studios on October 4. A total of 52 are planned, with a release date of January scheduled for the series.

WOR Outlets May Start Nat'l Spot Campaign for Aquafilter

NEW YORK, Sept. 25.—The opening gun in what soon may become a national spot campaign is being fired via WOR and WOR-TV here by U. S. Filter Products Corporation to launch its new Aquafilter cigarette filter.

The new firm, thru the Adolph F. Gottesman agency in Newark, N. J., will spend \$300,000 in spots on WOR and WOR-TV in the next six months. The General Tele-radio outlets reportedly have captured the Aquafilter spot outlay on

an exclusive basis in New York. The campaign hits the air next week with 15 spots a day on radio and five per day on TV.

The Aquafilter business is the second exclusive spot campaign on behalf of a new product that WOR and WOR-TV has latched onto this month. Halogene Corporation of Newark earlier this month, thru the Radio Advertising Corporation of America, bought 15 radio and TV spots a day to launch its new Halogene drug product in New York.

'COLONEL MARCH'

Legal Battle Inches Ahead In NY Court

NEW YORK, Sept. 25.—The legal battle over "Colonel March of Scotland Yard," the half-hour series starring Boris Karloff, inched forward another step in New York Supreme Court this week. Adjudged until October 14 was a motion to examine one of the defendants, Atlas Productions, before trial.

At the same time it was revealed that Atlas had filed a counterclaim against the plaintiffs, Nathan Kramer and Michael Hyams of American-British TV Movies, charging that they failed to use their best efforts to exploit the three original segments of the show for theatrical distribution as allegedly agreed.

Kramer and Hyams are suing under a 1952 agreement by which they allegedly had the distribution rights to the show. In addition to Atlas, they have named Official Films, which is syndicating the show in the U. S.

Screen Gems Names Katz An Ad Agent

NEW YORK, Sept. 25.—In preparation for a heavy increase in its advertising and promotion activities, Screen Gems has appointed the Joseph Katz Company as its advertising agency effective October 1.

The firm's new advertising-promotion campaign, which has been formulated by Elihu Harris, will aim at promoting the firm on two fronts—as a producer of programs and commercials, and as a distributor of TV film series.

The Katz account exec for Screen Gems is Sydney Loewenberg.

BONDI ★ TAYLOR GRANVILLE ★ ABEL



HOLLYWOOD AND THE HOUSING INDUSTRY TEAM UP TO BRING YOU THE FIRST FEATURE-LENGTH FREE FILM

Star cast . . . entertaining story value . . . interesting content . . . and no advertising!

That's "Million Dollar Castle," the new, precedent-breaking 54-minute free film.

Reserve your playdate without delay. Write Modern today.

MODERN TALKING PICTURE SERVICE
219 East 44th Street, New York 17, N. Y.

W'house Pact To BCE for Teletape Unit

HOLLYWOOD, Sept. 25.—Bing Crosby Enterprises has been awarded the first contract for a television taping machine by the Air Arm Division of Westinghouse, but, according to Crosby Vice-President Basil Grillo, it will be two to three years before the machine can be perfected for commercial production.

Grillo said that the only video tape machine they have in existence is now torn apart. According to Frank C. Healey, executive director of the Crosby Electronics Division, it will be several weeks before the machine can be delivered to Westinghouse.

Healey is hopeful that the government order will hasten commercial acceptance of video tape recording.

THE BILLBOARD SCOREBOARD

TV Film Commercials in Production Since August 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—semi-animation; J—jingles; S—slides.

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length (C denotes Color), Type. Lists various commercial production deals.

ASSOC. ARTISTS BUILDS 52-FEATURE FILM PACKAGE

First Runs Culled From Variety of Sources, Including Bank of America

NEW YORK, Sept. 25.—Associated Artists Productions is building a package of 52 first-run feature films derived from a variety of sources including the Bank of America.

biggest attraction is probably "Algiers" with Hedy Lamarr and Charles Boyer. It is also the oldest picture in the package, having been released originally by United Artists in 1938.

Bank Pictures

Two pictures have been bought from the Bank of America. They are "The Scarf" with John Ireland and Mercedes McCambridge, released by UA in 1951, and "The Second Face" with Ella Raines and Bruce Bennett, released by UA in 1950.

Hyman also bought the negatives to "Syncopation," the 1942 musical produced and directed by William Dieterle. It has an all-star band with Benny Goodman, Harry James and Charlie Barnett,

and stars Jackie Cooper and Adolphe Menjou.

Other American pictures in the package, all originally released by UA between 1950 and 1952, are "Chicago Calling" with Dan Duryea and Mary Anderson, "One Big Affair" with Evelyn Keyes and Dennis O'Keefe, "Once a Thief" with June Havoc, Cesar Romero and Marie McDonald, "Park Row" with Gene Evans, "Red Planet Mars" with Andrea King, "The Captive City" with John Forsyth and "The Big Night" with John Barrymore Jr. and Preston Foster.

Raft Film

Also in the new package is "Lucky Nick Cain" with George Raft, which was released by 20th Century-Fox in 1951.

Other titles that were revealed this week are "The Straw Man" with Dermot Walsh and Clifford Evans, "The Long Rope" with Don Houston and Susan Shaw, "The Night of the Full Moon" with Dermot Walsh and Kathleen Byron, "Rapture" with Eduardo Ciannelli and Douglas Dumbrille, "The Christmas Carol" with Alistair Sims and "Tom Brown's School Days" with Robert Newton.

The acquisition of this package of 52 gives Associated Artists a total of 76 features, the others being the 12 Sherlock Holmes and the 12 "Hall of Fame Classics."

Hyman is understood to be negotiating for a number of other film packages. He is reported already to have a commitment from Rheingold Beer to carry "Douglas Fairbanks Presents" in four Eastern markets and the West Coast for a third year.

KTLA \$2 Mil Building Set

HOLLYWOOD, Sept. 25.—Development of the 10-acre Sunset Boulevard site acquired by Paramount Pictures for new Paramount television productions and KTLA Studios will begin November 1, it was announced this week, with an initial expenditure of \$2 million scheduled.

Three studios of 10,000 square feet each will be remodeled, with special attention paid to facilities for the origination of colorcasts. The studios will be able to be opened into each other to create a 30,000-foot floor space.

Since this development will take up only about two or three acres of the site, there is speculation that after the initial construction, Paramount will use the remainder of the area to build facilities for telefilm production.

Klaus Landsberg, general manager of KTLA, has devised many innovations for the new studios such as peripheral-type batten lighting and control booths for both black and white and color equipment.

NOT HERE, PODNER

Quebec Bars Tele Cowboy Pictures

By HARRY ALLEN

TORONTO, Sept. 25.—Cowboy adventure series have been censored out in Canada's Quebec Province market. Sponsors and agencies seeking to place such fare on the air there seem likely to be shut out.

This is revealed as attempts continue by the Leo Burnett Agency to place the "Wild Bill Hickok" film show for Kellogg's into the French-speaking market.

The show, nationally spot-booked by Kellogg's, is important to the cereal account, because Montreal is considered to be the second most important cereal sales market in Canada. But the program director of CBFT and CBMT in Montreal, Andre Ouimet, has rejected the series as "being not fit for young Canadians to see."

"Hickok" was named the best non-network Western film series in The Billboard's all-industry film awards, and its star, Guy Madison, was voted best actor in a Western series.

The censorship move is surprising in the light of two factors. First, the series was built with the co-operation of law enforcement agencies and parent-teacher groups in the U. S. in order to avoid any conflict with censorship groups. Second, the rest of the Canadian Broadcasting Corporation network and affiliates are showing the series in some 12 markets.

It is a year since the agency first tried to put the show on the air. At that time, hand-picked reels were shown Ouimet. The show had already been contracted for by the CBC. But acceptance by the program director was necessary to put the show on the air. Following the showing, Ouimet is reported to have said: "I wouldn't permit this to be exposed to young

Canadians in this area. I was personally never permitted to see this sort of thing."

The agency returned to the CBC in Toronto for help. They were permitted to place the show in any of the non-French markets. It is believed one official of the CBC decided to go to the top on the matter, without effect.

Ouimet, it should be pointed out, is a brother of the general manager of the CBC, Alphonse Ouimet.

Meanwhile, efforts are still proceeding to place the show on the air, despite a claim by the CBC "It is against public policy in the French-speaking areas" to show cowboy adventure series. Official explanation by the CBC points out that children under 16 are not allowed to attend movies in the Province of Quebec.

Before the CBC began telecasting, altho it was above any provincial censorship regulations, it approached parent-teacher groups to find out what was passable so far as children were concerned. Among their objections were Westerns. Thus the CBC has complied with the pressure group, altho the "Hickok" series has no guns.

Western features are shown late at night for adult audiences only.

Gay Midwest Rep For Standard TV

HOLLYWOOD, Sept. 25.—Standard Television has named Rex Gay as its Midwestern sales rep. Gay was formerly with Interstate Television.

Standard is currently putting a drive on its weekly pro basketball coverage and "Washington Spotlight," the weekly news interviews starring Marquis Childs.

Packers and S.O.S. Rack Up Top Buys of Film in Canada

TORONTO, Sept. 25.—A film purchase by B. C. Packers, Ltd., and S.O.S. Manufacturing Company, Ltd., considered to be one of the largest TV film purchases in Canada, was made this week by All-Canada Television Sales.

Reo Thompson, manager for All-Canada, Toronto, said the two clients purchased the half-hour Ziv show, "Meet Corliss Archer," thru James Lovick Advertising Agency.

The Lovick offices worked out a co-operative plan calling for 52 episodes, to be telecast one a week, with eight stations commencing the series in mid-October.

Additional major market stations

will be added as stations are opened and times become available.

Advertisement for THE Acknowledged LEADER in TELEVISION, listing various programs and contact information for 1529 Madison Road, Cincinnati, Ohio.

Advertisement for THE BILLBOARD, stating 'Your ticket to SALES RESULTS—the advertising columns of THE BILLBOARD!'.

THE FIRST TOP RATED AVAILABLE FOR LOCAL OR

ON FILM!



EXTRA POWER IN YOUR SALES PROGRAM!

Co-ordinated promotion with local offices of the public agencies featured in this series can give your product the broadest kind of tie-in with the "Man Behind The Badge" in your community!

Contact your MCA-TV office TODAY!

NEW YORK: 598 Madison Avenue
 BEVERLY HILLS: 9370 Santa Monica Blvd.
 ATLANTA: 515 Glenn Building
 BOSTON: 45 Newbury Street
 CHICAGO: 430 North Michigan Avenue
 CLEVELAND: 1172 Union Commerce Bldg.
 CINCINNATI: 3790 Gardner Avenue
 DALLAS: 2102 North Akard Street
 DETROIT: 837 Book Tower
 SAN FRANCISCO: 105 Montgomery Street
 SEATTLE: 715 10th North
 ROANOKE: 3110 Yardley Dr., NW
 NEW ORLEANS: 42 Allard Blvd.
 SALT LAKE CITY: 727 McClellan Street
 CANADA: 111 Richmond Street, Toronto, Ontario



NETWORK TV SHOW REGIONAL SPONSORSHIP

ALL NEW HALF HOUR DRAMAS, MADE EXPRESSLY FOR TV

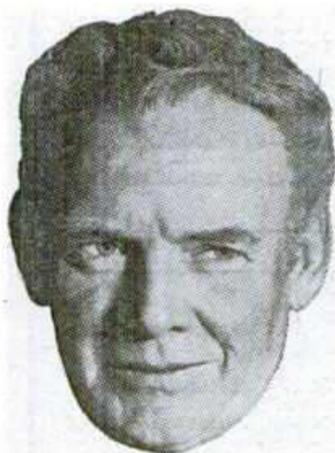
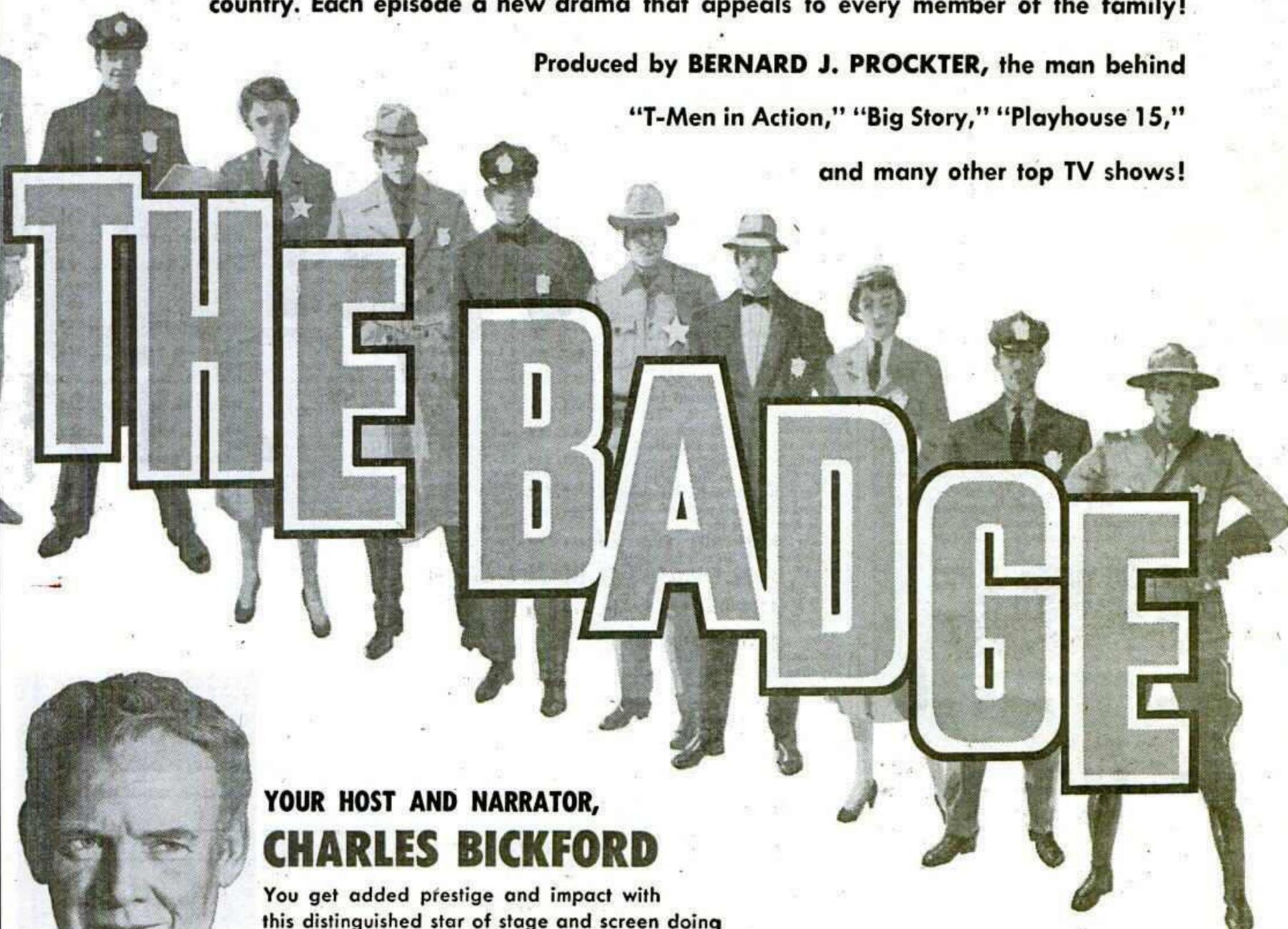
EACH WEEK, THRILLING, TRUE-LIFE MELODRAMAS DONE IN DOCUMENTARY STYLE.

All the facts taken from files of police, fire, and treasury departments, postal service, sheriffs' offices and many other agencies dedicated to public service throughout the country. Each episode a new drama that appeals to every member of the family!

Produced by **BERNARD J. PROCKTER**, the man behind

"T-Men in Action," "Big Story," "Playhouse 15,"

and many other top TV shows!



**YOUR HOST AND NARRATOR,
CHARLES BICKFORD**

You get added prestige and impact with this distinguished star of stage and screen doing the tribute to the "Man Behind The Badge" for you each week.

BBDO, With 10 Film Shows, Is Leading Agency in Pic Field

NEW YORK, Sept. 25.—Batten, Barton, Durstine & Osborn is the leading agency this season in the use of film for national clients. Tied for second spot as film buyers are Young & Rubicam and Leo Burnett; McCann-Erickson has the third largest number; Dancer-Fitzgerald-Sample and J. Walter Thompson are tied for fourth; the Biow Agency, Lennen and Newell and William Esty are fifth. A host of other advertising agencies follow behind the leaders, including Sullivan, Stouffer, Colwell & Bayles; Cunningham & Walsh; Maxon, and Benton & Bowles.

BBDO has 10 film programs which it services for its national advertiser, and has been very partial to vidfilm since the early days

of the medium. Film properties new to the agency are "Dear Phoebe" and "Lassie" for Campbell's, a new client, and Norman Sper's "Football Forecasts," which Du Pont is presenting in 130 markets this fall. Among its other celluloid sales tools are "Cavalcade of America," "Private Secretary," one half of Danny Thomas, "The General Electric Theater," only one third of which is on film, and "The Big Playback" for Ethyl.

The emergence of Leo Burnett as an advertising power marks a recent development in the business. Prior to TV, the agency was medium-sized and hardly ranked with the big fish. But with TV and with the acquisition of several new clients, notably Kellogg and

Toni, Burnett has soared into higher realms of advertising activity. New to the agency this year are Mickey Rooney for Green Giant and Pillsbury, one-half of "Halls of Ivy" for International Harvester, and "People Are Funny" for Toni. Among its continuing film properties are "Superman" and "Wild Bill Hickok" for Kellogg, and "Badge 714" for Pure Oil. The last three vidfilms are nationally spot-booked by the agency for its clients as are a great number of stations which have accepted "Halls of Ivy."

Y&R's 17 Shows

Young & Rubicam controls 17 TV shows for advertisers, more than any other agency in the business, but of these only six are on film. Its only new film program this season is "Father Knows Best" for Kent Cigarettes, which previous to this show had "The Web" and an old film package in 40 markets. It is also servicing on film "I Married Joan," "Life of Riley," "Our Miss Brooks," half of "Four Star Playhouse," and the General Cigar "Sports Spot."

Five of McCann-Erickson's 10 shows are on film. New programming fodder includes half of "Halls of Ivy" for Nabisco, one-quarter of "Disneyland" for Derby Foods, and "It's a Great Life" for Chrysler. Its established film shows are half of "Big Town" for Lever Brothers, and the nationally spot-booked "Death Valley Days" for Pacific Coast Borax.

Two of Dancer-Fitzgerald-Sample's four shows on film are serviced for General Mills. They are "Villy" and the "Lone Ranger." The other two shows are "The Vise," a new drama for Sterling Drugs, and "City Detective" for Falstaff Beer. J. Walter Thompson is handling "Norby," a new film series for Eastman-Kodak which may eventually be nationally spot-booked. "My Little Margie" for Scott Tissue, "Ford Theater" for the Ford Motor Company, and one-half of "Four Star Playhouse" for a client new to network TV—Parker Pens.

Three With Three

The three agencies that handle three film shows each are Lennen & Newell, the Biow Agency and William Esty. Two of Biow's three shows, "Public Defender" and "I Love Lucy," are owned by Philip Morris. Its third is "Tales of Tomorrow" for Eversharp-Schick which will be nationally spot-booked. Two of Esty's three films, Robert Cummings Show and "Topper," are owned by R. J. Reynolds. Its third is a small piece of "Willy" which it services for General Mills. Lennen & Newell's three are "Playhouse of Stars" for Schlitz, one-half of Ray Bolger for Lehn and Fink, and "Janet Dean, R.N." which is nationally spot-booked for Bromo-Seltzer.

Generally speaking the agencies such as Young & Rubicam and J. Walter Thompson, which like to control programs for their clients, tend to favor live over film shows. Film usually requires special talents that agency production staffers do not have, so when a show goes to film the agency does not usually play as important a part in its development. Naturally, the more control over a program the agency has, the more it is doing for its client.

A good case in point is the Lux "Video Theater," which J. Walter Thompson fought successfully to keep from going on film. Gross-Krasne, the producers of "Big Town" for the same client, Lever Brothers, tried for years to persuade the client that that the show would be better as a film property.

And so it is natural that most important agencies have more live than film shows. Film, however, gives such plus factors that in spite of opposition it has solidified its hold on TV programming. Indications are that it will continue to do so.

Flood of Producers to Bulge KTTV Studios by End of Year

HOLLYWOOD, Sept. 25.—A minor migration of producers into the KTTV Studios will have the old movie studio lot filled to capacity by the end of the year. William F. Broidy, producer of the "Wild Bill Hickok" TV series, will move the theatrical half of his production onto the KTTV lot. Broidy has a schedule of 11 feature pictures and may include a "Wild Bill Hickok" theatrical among these.

Television Programs of America, Inc., now turning out "The Halls of Ivy" at Motion Picture Center, and "Lassie" at KTTV, is planning to shoot two scheduled future teleseries at the latter lot. These

are "Tugboat Annie" and "Black Beauty," both set for early next year. Also reported in the works is a "Ramar of the Jungle" theatrical movie.

Filming on the lot in addition to "Lassie" at present are "The Whistler" and "This Is the Life," the latter a religious series. On tap is another group of religious telefilms, "The Great Commission," which will feature Billy Graham.

Shooting TV commercials are TV Spots, New World Productions, and General Motors. Lindsley Parsons Productions will reportedly film two to four theatrical features ranging in cost up to \$800,000.

THE BILLBOARD SCOREBOARD

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau. Each week this chart covers a different group of cities; thus, over a four-week span, all cities are covered which were surveyed by ARB in its latest market studies. Where a city also was covered by ARB in the previous month, the last rating of each film series also is shown.

Within each market shown below, programs are listed under three separate subdivisions of broadcast time: The prime evening hours, daytime hours on weekdays and daytime hours on Saturdays and Sundays. This is to highlight the developing use of marginal time

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions. All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

July ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets in Use
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BOSTON 2 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday				
16.8	15.2	Superman—Adv.—Flamingo Films	WNAC—F, 6:30-7:00	29.2
		Top Opp. & Rating: News; Frontier Playhouse		2.9
14.5	5.5	Wild Bill Hickok—West.—Flamingo Films	WNAC—T, 6:30-7:00	21.9
		Top Opp. & Rating: News; Starring the Editors		7.1
11.4		Terry and the Pirates—Adv.—Official Films	WBZ—F, 6:00-6:30	13.7
		Top Opp. & Rating: News; Sports		
10.5	9.3	Cisco Kid—West.—Ziv TV	WNAC—Th, 6:30-7:00	13.3
		Top Opp. & Rating: News; Hopalong Cassidy		
10.2		Gene Autry—West.—CBS Film	WNAC—M, 6:30-7:00	12.4
		Top Opp. & Rating: News; Frontier Playhouse		
9.9	8.7	Kit Carson—West.—Coca-Cola Co.	WNAC—M, 6:00-6:30	16.9
		Top Opp. & Rating: Rocky Jones, Space Ranger		
6.4		Rocky Jones, Space Ranger—Adv.—TPA	WBZ—M, 6:00-6:30	16.9
		Top Opp. & Rating: Kit Carson		
3.0	4.2	Hopalong Cassidy—West.—NBC Film	WBZ—Th, 6:45-7:15	10.8
		Top Opp. & Rating: Cisco Kid; News; Weather		
2.9	5.5	Stranger Than Fiction—Misc.—United World	WNAC—T, 5:15-6:30	13.1
		Top Opp. & Rating: Alms Fair		
1.5	5.2	Greatest Drama—Docum.—General Telradio	WNAC—W & Th, 6:15-6:30	7.3
		Top Opp. & Rating: Frontier Playhouse; Wonder World		
1.4	2.6	Movie Museum—Comedy—Sterling TV	WBZ—W, 6:45-7:00	13.3
		Top Opp. & Rating: Lone Ranger		

Sign-On to 7 p.m.—Saturday and Sunday

10.5	13.2	Annie Oakley—West.—CBS Film	WBZ—S, 6:00-6:30	18.8
		Top Opp. & Rating: Badge 714		
8.1	8.8	Favorite Story—Drama—Ziv TV	WNAC—S, 6:30-7:00	16.6
		Top Opp. & Rating: Ozzie and Harriet		
7.9	9.1	Badge 714—Mys.—NBC Film	WNAC—S, 6:00-6:30	18.8
		Top Opp. & Rating: Annie Oakley		
4.1		King's Crossroads—Drama—Sterling TV	WBZ—Su, 12:30-1:00	7.3
		Top Opp. & Rating: Contest Carnival		
3.8	1.3	Armchair Adventure—Adv.—Sterling TV	WBZ—Su, 12:15-12:30	4.7
		Top Opp. & Rating: Third River		
2.6		Armchair Adventure—Adv.—Sterling TV	WBZ—S, 11:15-11:30	10.1
		Top Opp. & Rating: Feature Film		
2.4	3.9	King's Crossroads—Drama—Sterling TV	WBZ—S, 4:30-5:00	11.1
		Top Opp. & Rating: Feature Film		
1.4	0.6	Time for Beany—Child. Consolidated TV	WNAC—S, 10:00-10:30	7.8
		Top Opp. & Rating: Rocky Mountain Tales		
0.3		Armchair Adventure—Adv.—Sterling TV	WBZ—Su, 9:45-10:00	0.3
		Top Opp. & Rating: None		

7 p.m. to Sign-Off—Monday Thru Sunday

28.8	10.8	Boston Blackie—Mys.—Ziv TV	WNAC—F, 10:30-11:00	34.9
		Top Opp. & Rating: Sports; Armchair Adv.		5.9
24.5	23.8	I Led Three Lives—Adv.—Ziv TV	WNAC—M, 7:00-7:30	27.4
		Top Opp. & Rating: Frontier Playhouse; News		2.7
23.2	23.3	Foreign Intrigue—Adv.—Sheldon Reynolds	WBZ—Th, 10:30-11:00	40.3
		Top Opp. & Rating: Place the Face		16.8
20.1		Ellery Queen—Mys.—TPA	WNAC—Su, 10:30-11:00	31.9
		Top Opp. & Rating: Justice		11.7
20.0	18.7	Range Rider—West.—CBS Film	WBZ—Su, 7:00-7:30	26.2
		Top Opp. & Rating: U. S. Steel Hour		6.2
19.7	11.4	Life With Elizabeth—Comedy—Guild Films	WBZ—T, 8:00-8:30	42.6
		Top Opp. & Rating: The Goldbergs		22.6
18.3	16.9	City Detective—Mys.—MCA-TV	WBZ—T, 10:30-11:00	34.2
		Top Opp. & Rating: Mr. District Attorney		15.9
15.9	17.4	Mr. District Attorney—Mys.—Ziv TV	WNAC—T, 10:30-11:00	34.2
		Top Opp. & Rating: City Detective		18.3
13.8	9.3	Waterfront—Adv.—UTP	WBZ—F, 11:00-11:30	26.1
		Top Opp. & Rating: News; Name's the Same		
11.0	7.7	Art Linkletter and the Kids—Comedy—CBS Film	WNAC—T, 7:45-8:00	27.2
		Top Opp. & Rating: News Caravan		
10.0	7.9	Royal Playhouse—Drama—UTP	WBZ—M, 10:30-11:00	38.2
		Top Opp. & Rating: Summer Theater		
9.9	5.8	Janet Dean, R. N.—Drama—MPTV	WBZ—Th, 11:15-11:45	18.6
		Top Opp. & Rating: Eleven-O-Five Theater		
6.5	6.8	Times Square Playhouse—Drama—Ziv TV	WNAC—W, 11:15-11:45	17.2
		Top Opp. & Rating: Night Owl Theater		
6.4		Your TV Theater—Drama—Ziv TV	WNAC—S, 7:00-7:30	20.4
		Top Opp. & Rating: You Asked for It		
5.5	5.8	Yesterday's Newsreel—Docum.—Ziv TV	WNAC—F, 7:15-7:30	10.4
		Top Opp. & Rating: Nightly Newsteller		
5.2	6.5	Kieran's Kaleidoscope—Misc.—ABC Film	WNAC—W, 7:15-7:30	10.4
		Top Opp. & Rating: Nightly Newsteller		
4.3		Armchair Adventure—Adv.—Sterling TV	WBZ—F, 10:45-11:00	33.9
		Top Opp. & Rating: Boston Blackie		
1.4		Story Theater—Drama—Ziv TV	WNAC—F, 11:45-12:15	12.5
		Top Opp. & Rating: Night Owl Theater		

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday				
4.4	7.2	Kit Carson—West.—Coca-Cola	WMAR—T, 6:00-6:30	11.2
		Top Opp. & Rating: Paul's Puppets; Lash of the West		
3.9	2.7	Lash of the West—West—Nat'l Television Films	WBAL—T, 6:15-6:45	8.8
		Top Opp. & Rating: Movietime		
3.4	3.6	Terry and the Pirates—Adv.—Official Films	WBAL—F, 6:00-6:30	11.7
		Top Opp. & Rating: Early Show		
3.1	3.3	Dick Tracy—Mys.—Combined TV	WBAL—M, 6:00-6:30	10.2
		Top Opp. & Rating: Early Show		

Sign-On to 7 p.m.—Saturday and Sunday

12.2	13.3	Annie Oakley—West.—CBS Film	WBAL—S, 6:00-6:30	17.1
		Top Opp. & Rating: Movietime		2.6
9.3	4.4	Cowboy G-Men—West.—Flamingo Films	WAAM—Su, 6:00-6:30	13.7
		Top Opp. & Rating: Meet the Press		3.9
4.6	5.3	Hopalong Cassidy—West.—NBC Film	WBAL—S, 3:30-4:30	7.8
		Top Opp. & Rating: Film Theater of the Air		

(Continued on page 12)

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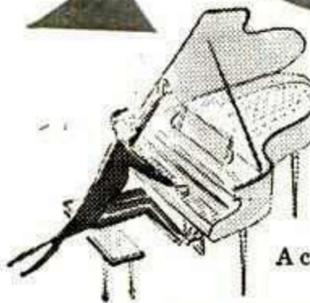
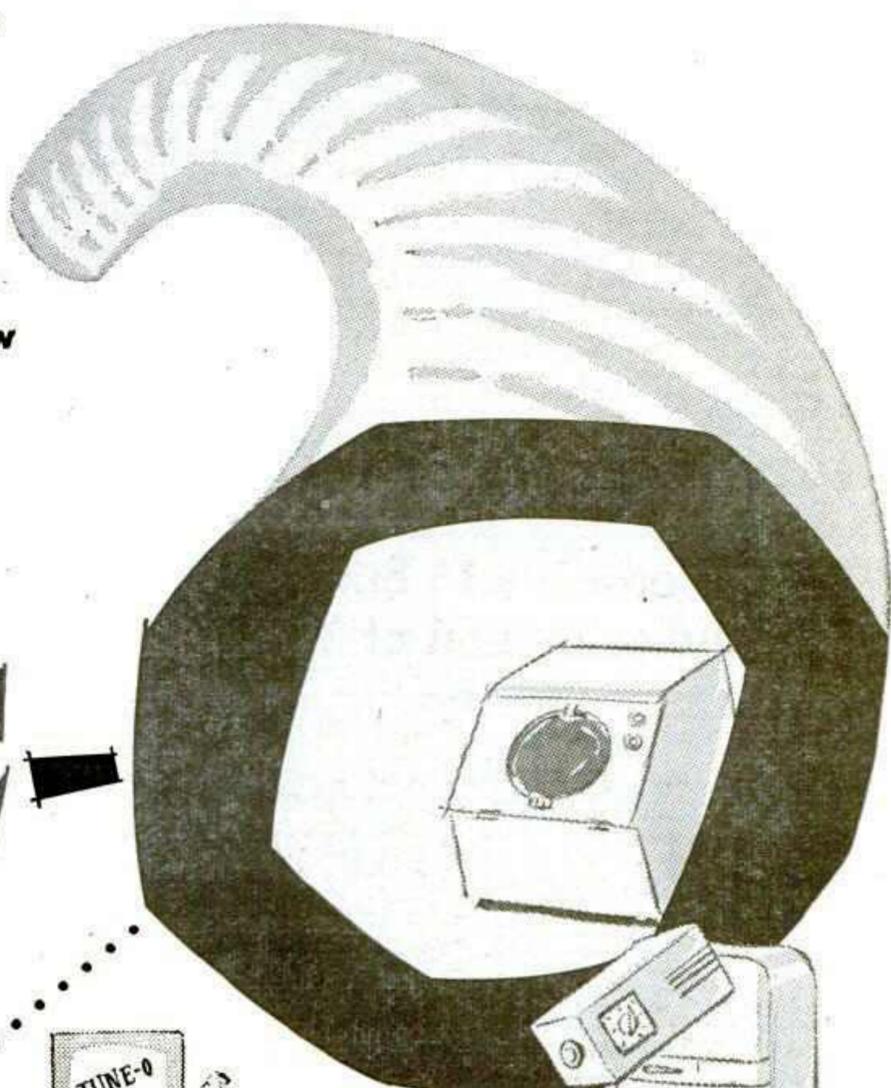
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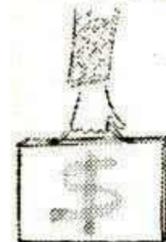
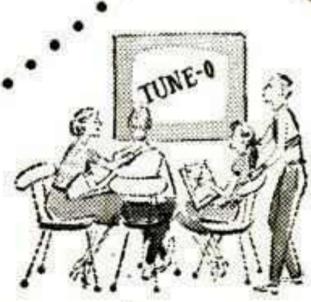
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A continuous procession of big-name stars of stage, screen and records! Outstanding personalities... all starring in special TV arrangements of popular songs.



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TUNE-O has Audience Participation!

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"TIME FOR TUNE-O" is a Sales-Tested Winner!

One of radio's most successful shows on over 500 stations—now especially programmed for TV and ready to be custom fitted to your own local requirements... 1/2 hour or full hour—from once to 5 times a week!

TUNE-O				
Trade Mark				
44	68	109	176	219
10	79	119	179	228
30	86	FREE	188	239
19	93	131	192	242
12	96	145	197	245

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THE BILLBOARD SCOREBOARD

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

Continued from page 10

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Flash Gordon, Johnny Jupiter, and various 7 p.m. to Sign-Off programs.

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for All Star Theater, Dangerous Assignment, and various 7 p.m. to Sign-Off programs.

LOS ANGELES 7 STATIONS

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Time for Beany, Ramar of the Jungle, and The Beulah Show.

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Wild Bill Hickok, Ramar of the Jungle, Hopalong Cassidy, and various 7 p.m. to Sign-Off programs.

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Badge 714, Waterfront, I Led Three Lives, and various 7 p.m. to Sign-Off programs.

QUICK TAKES

Gene Martel, director of the Princess Pictures hour film package, has returned to New York for story conferences with Bert Balaban on the next 13 films in the series. He returns shortly to London where the pictures are shot in the M-G-M British studios. Paul Talbot, of Freemantle Overseas Radio & TV, Inc., is making the rounds of the production houses in London and will return to New York Monday (26). Bob Gentry has been named film director of KGBS-TV, San Antonio. "Captain Midnight" resumes shooting in Hollywood after a two-week lay-off. Richard Webb is starred.

William Goodnight has been promoted to district manager for Alexander Film Company for West Virginia. Nat Goss has joined Kling Studios as an account executive in the Chicago office. Broadway director John Stix is conferring with execs of Universal-International on a TV film series. The new vid-film series, "The Big Idea," was shown to advertising agency execs and sponsors at the Johnny Victor Studios in New York on Thursday (16).

Atracciones Inter-Americanas, S. A., is offering vidfilm producers in Mexico a varied theatrical service which consists of an English language casting service, and its facilities and staff. Atracciones is also considering producing a vid-film series featuring Andy Russell. David S. Samuels is the New York representative.

Television Programs of America has added Paul Miles to its staff of account execs. Miles was formerly with the sales staff of Brown and Bigelow. David Savitt, chief of the camera department of Kling Film Enterprises, Chicago, has been elected a member of the American Society of Cinematographers. George Blake Enterprises shot a TV spot at the Smithsonian Institute in Washington for General Electric last week.

SSC&B Survey Reveals TV Station Data

CHICAGO, Sept. 25.—According to a study just completed by Sullivan, Stauffer, Colwell & Bayes, Inc., 322 TV stations, or 85 per cent of all TV stations on the air, are located in 233 metropolitan county areas. It points out that at present there are 120 stations with construction permits and 186 channels for which construction permits have not as yet been issued by the Federal Communications Commission.

The study covers the present and proposed status of VHF, Channels 2 to 13, and UHF, Channels 14 to 82. The study also shows that 73 stations in metropolitan areas have returned their permits to the FCC or have suspended operations at least temporarily. According to the report, if all stations having permits should go on the air, there would be about 628 stations or three outlets per metropolitan area.

UTP Execs to Hit Road in Intensive Film Sales Drive

HOLLYWOOD, Sept. 25.—Plans for an intense selling campaign for several new United Television Programs products plus discussions on expanding the organization's sales staff will have UTP's top executives on nationwide junkets during the next few weeks.

Sales Vice-President Nathan Wynne is joining UTP President Philip Krasne in New York, and will then visit other branches around the country. Lee Savin, executive vice-president, will join Nathan at a Western regional meeting in Chicago.

New products up for sale are "Where Were You?", "Rocky Jones, Space Ranger," "Mayor of the Town" and "Author's Playhouse."

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets in Use. Includes entries for Follow That Man, D. Faribanks Presents, Interstate TV, and various other programs.

TV FILM PURCHASES

CBS Television Film Sales reports the sale of "Amos 'n' Andy" to WTTV, Milwaukee, and KCCC, Sacramento, Calif. "Art Linkletter and the Kids" picked up a new sponsor in the Columbus, Ga. market with C. Schonburg & Son paying the tab over WRBL. Quality Dairy and Old Vienna Products will split the costs of "Range Rider" over KSD, St. Louis. "Range Rider" was also sold to WPTZ, Philadelphia, and KOTV, Tulsa, Okla. Station WTVN, Columbus, O., has purchased "Crown Theater" and "Files of Jeffrey Jones." "Jones" was also sold to WHP, Harrisburg, Pa.

"Life With Elizabeth," a Guild Films property, has been purchased by the following stations: WCSH, Portland, Me.; WTVD, Durham, N. C.; WNAO, Raleigh, N. C.; WDOV, Orlando, Fla.; WBTW, Charlotte, N. C.; WFMJ, Youngstown, O., and WLOS, Asheville, N. C. Other Guild sales this past week included: "Joe Palooka" to WTVD, Durham, and WEAR, Pensacola, Fla. Florian ZaBach to KOPO, Tucson, Ariz., and the Little Rock, Ark., market. Frankie Lane to WTRI, Albany, N. Y. and WEWS, Cleveland.

Seven series have been purchased from NBC Film Division by Station WTOM, Lansing, Mich. They are "Captured," "The Visitor," "Dangerous Assignment," "Paragon Playhouse," "Hopalong Cassidy" in its one-hour version, "Inner Sanctum" and "Victory at Sea." "Badge 714" will be sponsored in the Reno, Nev., market by the Eagle Thrifty Drug Company and in the Washington market over WNBW by the Ford Dealers.

Other "Badge 714" sales included KPRC, Houston; KING, Seattle; KRDO, Colorado Springs, Colo.; KERO, Bakersfield, Calif.; KTTs, Springfield, Mo.; WOR, New York, and KOAM, Pittsburg, Kan.

"The Falcon," NBC's adventure series, has been sold to KRON, San Francisco, and WDSU, New Orleans. "Inner Sanctum" has been purchased by KGTV, Des Moines, and WEEK, Peoria. WEEK, Peoria, also purchased "Victory at Sea" and "Captured." "Dangerous Assignment" was purchased by WABC, New York; KOAM, Pittsburg, Kan., and WTVH, Columbus, Ga. The NBC feature film package was sold to KETX, Tyler, Tex., and KOA, Denver.

UTP has sold "Curtain Call," "Hollywood Off-Beat," "Counterpoint" and "Royal Playhouse" to KAKE-TV, Wichita. KRON-TV, San Francisco, has bought "Heart of the City" where it will be shown as "City Assignment." WCAU-TV, Philadelphia, will re-run the "Craig Kennedy, Criminologist" series for the fifth and sixth times with four sponsors already signed.

Oct. 19 Editing Awards

HOLLYWOOD, Sept. 25.—First annual film editing awards for TV film and theatrical motion pictures will be announced October 19 by American Cinema Editors, Inc. A plaque will be awarded in each category.

Five nominations for each of the two plaques will be made by film editors and the motion picture and TV press.

BEHIND-SCENES PICTURE OF ABC POWER BATTLE

The real tip-off on the victory scored by President Bob Kintner of ABC in the behind the scenes struggle for pre-eminence at the web (see other story) was scarcely noticed by most observers. Out of the mass firings came several highly critical developments, all of which emphasize Kintner's boss-man status and the fact that peace between the ABC and UPT factions is established on Kintner's terms.

Perhaps the real key was the naming of Harold Morgan as the top national officer of the company under Kintner, with complete responsibility for all financial matters. This is the second great test of strength revolving around Morgan, with Kintner now scoring even more decisive a victory than six months ago.

At that time, the question of financial control had Morgan the candidate of the Kintner-Ed Noble-ABC forces, and opposed by Jason Rabinowitz who was put forward by the Leonard Goldenson-Robert H. O'Brien-UPT interests. Each group wanted its man named controller. Morgan not only got that title but a vice-presidency as well. Now he is upped again; so he will be at least on a par with whomever is named the new head of the TV web.

Kintner Announces It

Kintner himself announced this strategic triumph at the department head meeting this week (from which O'Brien, top UPT man in the web, was conspicuously absent and unmentioned) and stated, in effect, that Morgan now will become known as "that unpleasant bastard" who tells you what you can and can't do because of money matters.

Under the new set-up, also, UPT's Bob Weitman, the TV web program and talent veepee, now will report directly to the new head of the video network, who is apt to be named shortly. He can make no expenditures or talent commitments involving finances without the web chief's approval. Further, Weitman no longer will have any involvement with the radio web's programming.

In the outline of functions of the top brass under the ABC new era, no mention at all was made of O'Brien, who set the NCAA pact for ABC.

JD Seeks Solution To Court Case Airings

WASHINGTON, Sept. 25.—The Justice Department is making an exhaustive study to see if recommendations should be made to the broadcasting industry for reforms in coverage of court proceedings.

This was disclosed after Atty. Gen. Herbert Brownell Jr. told the Federal Bar Association here last night (24) that his agency is examining all aspects of the problem of how to guard against unfair court coverage without abridging the press. Brownell said that the Justice Department will welcome "any and all suggestions from the press," including television and radio, for "a sound and just solution to this problem."

Quall Named Quality Prexy

CINCINNATI, Sept. 25.—Ward L. Quall, vice-president and assistant general manager of the Crosley Broadcasting Corporation, was elected president of the newly formed Quality Radio Group at the organization's first board meeting Monday (20).

W. H. Summerville, managing director of WWL, New Orleans, was elected vice-president, while William Wagner, of WHO, Des Moines, was named secretary-treasurer.

An executive vice-president and managing director, who will be a top man from the industry, will be named October 15 to head the New York office of the Quality Radio Group.

Du Mont Gridcasts Add Speedway Ad

NEW YORK, Sept. 25.—Du Mont this week sold another regional advertiser on its pro football coverage. Speedway Petroleum of Detroit will co-sponsor with Goebel Brewing all but one of the Detroit Lions road games thruout the Michigan area.

It will also bankroll five other games. Speedway is the eighth advertiser riding the games this season.

The National Association of Radio and Television Broadcasters expected to submit formal recommendations to the Justice Department, calling attention to the separate programming codes in use by the TV and radio broadcasting industries and pointing out that these codes are subject to constant revision.

The Justice Department's report is expected next spring. It is certain to be studied with special interest on the Hill where TV-radio coverage of committee hearings has been a lively subject.

'Name's Same' Takes Over 'Jamie' Time Slot

NEW YORK, Sept. 25.—The demise of ABC-TV's "Jamie" series was complete this week as Ralston-Purina took over the Monday 7:30-8 p.m. time slot for "The Name's the Same," starting October 11.

What remained unresolved at press time was whether or not "Jamie," which was scheduled to return September 27, will go back on the air for the two remaining weeks or call it quits as of today. Conferences were held thruout the day yesterday among execs of ABC, Talent Associates and Young & Rubicam, the agency for Duffy-Mott, which sponsors alternate weeks of the show. It is expected

Kintner Emerges as Top Dog From Drastic ABC Reshuffle

Brass and Underlings Lopped Over Gridcast Loss Near \$1,800,000

NEW YORK, Sept. 25.—The drastic reshuffle at ABC this week portends a new era at that network, in more ways than one.

The head-rolling was forced upon the web's brass by the pressure of the horrendous bath ABC has taken on the National Collegiate Athletic Association college gridcasts. However, the loppings of top executive personnel (which will extend into the lowest echelons in other sections of the country in the next couple of weeks) will serve to sweep out some dead wood which ultimately would have been forced to go anyway.

Perhaps most important of all, however, as the dust begins to settle, is the fact that, far from proving a victory for the United Paramount Theaters faction in the ABC-UPT partnership, the final result finds President Bob Kintner sitting more firmly in the saddle than at any time since the merger became effective.

The blow-off was fused by ABC's anticipated loss of an estimated \$1,800,000 on the NCAA tilts, with the web believed realizing only some \$700,000 from the cut-rate deals it has made on the games, which cost it about \$2,500,-

000. This loss, falling almost entirely on the fourth quarter, would wreak havoc upon the balance sheet, inasmuch as ABC is on a calendar fiscal year which ends December 31, and would make the network's position for the full year seem far worse than, in fact, it actually is. The result is that fast action was needed to counter this loss, and the axe has been falling in a broadcasting equivalent of the French terror.

Other Divisions

With the New York lop-offs now about ended, the Midwest and West Coast divisions next week are expected to contribute their share of scalp to the economy drive. The firings, kept almost exclusively to the TV web, already are understood to have hit some 75 people, including many on the secretarial level.

This past Monday (20) was the day the biggest brass canned got the bad news. The following day, department heads were gathered and instructed to cut various numbers of people, apparently on a proportionate basis. The names were to be supplied almost instantly.

Out of the holocaust has come a consolidation of the AM and TV web's service departments, including advertising, publicity, research, business, etc., with considerable economies resulting. Significantly, the o&o stations and the AM web were relatively untouched. The radio network incidentally, is now reported operating slightly in the black.

Despite the severity of the cut-backs, the TV web is not expected to be able to show black ink in its year-end balance. Altho substantial savings are effected, most of the top execs who were relieved of their portfolios have hefty severance checks coming. But the web's 1955 balance and operations both are expected to be much healthier, with the fat trimmed off and a clear chain of command set up under Kintner, who now is the undisputed boss. (See accompanying box.)

Kintner Decision

The house-cleaning resulted mainly from a decision of Kintner himself to set the web's house in order. Some of the axings were long anticipated, and were overdue in the interests of efficiency. Others, however, stemmed directly from the pressure for economy.

Among the top brass who were let out were Alexander Stronach Jr., veepee in charge of the TV network; Charles Underhill, TV veepee in charge of programs; Charles Holden, assistant national director of TV programs; John Pacey, director of public relations and public affairs; Mitchell De Groot, manager of advertising and promotion; Donald Buck, director of operations for sales and station traffic; William Wylie, manager of the station relations department; Walter Tepper, chief accountant; William (Bud) Materne, assistant national sales manager; Bob Hamilton, manager of TV film services; Raphael Scoby, lawyer, and Sal Janucci, business affairs exec. Jerome Harrison, hitherto Eastern TV sales manager, now becomes a salesman in the department.

The consolidated news and special events department is headed by veepee John Daly, with Tom Velotta as veepee and administrative officer. Bob Lewine, Eastern TV program chief, becomes director of the web's program department. Don Durgin, formerly director of TV web sales is now director of sales development and research for both the AM and TV webs. Gene Accas, director of the AM web's sales promotion, heads the new advertising, promotion and publicity department for both AM and TV.

Blair's Plan Offers Saturation for 14G

NEW YORK, Sept. 25.—John Blair & Company, the station rep, is bringing forth a dramatic new sales plan next week by which national advertisers will be able to get saturation exposure to half the nation's radio homes for \$13,940 a week on a single bill. And according to Blair's analysis, the buyers of the plan will be assured of at least a 43.0 rating in the areas covered, which ultimately means a cost per thousand of 49 cents.

Apparently inspired by the recently formed Quality Radio Group as well as Blair's own "12 Plans" that have been operative the past few years, the new Blair proposal offers the advertiser the top local personalities on each of Blair's 45 stations. Blair figures that the buyer will get four personalities giving his pitch on each station or a total of 180 different salesmen.

The special strength of the plan is that the advertiser's message will be delivered by the local disk jockeys, news announcers and weathermen, or, in other words, the very

element in radio programming that is showing the greatest strength today.

Participations

The plan has been given the name "National Saturation Group." It consists of 24 one-minute participations a week on each of the 45 radio stations represented by Blair. Blair envisions a schedule of four announcements daily over six days, but the scheduling will be flexible.

The gross cost of this buy would be \$26,342. In the "12 Plan" scheme the price would be about \$17,000 a week. In Blair's "National Saturation Group" on a one-time basis the price will be \$15,580, with frequency discounts taking it down to \$13,940 on a 52-week buy.

Hence, the "Saturation Group" buy represents a saving of 10 per cent over the next best discount plan.

The "National Saturation Group" was revealed this week by Bob Eastman, Blair's executive vice-president. To illustrate the dollar value of the plan, Eastman mentioned that four participations on NBC-TV's "Today" cost \$17,160. NBC's 3-Plan cost \$22,425 and Mutual's Multi-Message Plan cost \$15,000.

BAB Base

The 43.0 rating minimum pitched for the plan was obtained from the study made by Broadcast Advertising Bureau of a 21-announcement schedule on a single station in New York, Chicago and Los Angeles. According to BAB's analysis of the Nielsen Radio Index, these spots delivered 43.0 per cent unduplicated audience per week 2.3 times weekly.

Eastman declared that the "National Saturation Group" will have to do at least that well, since its 24 announcements represent 14 per cent greater frequency and it embraces less competitive markets than these three.

Probe of Radio-TV Nets Faces Uncertain Fate in November Voting

WASHINGTON, Sept. 25.—The Senate Interstate and Foreign Commerce Committee's probe of radio-TV networks faces an uncertain fate in the November election.

If Senate control is wrested from the GOP in the fall balloting, the networks probe headed by Sen. John W. Bricker (R., O.) will lose its original steam inasmuch as Bricker would be deposed as chairman of the Senate Interstate and Foreign Commerce Committee. However, the probe would not necessarily be sidetracked.

Bricker, who has sparkplugged

the inquiry and has chosen the special staff now at work on the study, would be replaced by Sen. Warren G. Magnuson (D., Wash.) in a Democratic-controlled Senate.

This would not mean a fold-up of the inquiry, but it could result in a change of pace and possibly some change in direction. Senator Magnuson, a Fair Deal Democrat, could, if he chose, give increased emphasis to the problem of UHF-VHF relationships. Setting the course in that direction might have the effect of shifting the focus from

the question of whether or not the Federal Communications Commission's authority over networks should be strengthened as proposed by Senator Bricker.

Whether or not the Republicans retain Senate control, the study launched by the Senate Interstate and Foreign Commerce Committee under Chairman Bricker will stay alive at least until the end of January, and it probably will be extended beyond that if the staff report recommends hearings, as it is expected to do.

CBS, NBC Execs Say Web Radio Is Far From Dead

NEW YORK, Sept. 25. — Top execs at both CBS radio and NBC radio took issue with the analysis of a leading advertising agency that network radio is apt to reach the end of the road by 1956 (The Billboard, September 25). The main point made by John Karol, veepee in charge of network sales at CBS, is that radio has already taken three quarters of the blow from TV, and still is alive and kicking. It is foolhardy to expect the networks to fold at this time, he claims, when adjustments have been made which have strengthened their position.

Karol also maintained that the analysis of network-station affiliations was entirely incorrect. The agency exec maintained that the larger number of stations had begun broadcasting since 1947, network affiliations had failed to keep proportionately increasing. The network sales chief stated that the aim of network affiliation was coverage, and where sufficient coverage already existed, it would be foolish to add stations.

New Stations

Karol said that a majority of the outlets which have gone on the air since 1947 have gone into small markets already covered by many of the powerhouse stations affil-

ated with his network. And he cited the Quality Radio Group which intends to cover the country with 50 stations as an example of a network which did not aim for a large number of affiliations to do a nation-wide job.

Karol also said that radio has proved that it can deliver an audience at a low cost per thousand. Any medium which does such a job for an advertiser, he claims, will survive and so network radio is secure. He also quarreled with the fact that the article stated the network line charges for a year were \$6,000,000. He stated network line charges are \$1,500,000.

William Fineshriber Jr., veepee in charge of the NBC radio network, points to the revitalized programming and increasing sales as an indication of his network's meeting the challenge of TV. He pointed to NBC's leadership in developing sales patterns and programming concepts which have opened new and fruitful opportunities for network radio.

Fineshriber Stand

He said, "NBC's drive for revitalized programming has continued not only to improve our position in the industry, but to stimulate the efforts of the competition. We must recognize that network radio is going thru a period of transition. In seeking to bring the medium successfully thru this period, NBC started over a year ago to develop the new programming and selling patterns which would meet not only today's needs, but the needs of the future.

"A fundamental re-adjustment is not accomplished over night; but we believe that we are well on the way toward putting network radio on a basis that will attract advertising from a far broader range of clients and give it the revenue for maintenance of an effective service.

"The new programming and sales concepts introduced by NBC in the fall of 1953 are gaining momentum daily. When we first presented 'Fibber McGee and Molly' as an evening strip; created the Three Plan to provide morning, afternoon and evening network participations; produced 'Weekend' as the radio counterpart of the Sunday newspaper; created 'Road Show' as the first-network program designed specifically for the audience traveling in automobiles, and presented various other fresh programs of particular interest to special segments of the audience, we knew that we were embarking on a new road for network radio.

Audience Reacts

"We are gratified that our audience reports on the new programming have shown steady improvement and that the new sales

concepts are meeting not only with increasing advertiser acceptance, but with the compliment of imitation by our competitors.

"The 'Fibber McGee and Molly' strip at night is now sold out, and the demand which it has created for additional evening participations on NBC has led us to open up a new strip, 'The Great Gildersleeve,' which debuts this week at 10:15-10:30 p.m., back to back with 'Fibber.' Whereas we had to wait several months for our first order in 'Fibber,' the pioneer program in this category, we began 'Gildersleeve' with a number of firm orders already in hand.

"With NBC radio's prospect list increased manifold as a result of the new advertising opportunities we are offering; with our new programming winning new audiences for radio and our schedule of long-time favorites—the strongest in network radio—we are just beginning to reap the fruits of these all-out efforts."

Support to the views of Karol and Fineshriber was given in a recent pamphlet written by Richard Doherty, broadcasting consultant. "What's Ahead for Radio?" as the pamphlet is titled, says that the network revenues are running 20 per cent below 1953, by 1955-'56 the webs will begin increasing their grosses.

"Having suffered severely from TV since 1948, network radio is undergoing a program format change and will improve its attractiveness as a medium for national advertisers," the pamphlet states.

Restless People, Revolving Doors

Dick Colburn, who recently was associated with the Chicago office of the Bolling Company, has joined Blair-TV as an account exec in Chicago. . . . Jack D. Tarcher, formerly with Cecil & Presbrey, will join the Biow Company as veepee and group head effective January 1, 1955. . . . Eugene Muriarty has been named advertising and sales promotion manager for Boston Station WBZ-TV. Mr. Muriarty came to WBZ after leaving the Navy where most recently he had served as the public information officer for the Naval Air Station, South Weymouth, Mass.

Ed Boghosian has been upped to sales manager of WJAR, Providence. . . . Vince Hostetler, producer, who was formerly on the staff of WBAP, San Antonio, Tex., has rejoined the station after having been with KKTU, Colorado Springs, Colo. . . . Ralph Lowell, producer of "Frontier to Space" for the Educational Television and Radio Center, will join the staff of WGBH-TV, Boston, as co-ordinator of TV and film production in October. . . . Eileen Howard Nolan has joined the copy department of Anderson & Cairns.

Harry Le Brun, assistant general manager of WCPO-TV, Cincinnati Scripps-Howard station, has resigned that post to become assistant manager of the Crosley Broadcasting Company's WLW-TV, Cincinnati, effective October 1. Le Brun joined WCPO-TV in 1949. Announcement of Le Brun's shift came less than a week after the resignation of Bernie Barth and Neal Van Eells, Crosley program executives.

TALENT NOTES

Lei Becker, Honolulu-born singer and dancer, who has appeared at New York's Hotel Lexington, recorded for Victor and been featured as Claude Thornhill's vocalist, has been signed by KCMB-TV, Honolulu, to appear regularly on the "Sunrise" show. . . . Charles Norwood, news commentator with WNHC-TV, New Haven, Conn., has resigned to become director of news and special events for WPTH-TV, Hartford, Conn., which starts operation October 2. . . . Jeanne Baird, KEY-TV's hostess, Santa Barbara, Calif., is vacationing in New York.

COST PER THOUSAND ON NBC SPECTACULAR SET AT \$35.50

The first NBC color spectacular has caused furious sponsor turmoil, not only because of the poor rating which resulted, but even more because of the fantastically high cost per thousand which resulted. The \$350,000 time and talent bill is reported to have made the Betty Hutton show one of the most expensive (to the sponsors) sales pitches to the public yet—estimated at \$35.50 per thousand viewers.

The bankrollers involved (Hazel Bishop and Sunbeam) are understood to be pressuring the web to reduce future extravaganzas to one hour from the present 90-minute blueprint. This is deemed virtually impossible for the network to do, not only because of the resulting loss of face, but because of commitments to affiliates for the time involved.

The bankrollers also have demanded that the web put some real muscle into its exploitation of the supercasts, something that was put into effect immediately, in advance of the Ann Sothern opus tonight (25). CBS already is making a heavy play for press and public for its Chrysler series, which tees off Thursday (30), and NBC has taken steps to fight back.

Record Rivalries

Another key bone of contention between the webs and the bankrollers was the lack of enthusiasm the sponsors feel was put behind pre-promotion of the music on the show. Some feeling exists that NBC was unable to go all out on its Betty Hutton preem lullapalooza because the score had been recorded by Capitol, a rival to NBC's cousin firm, RCA Victor. There was no possibility of such a misunderstanding over Miss Sothern's "Lady in the Dark" stanza, however, for Victor recorded the original album, which reportedly has been moving briskly from record dealers' shelves.

There are also sponsor complaints over what is deemed the web's egg-head attitude over what material should be used. An upcoming spec, for example, is planned to have nearly 10 minutes of ballet staged from the New York City Center.

NEW BIOW NAME STIRS UP SHIFTS

Biow, Beirn & Toigo Tag Marks Change In Accounts, Personnel Realignments

NEW YORK, Sept. 25. — The agency field this week took a number of seismic shocks. Milton Biow, that proponent of rugged individualism among hucksters, changed the name of his agency to Biow, Beirn and Toigo. It formerly was called the Biow Company, Inc.

And the \$5,000,000 Bulova account moved out of Biow along with Terry Clynne. In its place the agency received the \$1,700,000 Benrus account, shepherded by Jack Tarcher who became a veepee at Biow. He took the account from Cecil & Presbrey, where he was also a veepee, and is said to have made a terrific deal for himself at Biow which was willing to give up plenty to get the account.

As is obvious from the name change at Biow, all has not been peaches and cream at that agency. The changes in the ownership of Philip Morris, Ltd., which recently brought the Cullman interests in, the loss of some small Procter & Gamble business, and now the loss of Bulova, signify stresses and strains which were not present during the agency's early years.

The switch in names, according to many in the trade, is supposed to signpost a further shifting of responsibility away from Milton Biow, who is not as young as he used to be, to the shoulders of Ken Beirn and Adolph Toigo, both top flight execs. Also being accented

Day Series For Europe

HOLLYWOOD, Sept. 25.—Radio Luxembourg has signed Doris Day to tape 13 half-hour musical shows for European broadcasting and beaming to people behind the iron curtain. Each show will be aired three times.

Miss Day will act as host on the program, introducing her records. Taping will be done at Radio Recorder.

Viceroy Is Regular Client for 'A 'n' A'

NEW YORK, Sept. 25.—Viceroy cigarettes this week became the first client to purchase the new "Amos 'n' Andy" deejay strip on a regular basis.

The advertiser bought one quarter of Monday, Wednesday and Friday shows beginning early in October. Both Murine and Jello are using the program on a short-term saturation basis.

is teamwork and co-operative ownership of the agency in an effort to meet the problems that the agency has had.

The advertising firm which is getting most of the belting is Cecil & Presbrey which just last Sunday lost its founder and board chairman. This agency has lost one account after another recently, in several cases thru no fault of its own. And several years ago C.&P. took another body blow when Tintair did not pay its bills, and the agency found itself in the hole for \$300,000.

The Gardner Agency of St. Louis is another which received a rude shock recently when a lush portion of the Ralston-Purina account shifted to Guild, Bascom & Bonfigli, San Francisco. Gardner, however, retains some important Ralston products.

Cutex Verges On 3-Way Buy

NEW YORK, Sept. 25.—Northam-Warren, manufacturer of Cutex, an advertiser new to network TV, this week was on the verge of purchasing \$585,000 worth of "Today," "Home" and "Tonight" on NBC-TV. The client expects to order 39 participations in each of the three shows, and thus become a "Tonight" charter client.

"Tonight," incidentally, claims to have \$585,000 in the house in orders even before it makes its debut on Monday (27). J. B. Mathes is the agency for Northam-Warren.

LAMPOONS IRK PUBLIC SERVANT

HARTFORD, Conn., Sept. 25.—Television, motion pictures and the legitimate stage are doing great harm "by lampooning public servants," according to Connecticut Congressman Thomas J. Dodd.

The Hartford Democrat told the New England State Employees' Association, meeting last week, that "this lampooning of government employees creates in the public mind an attitude of animosity, hostility and jealousy toward State employees." It not only lowers employees' morale, he asserted, but it discourages qualified persons from entering public service.

GF to Spotlight Cole Porter on Dec. 7 Show

NEW YORK, Sept. 25.—General Foods will build a show around the tunes of Cole Porter on its Tuesday night, December 7, spot on NBC-TV. GF has Bob Hope for six shows in the Tuesday hour for its products, and has three hours during the season which it will use for corporate advertising.

The Porter show will be the first of these. The Porter program will not use the original personalities who created the songs on Broadway, but GF will go out and buy top personalities and singers to interpret them. Young & Rubicam is the agency.

ANIMALS

We are interested in trained talented animals for an exciting new TV program. Write, giving description and fees.

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The Billboard, 1564 Broadway
New York 36

SUPER POWER

WGAL-TV

NBC
CBS
DUMONT

LANCASTER, PENNSYLVANIA

316,000 WATTS



Covers a vast, prosperous territory—a rich target for your advertising dollar

Steinman Station
Clair McCollough, President

Represented by
MEEKER TV, Inc.
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

2ND YEAR ON BROADWAY

**VICTOR
BORGE**

in his Fabulous One-Man Show
"COMEDY IN MUSIC"

**WINNER
ANNUAL
SHUBERT
FOUNDATION
AWARD**

IN RECOGNITION
OF THE MOST OUTSTANDING
INDIVIDUAL CONTRIBUTION
TO THE NEW YORK
THEATRICAL SEASON
1953-1954

**JOHN GOLDEN
THEATRE**
WEST 45th STREET
NEW YORK CITY

IN ALL THE WORLD NO SHOW LIKE THIS!

Juke Levy Backers To Fight Via House

Democratic Control Seen as Aid to Proponents of Royalty Legislation

By BEN ATLAS

WASHINGTON, Sept. 25.—Backers of legislation to extend copyright royalties on juke box disks are expected to spark their drive on the House side in the next Congress instead of in the Senate where their efforts proved futile in the last Congress.

With plans already in the making for introduction of this legislation in the new Congress in January, proponents can figure on gaining a major reinforcement in their drive if Democrats win control of the House in the November balloting. The switch in political control would give the chairmanship of the House Judiciary Committee to Rep. Emanuel Celler (D., N. Y.), a staunch advocate of juke box royalty payments on disk playings.

Two Congresses ago Celler, as head of the House Judiciary Committee, drove hard to induce his committee to approve the Bryson-

Kefauver Bill, which was then the foremost of the juke box royalty bills under study. The bill was given lengthy hearings by the House Subcommittee on Copyrights, Patents and Trademarks, headed by one of the bill's sponsors, the late Rep. Joseph Bryson (D., S. C.). The bill failed to emerge from the subcommittee despite strenuous efforts in its behalf by Celler and Bryson.

In the last Congress, juke box royalty proponents switched their offensive to the Senate side where Sen. Pat McCarran's (D., Nev.) bill to mandate the payments underwent prolonged hearings but died in the Copyrights Subcommittee of the Senate Judiciary Committee.

Strategists behind the drive hope as usual to muster as many sponsors as possible in both houses, as an initial show of strength. It is certain that legislation on the subject will be introduced early in the session.

It will be up to the copyrights subcommittee chairmen in either house to determine whether hearings will be staged. Hearings in either of the subcommittees would not be precluded by the fact that drawn-out airings were given to this kind of legislation by the Senate Subcommittee in the last Congress and the House Subcommittee in the previous Congress, not mentioning the many hearings held in earlier Congresses.

S&S to Publish Characters on Disney TV-er

NEW YORK, Sept. 25.—Simon & Schuster this week obtained publishing and recording rights on Walt Disney's new "Disneyland" TV show, which starts over ABC-TV October 27, from 7:30 to 8:30 p.m. The contract calls for S. & S. to publish Little Golden books and records based on the characters
(Continued on page 24)

PATTY ANDREWS TO EXIT DECCA

HOLLYWOOD, Sept. 25.—Patty Andrews, veteran female lead singer of the Andrews Sisters prior to their split a year ago, will ankle her long affiliation with Decca Records when her contract expires in January of next year.

The three Andrews Sisters have each held individual pacts with Decca which has prohibited Patty, now working as a single, from making a new deal as a solo platter artist.

RCA Victor is reported to have offered Miss Andrews an exclusive recording pact following expiration of her Decca contract, tho other major labels have also been bidding for her services.

Crosley Disk, Music Pacts For C&W Talent

Exclusive Deals Signed With Label X and Voca Music

CINCINNATI, Sept. 25.—R. E. Dunville, president of the Crosley Broadcasting Corporation, has announced the signing of an exclusive recording contract with the RCA X label, for the top WLW country and western performers now appearing on "Midwestern Hayride" and other Crosley productions.

At the same time, it was disclosed that arrangements have been completed with Voca Music, Inc., for the exclusive rights to all original compositions of the country and western talent involved in the X label deal. Recording sessions are slated to begin immediately in order to expedite the national distribution of releases.

Dunville said that the signing of the record pact was but another step in the overall plan to expand the talent division of WLW-Promotions, Inc., headed by H. S. (Bert) Somson, executive vice-
(Continued on page 24)

Merc 5-Point Plan Launches Fall Drive

CHICAGO, Sept. 25.—Mercury Records announced this week the details covering the Mercury five-point dividend plan which will run from October 1 to November 20 and will kick-off the firm's fall campaign.

The dividend plan consists of five parts, Childcraft and Playcraft series, popular long play and companion extended play series, classical long play high fidelity series, Emarcy jazz long play and extended play series, and the popular artists extended play series.

All merchandise purchased under this plan is 100 per cent exchangeable until January 15, 1955. Deferred payment privilege will be extended with payments due in thirds on November 15, December 15 and January 15. The plan may be purchased in full, in full plus extra purchases on any of the points, or in single points only.

Mercury, which was the first to market a 10-cent demonstration disk, is repeating again with a similarly priced demonstration disk of classical music. A demonstration disk of Emarcy jazz is also being made available.

In point 1, the Childcraft-Playcraft series, the dealer must purchase 144 releases to qualify for the bonus of 12 EP's and either

a 10-inch browser box or 12-pocket floor rack. This point delivers a dividend of 16 per cent.

In point 2, pop artists, the dealer pays for only six out of each seven records purchased, for a dividend of 27 per cent.

In point 3, classical high fidelity, for every 12 items selected by the dealer, he receives a 12-inch browser box free.

In point 4, jazz series, the dealer must only pay for 12 out of each 14 releases purchased. These are 10-inch LP's, and seven-inch LP's, delivering a 27 per cent dividend.

In point 5, pop EP's, for every 30 EP's selected by the dealer, he receives a seven-inch browser box free.

In all points, the merchandise is new material. Along with the program, Mercury is making available individual consumer catalogs for all points of the program, and these will be distributed by the record salesman. Display material will include easel-front pieces and full color streamers pin-pointing albums of the month.

PRODUCTION

Canada Is Turning Out Hi-Fi Units

VANCOUVER, Sept. 25.—Canada's commercial recording industry has at last got into the groove and is tackling the field of high-fidelity phonographs in response to an ever-growing public demand for wide-range music reproduction in the home. So states S. D. (Red) Roberts, of Montreal, veepee and sales manager of the Compo Company, Ltd., Lachine, Que., Canadian manufacturers of Decca, Coral, Brunswick and Apex records.

In connection with Decca's 20th anniversary, Roberts was in Vancouver recently meeting dealers and disk jockeys and discussing future plans with executives of Johnson Appliances, Ltd., his British Columbia distributors. He expressed enthusiasm about
(Continued on page 24)

Columbia Will Extend Tie-In Giveaway Plan

NEW YORK, Sept. 25.—Columbia Records is extending its "priceless editions" merchandising program to run thru October. The "priceless editions" records are a series of unreleased disks in the classical, jazz and pop fields, which are available free to customers who buy a Columbia needle, or EP or LP record.

The firm stated that it is extending the plan due to the increase in business it had experienced since it was put into operation right after Labor Day. Columbia claims an increase in business of about 20 per cent.

After the "priceless editions" program is over the firm intends to release some of the records as regular commercial disks. The artists on the records include Frankie Laine, Rosie Clooney, Doris Day, Tony Bennett, Benny Goodman, Dave Brubeck, Albert Schweitzer, the New York Philharmonic and the Philadelphia Orchestra.

The firm also let it be known that it is sending to each of the customers who request the free records the latest edition of the pamphlet "New Records From Columbia." This booklet describes all new releases and urges the customer to visit his dealer to buy these new records.

Hypo Norgran, Clef Xmas Plan

HOLLYWOOD, Sept. 25.—Norman Granz hypoped his Clef and Norgran firms' Christmas bonus plan this week with the disclosure of a heavy slate of package merchandise releases timed so distributors can take advantage of the labels' discount program.

Highlight of the upcoming Clef release is Volume 16 in the Jazz at the Philharmonic series. Package, comprising three 12-inch LP's, and a bonus 10-inch LP, will market for \$15. Set also includes a picture folio of all 13 sidemen featured.

Also included in the Clef release is an Artie Shaw with his Gramercy Five package and an
(Continued on page 24)

BAND BIZ CO-OPERATION LOOMS

NBOA Confab Sparks First Such Move by Music Trade

By STEVE SCHICKEL

CHICAGO, Sept. 25.—The opening session of the National Ballroom Operators' Association convention at the La Salle Hotel this week saw the biggest turnout of members in the group's history in attendance. It also saw, without a doubt, the first concentrated move for co-operation between all segments of the industry which concerns itself primarily with dancing, the ballroom operators, the band leaders, band managers and booking agents.

In the past, no effort had ever been made by the various segments of the industry, which are highly dependent upon one another, to pool ideas in a common effort to improve relations as well as business. Tom Archer, presiding head of the association, formulated the plan of an open discussion and invited the other segments to participate. Judging from the turnout and the response, the affair was highly successful. At the beginning of the discussion, Archer pointed out that, "Regardless of arising conflicting opinions, an open discussion of our mutual

problems may bring to light a practical solution."

Hot Discussion

A hot discussion arose between the bookers and the operators when the subject of returning contracts was presented. The blame was centered on the operators by Fred Williamson, head of the Associated Booking Corporation's Chicago office, when he said: "Operators sitting on contracts are many times the reason for a whole band tour being canceled." He claimed that contracts in bookers' hands sometimes were necessarily held till all operators had made returns before the pile can be turned over to the bandleader.

In many cases, Williamson claimed that one or two holdouts in a tour of 10 or 20 cities, necessitated cancelling the entire tour. The shoe was put on the other foot, however, when some of the operators accused bookers of holding contracts from them in hopes of getting better prices from another location. Alice McMahon, Indiana Roof, Indianapolis, suggested that a committee be formed of all interested parties and a

system be devised to supplant what she termed "an outmoded system based on techniques used 30 years ago."

Outmoded Releases

Another high point in the discussions was the system and availability of handling press releases and advertising. Alice McMahon again decried the present system as being outmoded and again suggested a committee study the situation. It was pointed out that the public knows more today concerning music as well as the artists and that current releases do nothing for the box office or the band. The operators asked the bookers for better service on mats and material, stating that much of the material being sent thru is unsuitable for their needs. Many operators no longer require the large-size mats, due in many cases to the increased costs of advertising space, and asked that more one-column cuts be prepared for them. Jim Breyley proposed that MCA send out a questionnaire to determine the requirements of the various operators. It was voted
(Continued on page 24)

MRIA Names Study Group

NEW YORK, Sept. 25.—Joseph Hards, president of the Magnetic Recording Industry Association, this week announced the appointment of Robert Leon, of Brush Development Corporation, as chairman of the group's standards and engineering committee.

Problems facing the new committee include a study of the different recording characteristics used by manufacturers of pre-recorded tape, varying speeds and single vs. double-track. The first meeting of the committee will be held here October 14. Other MIRA committees will meet the following day. Sessions will be held at the Audio Fair.

Adams to W. Coast For Semi-Annual Membership Meet

NEW YORK, Sept. 25.—Stanley Adams, president of the American Society of Composers, Authors and Publishers left last night for Los Angeles where the org will hold its West Coast semi-annual membership meeting Wednesday (29). The Eastern meeting will be held here in a few weeks.

Accompanying Adams were writers Harry Warren and L. Wolfe Gilbert, publishers Bernie Goodwin and A. Walter Kramer, attorney Herman Finkelstein and ASCAP comptroller George Hoffman.

EDITORIAL

Finger Points at You!

Last week The Billboard noted that a minority of disk manufacturers were producing obscene rhythm and blues records to the detriment of the entire r.&b. field and the music industry generally. The necessity for control from within—rather than by hostile legislative and censorious groups—was advocated. Manufacturers, obviously, must exercise taste and propriety lest a small band undo in a brief, greedy moment the progress made by the field as a whole, with its great artists, creative artists and repertoire men and writers.

The moral responsibility does not rest solely with the record men. Stations, whose programing constitutes a vital promotional area for the r.&b. field, must be made aware of their obligation to exercise discrimination in their programing material. Disk jockeys and station librarians, as well as station management, are a part of the picture, and must understand that careful choice of material is implicit in the station's license. In fact, negligent violation of the Radio Act's dictum that stations operate in the public "interest, convenience and necessity" may set up pressures of sufficient force to precipitate action by the Federal Communications Commission.

Stations' Responsibility

A licensee would be foolish to jeopardize his franchise. Yet, the station manager has no easy way out, and herein lies the true test of a station's responsibility and fitness as a licensee. A station which truly operates within the ken of its license, one which truly operates in the public's interest—would realize that such a drastic step would be just as frivolous an interpretation of the Radio Act as the performance of obscene records.

The thriving condition of the r.&b. field derives from the intrinsic quality of its product, the lure of its exciting music, the craftsmanship of its a.&r. men, the top quality of its artists. Only the ignorant could deny this. Therefore, it is incumbent upon the station to play its part in the dissemination of this musical form, but the occasional distasteful disks must be weeded out. Wise, tempered judgment—one which eschews radical action—is the only logical approach.

In connection with this, it is necessary to realize that The Billboard's Best Selling charts are not necessarily a carte blanche programing recommendation. These charts reflect sales and cannot be tampered with. Stations using the charts should exercise judgment and eliminate from their programing disks which, in the station's opinion, do not qualify as home entertainment. Adherence to this principle will reduce to a minimum the number of such disks which enter the best-selling category.

Cap's October Drive to Stress Full-Line Sales

HOLLYWOOD, Sept. 25.—Capitol Records will continue to emphasize selling a full line in its October merchandising campaign, with its major objectives trained on specific single pop releases, a special country and western promotion, and new pop and classical albums.

Cap's drive to get dealers to sponsor individual hi-fi shows is being continued during October. Success of the program, titled "How to Put On a Hi-Fi Show," has cued additional requests for literature and information from Capitol branches and distributors.

The firm's pop single drive concerns itself with records in current release that have shown exceptional sales volume potential. Included among these are Stan Freberg's "Ssh-Boom," Frank Sinatra's "It Worries Me," Dean Martin's "Try Again," in addition to current releases by the Three Cheers, Les Baxter, Kay Starr, Ray Anthony, Les Paul and Mary Ford, and Nat (King) Cole.

Country and western promotion includes the distribution of a booklet containing photographs, biographies and discographies of every c.&w. artist under contract to Capitol. Booklet will be available to

WALLICHS SAYS:

European Wax Market Ever-Growing One

HOLLYWOOD, Sept. 25.—Glenn Wallichs, president of Capitol Records, Inc., returned to his desk at the firm's executive headquarters here this week after completing a 5,000-mile business tour in Europe.

Wallichs, who left the country immediately following Capitol's annual sales convention in Denver in July, introduced the company's fall merchandising program to Capitol representatives at meetings in Switzerland, Italy, Holland, Ger-

(Continued on page 24)

Trade Views Off-Color Disk Situation With Mixed Feeling

NEW YORK, Sept. 25.—Mixed reactions were forthcoming this week from manufacturers, dealers, distributors and deejays concerning the problem of off-color disks and what to do about them. There was general agreement in the trade that certain double entendre records were getting a big play and sale in the r.&b. field at present, but there was little agreement on what to do about it. And there was much concern as to what comprises an off-color or offensive disk, and how it was possible to separate a smart or clever platter from an obscene one.

Record manufacturers contacted felt that the only way to stop off-color records, in the r.&b., pop or country fields was for the manufacturers to police themselves. The r.&b. companies protested being

singled out as manufacturers of obscene records, claiming that only a limited number of r.&b. records were off-color and that there were off-color records issued in the pop and country fields.

Bess Berman

Bess Berman, of Apollo Records, said, "I never put out an off-color record, and I don't intend to start. But you can't condemn all record companies because there are two or three off-color disks on the market right now. There are pop records that are just as bad, too. Remember, it all depends on the listener as to whether a record is clean or dirty, and if people want to interpret a song as being off-color, many records—in all fields—could be called so."

Herman Lubinsky, of Savoy Records, said, "We will not knowingly

manufacture any double-entendre or suggestive records, even though we may lose sales. There is too much good material on the market today without resorting to this type of suggestive material. There is nothing that will stop the playing of r.&b. records on pop stations more quickly than this type of double-entendre records."

Atlantic Records

Atlantic Records execs, Ahmet Ertegun and Jerry Wexler, stated, "We endorse any movement against offensive content on records. We are proud to stand on our reputation for having consistently produced unobjectionable records. We have always felt that hit records can be made without resorting to off-color material, and we propose to hew to this line."

"However, it strikes us as unfortunate that r.&b. records are singled out for censure at this time when instances of questionable material abound in the pop and country music fields as well. We do feel that, with the remarkable

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SHELL OUT FOR SHELLAC

45-Less DJ's Prove Costly to Publishers

NEW YORK, Sept. 25.—Disk jockey resistance to 45 r.p.m. records, still strongly evident in a number of key promotion areas, is forcing publishers to shell out additional cash to secure prompt exposure of new ditties.

While many publishers quickly took on the financial burden of supplying important jockeys with 78 r.p.m. shellac when diskeries switched to 45's recently, holders of potentially hot copyrights are now furnishing added service via custom etchings on acetate. The latter practice is growing, with some laboratories specializing in the service currently experiencing a minor business boom.

It is not unusual for a publisher to order 100 acetates of a new waxing for a rush deejay distribution, according to Associated Recording Studios, which is racking up most of this plus business here. A month or so back, the same publisher might have gone for a half dozen, or as much as 25 if he was really out to do battle.

Current prices for acetate duplications are \$3 per disk in small quantities, tapering off to about \$2.40 each in quantities of 100. When a big rush is on, Associated will operate four cutting machines simultaneously. The company has filled orders as high as 175.

A special irritation to some publishers is the occasional necessity of shelling out loot for acetates without any contribution from the pubber holding the flip-side tune. Deejays, of course, will not accept

one-sided platters for programing. More often, tho, the coupled publishers will divide the nut.

Even if they don't go for acetates publishers custom servicing anti-45 deejays must pay 55 cents per finished shellac record. The problem of breakage during shipment, or after delivery, and subsequent requests for replacements, also whittles away at promotional budgets.

Pre-Election Fight on to Control 802

NEW YORK, Sept. 25.—The pre-election fight for control of Local 802, American Federation of Musicians, broke into the open this week with the two major factions belaboring each other with charges and counter-charges. Balloting for offices of the 31,000-member New York local will take place December 2.

President Al Manuti, running for re-election on the Musicians Ticket, will point to the accomplishments of his two-year administration, including improved contracts with the Metropolitan Opera, the Philharmonic Orchestra and the Radio City Music Hall. His platform will stress the primacy of jobs over pay rises, if the choice must be made.

Charles Iucci, standard-bearer of the Blue Ticket and secretary of the local, will oppose Manuti for the president's slot. As running mate, Iucci has named ork leader-composer Noble Sissle for vice-president. The Blues' platform will be announced soon, Iucci said.

Magnavox Firm Sets Off String Of Audio Fairs

CHICAGO, Sept. 25.—The Magnavox Company is setting off a string of audio fairs to be held in stores across the country by holding its own fair at Marshall Field & Company this week.

R. H. G. Mathews, general sales counsel of the firm, will appear at the store twice daily and lecture on hi-fi. No other brands besides Magnavox is included in the fair. Mathews will discuss high fidelity from the start of the recording process thru the final step of sound reproduction in the home. The lectures are designed to give prospects a working knowledge of hi-fi sound. Altho a list of stores and cities where the events will take place was not available, it was learned that several other Magnavox fairs will be held in Chicago.

BOOST IN SACRED FIELD

Religious Pubbers, Diskers Enjoy World-Wide Revivals

By JOEL FRIEDMAN

HOLLYWOOD, Sept. 25.—Music publishers and record manufacturers of hymnals are currently experiencing a banner year, largely generated by renewed interest in religion thruout the world, according to Max Herman, president of the Fiesta Music Company and publisher of much of the Billy Graham music.

Tho the field racks up an insignificant volume when compared to that of its counterparts in the popular music business, it nevertheless has grown to tremendous proportions, so much so that many of the major platteries and old line music publishers have taken considerable interest.

Despite the fact that the field is restricted to a few active firms, many new publishers and record manufacturers continue to spring up.

Tradesters point to the tremendous appeal, the acknowledged success of such troupes as Billy Graham and the interest generated

in religion as a result of Graham's international tours.

In the recording field, the giants of the business are Singtime and Bibletone Records, both a wholly owned subsidiary of Van Kampen Press of Wheaton, Ill.; Hugh Edwards Alma and Christian Faith labels; Earl Williams' Sacred Records; Everett Anderson's International Sacred Records; Word Records of Waco, Tex., and Singspiration, also of Wheaton, Ill.

Distrib Policies

Distribution policies of most of the firms are basically aimed at those outlets handling religious articles. In some cases the firms have appointed field representatives in an effort to expand further the retail market potential.

Both Van Kampen Press and the Rodeheaver Company are generally recognized as the kingpins of the publishers, with such established standards as "Just a Closer Walk With Thee" and "Beyond the Sunset" in their catalogs. Max

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FOR KIDDIES

Doll Pushes Patti Page's New Tune

NEW YORK, Sept. 25.—In a move to strengthen Patti Page's already solid position in the kiddie market, her manager, Jack Rael, is merchandising a Patti Page Doll with the canary's new disk, "The Mama Doll Song." Manufactured by the Roberta Doll Company, it will be on the market in about two weeks.

Mercury and Joy Music merchandised an Arfie Dog with La Page's best-selling pop-kiddie disk "Doggie in the Window" last year, but this will be the singer's first venture into the merchandising field herself.

The doll will be available in several sizes, with prices ranging up to \$9.98. Rael is setting up a special promotion campaign, calling for window displays in toy stores and record shops and personal appearances by the singer. "Mama Doll" is published by the Page-Rael firm, Lear Music.

NBOA Renames Archer, Other Execs of Org

CHICAGO, Sept. 25.—Tom Archer, Des Moines, was re-elected president of the National Ballroom Operators' Association during the annual convention of the group in the LaSalle Hotel, here.

Also returned to office were Alice Hendricks, Indiana Roof, Indianapolis, vice-president; Joe Malec, Peony Park, Omaha, treasurer, and Kirk Hayes, Ali Baba, Oakland, Calif., secretary. Thomas B. Roberts was retained as legal counsel, and Otto Weber was retained as managing secretary.

Newly elected members of the board of directors were John Dineen, Casion, Hampton Beach, N. H., and Carl Braun, Commodore, Lowell, Mass. Others on the board are R. E. (Doc) Chimm, Crystal, Fargo, N. D.; Frank Dlouhy, Crystal Palace, Coloma, Mich.; Sylvester Esler, Nitengale, Appleton, Wis.; Jerry Jones, Rainbow Randavoo, Salt Lake City; Milt Magel, Castle Farm, Cincinnati; Lloyd Meyers, Aragon, Cleveland; Kenneth Moore, Prom, Chicago; Vic Sloan, Pla-Mor, Lincoln, Neb., and Jack Stoll, Danceland, Pittsburgh. Joe Malec and Alice Hendricks are also members of the board.

Last minute meetings covering licensing agreements, name band

(Continued on page 24)

Levy 'Birdland Stars' to Tour Jazz Routes; Gale for Booking

NEW YORK, Sept. 25.—A new jazz package, the "Birdland Stars of 1955," will hit the road next spring. It will be produced by Morris Levy of the famed jazz spot and will be backed partly by the owners of Birdland. The Gale Agency will handle the bookings.

This will make the third regular jazz unit to hit the road for a lengthy series of one-nighter dates. The others are the pioneer of them all, Norman Granz "Jazz at the Philharmonic" now out on its 14th season, and Stan Kenton's "Festival of Modern American Jazz," now in its second year. The Granz show has always done well, and the Kenton unit racked up solid grosses last year.

The "Birdland Stars" show will play about 60 cities next spring, and will be out for five to eight weeks according to present plans. It will play auditoriums, arenas and concert halls, and will accent jazz singers and instrumentalists exclusively.

Levy has taken some flyers at jazz packages over the past two years, having put on jazz shows in

both Boston and New York. The current unit will play Carnegie Hall here tonight (25) and the Boston Arena on Sunday (26).

Levy's plan is to follow the same talent pattern as established by Birdland itself, and will star those people who have become favorites at the club.

The club, by the way, has a 45,000-person mailing list built up over five years, and those patrons will receive plenty of literature about the Birdland road unit. Levy said that Sarah Vaughan is already set for the spring show, and that he will sign other strong stars over the winter.

Golden Roads

The addition of still another jazz one-nighter show indicates that the road still has the glitter and the gold to offer those willing to go out and dig it.

This year, for example, there are more road units than at the same time last year, with the Granz JATP unit, the Kenton show, the Duke Ellington-Dave Brubeck-Gerry Mulligan unit, and the Nat Cole-Buddy Johnson package.

The giant "Rhythm and Blues" unit is just finishing its tour, and soon to start is the latest "Biggest Show" which stars Billy Eckstine and Peggy Lee.

A Midsummer Night's Dream

A comedy by William Shakespeare. Score by Felix B. Mendelssohn. Staged by Michael Bentham. Choreography by Robert Helpmann. Sets and costumes by Robin and Christopher Ironside. Conductor, Hugo Rignold. Company manager, Edward Haas. Stage manager, David Turnbull. Press representative, Martin Feinstein. Presented by S. Hurok, by arrangement with the Old Vic Trust, Ltd., and the Arts Council of Great Britain.

Theseus	Anthony Nicholls
Hippolyta	Margaret Courtenay
Philostrate	Peter Johnson
Egeus	John Deane
Hermia	Ann Walford
Demetrius	Patrick Macnee
Lysander	Terence Longdon
Helena	Joan Benham
Quince	Eliot Makeham
Bottom	Stanley Holloway
Flute	Philip Locke
Starveling	Daniel Thorndike
Snout	Norman Rossington
Snug	Michael Redington
Puck	Philip Guard
A Fairy	Jocelyn Britton
Oberon	Robert Helpmann
Titania	Maira Shearer
Peaseblossom	Jocelyn Britton
Cobweb	Tania d'Avray
Moth	Sheila Wright
Mustardseed	Joan Ing
Indian Boy	Rudolfo Cornejo

COURT ATTENDANTS, PAGES, MUSICIANS, WEDDING GUESTS, ETC.:
Phyllis Harcourt, Vivienne Hetsel, Barbara Leigh-Hunt, Rosemary Moore, Gillian Neason, Jane Shore, Suzanne Steele, Betty Shale, Elisabeth Wade, Anne Wilson, Ivan Baplle, Jeremy Geldit, David Hurst, David Harding, Michael Hayes, William Martin, Kenneth Melville, David Reynolds, David Rose, David Stevens, Sven van Zyl.

CORPS DE BALLET: Valerie Adams, Jocelyn Britton, Mary Brookes, Louise Carley, Tania d'Avray, Nadia de Lichtenberg, Juliet Ellice, Mary Fenwick, Phyllis Harcourt, Vivienne Hetsel, Joan King, Margaret Knoesen, Lan, Kassanova, Rosemary Moore, Joanne Nisbet, Jane Shore, Josephine Spaul, Sheila Wright, Ivan Baplle, David Harding, David Hurst, William Martin, Kenneth Melville, Henry Naughton, David Reynolds, Sven van Zyl.

SINGERS: Gillian Neason, Suzanne Steele, Elisabeth Wade, Anne Wilson.
(Metropolitan Opera House, New York, Tuesday, September 21.)

• Continued from page 15

light. Michael's direction has omitted nothing to give the silly mix-up of mortal romances the ethereal, dream projection that Shakespeare doubtless intended. Also, the final wedding parade is pageantry as the Old Vic knows how to put on.

The particular stars, of course, are Maira Shearer and Robert Helpmann. The former is a pictorially lovely Titania and, on her toes, as usual, is of the best. Helpmann plays Oberon with a tongue-in-cheek, cynical humor for fine effect, and partners her magnificently in the dance sequences.

Stanley Holloway makes an American debut as Bottom. His buffoonery is considerably restrained for a typical Shakespearean clown, but when Puck claps a donkey's head on him, he is one of the best of his breed. The whole troupe is generally good. This corner particularly liked the contributions of Ann Walford, Joan Benham, Philip Guard and Philip Locke.

A whole lot of people should be happy for an opportunity to see the Vic-ers at work again. Incidentally, RCA Victor's new album of the Mendelssohn score should be a winner, if it follows the current batoning of Hugo Rignold.

MISNOMERS' BLOOPERS CLUB

NEW YORK, Sept. 25.—Sol Goodman, of the Collegiate Music Store, Brooklyn, wants to start a blooper club for people who ask for records by the wrong title. For example, last week a customer asked him for a disk titled "You Gotta Shake Marilyn Monroe." The record he really wanted was "Shake, Rattle and Roll." Another buyer puzzled Goodman with a request for "Sophie and Joe," which finally translated out into "Solfeggio."

'WANT FISHER'

Tune Has All Hands In Dither

NEW YORK, Sept. 25.—One of the most unusual hassles over a seasonal ditty currently involves the Joy Music tune, "I Want Eddie Fisher for Christmas," which has been recorded by Betty Johnson on the New Disk label. Final outcome now hinges on a meeting scheduled for next week between Fisher's manager, Milton Blackstone, and New Disk topper Arthur Shimkin.

The Blackstone position is that no permission was ever granted for the use of the Fisher name in the song title. RCA Victor is also known to be unhappy about the song. Publisher Georgie Joy, of course, is also unhappy. And in the middle is Shimkin, who believes he has a hit on his hands, but can't get it played in New York.

Currently, Joy's position is that "unless I get the blessings of everyone concerned, I'll wash my hands of the whole thing. So far I haven't really published the song. There isn't even a lead sheet available."

Blackstone, thus far, is more perturbed than angry. Writers Joan Javits and Phil Springer now own a song which could break thru—if someone will only let it. As for Miss Johnson and her management team, Joe Csida and Charlie Crean, they're sure that the disk would be a hit which would push Miss Johnson right into stardom. They'd like to see the hassle settled quickly, but don't mind the publicity.

Joy, meanwhile, has placed a restriction on the tune which prevents it from being aired in metropolitan New York. It is being played in many cities and has drawn plenty of audience reaction—particularly from the Fisher fan clubs. Clearance people at the American Society of Composers, Authors and Publishers call the Joy restriction "one of the most unusual we've ever seen."

One problem which can not be settled in any management meeting is what the fem fans will think about the disk after Fisher marries movie star Debbie Reynolds.

Two Ballrooms Open in Conn.

HARTFORD, Conn., Sept. 25.—Connecticut ballrooms have resumed fall schedules, with major locations again using newspaper advertising in reminders to patrons that dance music is again available thruout the State.

Ralph Flanagan's orchestra re-lighted the Ritz Ballroom, Bridgeport, Sunday (12), with J. R. Barry and associates planning to offer similar names on successive Sunday nights. Joey Zelle and Casa Ritz aggregation provide dance music on Saturday nights.

Hopes for the Aragon Ballroom, Hartford, were killed following announcement of Charles Miller of Miller & Son, Hartford owners, that the site is being converted to industrial use. Some years ago the old Capitol Amusement Park was located in the area.

The Sirdel Brothers, operating Crystal Lake Ballroom, Rockville, are running dance music on a year-round schedule for the first time thru installation of more facilities and heating.

Dealer Doings

By JUNE BUNDEY

JUST BROWSING

The WPEN, Philadelphia, deejay team of Grady and Hurst has opened a second record shop in Norristown, Pa. The boys' first shop is located in Philly. . . . Shirley Blumenthal, who runs a record store in Dayton, O., also manages new recording artist Don Smith. . . . Mr. Schmidt, manager of the record-phono department of H. C. Prange, Green Bay, Wis., has increased pop sales recently thru a tie-up with local WDUZ deejay Bill Walters. Walters features on his show each Friday a list of the 20 most popular records, based on sales reports of local dealers. The following day (Saturday) Schmidt posts the list above his sales desk under the heading "Bill Walters' Top 20 Songs of the Week." "Customers continually scan the list," says Schmidt, "and we feel it has increased the sale of popular records at our store."

MILWAUKEE

Coral's chief Norm Weinstroer returned from a swing thru the Southwest this week, and is enthusiastic about dealer displays he viewed in that area, particularly that of the record department of the A. Harris department store in Dallas, which has a full window display on Coral's de luxe Les Brown album. Weinstroer was also favorably impressed by a two-column ad on the Brown package which was taken in The Chicago Tribune by the Hudson-Ross chain. . . . Rusty's Record Shop, Seattle, reports good results on a "half-off" needle sale. . . . Jerry Gloom, Barnes Music Store, Herkimer, N. Y., writes, "We never let an LP leave the store without spraying it with Stati-Clean. When the customer asks what we are doing, we explain that it cleans the record and eliminates static pops and crackles that are common to vinyl recordings. We have found this service increased our Stati-Clean sales tremendously." . . . The Grinnell Brothers, a major music supply house in Detroit, is currently celebrating its seventh anniversary, under the direction of store veepee Lloyd Grinnell. Nat (King) Cole and the Four Aces made personal appearances during the promotion.

Several Milwaukee record shop dealers are reporting initial success with a plan to stimulate buying of albums. Customers are signed up as members of the store's "Record Club," with special privileges to those on the roster. Main inducement is a deal whereby customers who buy 12 LP or 45 record albums receive a free album. Art Marks, of Marks Music, Green Bay Avenue outlet, reports fine acceptance of this plan from his trade. Marks has only been using the plan for a brief period of time, but he believes that it will prove effective.

TRAFFIC MOVERS
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Morrow Ork, Farrell Ink Mercury Pact

CHICAGO, Sept. 25.—Art Talmadge, vice-president and artist and repertoire director of Mercury Records, announced this week the label had signed the Buddy Morrow band to a contract, and also added singer Billy Farrell to its roster.

Talmadge and Harry Wuest, Morrow's manager, completed the terms for the band's contract, while arrangements for Farrell were handled by Martha Claser. Both artists are expected to start recording in Chicago around the first week in October.

Talmadge stated that the label is highly interested in Morrow because of his success with such numbers as "Night Train," and his style, which borders the r.&b. field and has a high potential currently. He also added that the label has been having good success with its regular roster of bands, which includes Ralph Marterie, David Carroll and Richard Hayman.

as a business booster, particularly during the holiday season. . . . Dorothy Woodward, record buyer for Chapman's Department Store, reports that location between the toy and book department is an excellent spot for her department. Phonograph sales are showing up nicely, with Columbia and Webcor models racking up top volume. Dorothy also said, "I wish other labels had artists that could sell records like Liberace."

ARTIST APPROACH

Coral Disks Personal Appearance

HOLLYWOOD, Sept. 25. — Coral Records has embarked on the recording of a new series of package goods, basically tailored to catch the artist in his personal appearance habitat.

Already cut and on the market are the new Les Brown package, "Les Brown at the Palladium"; a Lawrence Welk album recorded at the Aragon Ballroom here, and a fresh package titled "Jazz for G.I.'s," cut by Bob Thiele at Ft. Monmouth, N. J., recently.

The Les Brown package, two 12-inch LP's at a retail price of \$9.70, is the most ambitious cut thus far by the Decca subsidiary, and marks the firm's debut into the high-ticket field.

Plans for the new series include the recording of other Coral artists at locations considered associated with them, and providing those locations technically meet specific standards.

Grande Ballroom Re-Opens in Det. Under New Head

DETROIT, Sept. 25. — The Grande Ballroom was reopened this week under the management of A. & C. Enterprises, Inc., headed by Albert Alberts and Joseph T. Coronella. Paul Strasburg, who operated the spot for a quarter century, has disposed of his interest because of serious injuries from an automobile accident.

The Grande, closed during the summer, opened with a policy of a name band attraction at least once a month, starting off with Ralph Marterie on Monday, (27) plus local bands weekends. For the opening week-end, the line-up is Russ Weaver on Friday, Tony Currier on Saturday and Jimmie Stevenson on Sunday. In addition, a singing group, the Esquires, appeared as an added attraction with each of the bands.

The future policy remains open, depending on popular taste, Coronella, who also operates the Cornell Dance School, said. A weekly change of band is tentatively planned, with addition of one night a week for rumba fans. Admission price policy will be \$1.25 per person on all nights, not being upped when a name band is booked in.

Webcor Distributes For O., Okla., Ga.

CHICAGO, Sept. 25.—Webcor, manufacturer of tape recorders, phonographs and record changers, has appointed new wholesale distributors in Dayton, O.; Cincinnati; Columbus, O.; Oklahoma City and Atlanta. The firm also announced the appointment of Martin Krenske as industrial sales manager of the firm.

The new outlets are Home Products, Inc., Cincinnati and Dayton. In Columbus the new firm is the Mid-State Distributing Company. Thrice Wholesale Electronics will handle the line in Oklahoma City, and the Edward-Harris Company has been chosen for Atlanta.

FISHER FROLIC

Brill Builders Call It a Day At Grossinger

By JOE MARTIN

GROSSINGER, N. Y., Sept. 25.

—About 175 music business characters wound up a two-day shindig here on Friday morning (24), as the second annual Eddie Fisher golf tournament and clambake closed the season's festivities for the Brill Building habitués. In addition to the regular baseball game, constant banter and exchange of insults, the Fisher guests managed to turn each mealtime at the fabulous Grossinger resort into a minor orgy.

The only reliable statistical information emanating from the affair was the golf scores—some at embarrassing in print, but genuinely the fault of chilly and windy weather on the championship greens. Best score of the day was Howard Everett's 80, for which the Fred Waring Shawnee Country Club representative took general tournament honors.

Other winners were: putting contest, Marty Mills and Johnny Lang; driving contest, Dee Belline and Bob McCluskey; low gross, George Paxton, Jack Spina and Ian McKeon; hole-in-one, Arthur Altman and Dave Kupperman; low net, Manie Sacks, Monroe Golden and Mickey Garlock. The hacker's division wound up with 10 who scored over 125 strokes. All the names were tossed in a hat and the winner picked was Bob Sadoff. There was also a golf trophy in the left-handed singers' division. This was won by Eddie Fisher.

Low Nets

Prizes were awarded to the player with the lowest net score in each foursome. Winners were Jimmy Hilliard, Paxton, Manny Greenfield, Golden, Carlock, Hugo Winterhalter, Allan Roberts, Johnny Marks, Paul Knowles, Altman, Jackie Gale, Leo Diston, Harry Link, Cork O'Keefe, Marvin Fisher, Bob Baumgart and Bob Smith. Door prizes were won by Randy

(Continued on page 55)

Sparks Gets Philly Magnecord Rights

NEW YORK, Sept. 25.—Magnecord, Inc., has concluded a deal with the J. H. Sparks Company, awarding the latter firm exclusive rights to its background music plan in the Philadelphia area. It is also known that Magnecord is now close to finalizing a pact covering the New York territory.

The Sparks Company distributes Dictagraph machines. Its principals also run the Kayler Company, distributors of Coral and London Records in Philadelphia.

A Sensational New Recording!

HAJJI BABBA

Words by NED WASHINGTON
Music by DIMITRI TIOMKIN

Recorded by:

NAT
"King"
COLE

Capitol #2949



as sung by **NAT "KING" COLE**
In The Walter Wanger Production
The Adventures of HAJJI BABBA

WARNER BROS. MUSIC DIVISION
REMICK MUSIC CORP. 488 MADISON AVE., NEW YORK 22, N. Y.

MODERNAIRES OBSERVE 14TH ANNIVERSARY . . .

The Modernaires celebrated their 14th anniversary as a vocal group last week (23). The group, originally formed during the days of the Glenn Miller band as part of the Miller unit, has since continued to remain active in the music business. Of the original Modernaires, Paula Kelly and Hall Dickinson remain. Allan Copeland, Johnny Drake and Fran Scott all joined the Modernaires at intervals shortly after the group's original launching. All have celebrated 12 years together. Modernaires are currently featured on the Bob Crosby CBS-TV network show and record for Coral Records.

VICTOR SHIFTS JOYCE ANDREWS TO GOTHAM . . .

Joyce Andrews, secretary to RCA Victor's West Coast artist and repertoire chief, Harry Geller, has been promoted to a post with the company's New York recording studio, working directly under assistant chief engineer Bill Miltenburg in Gotham. Miss Andrews left Sunday (26) and will assume her new position in New York this week.

CARIBBEAN CATALOG TO HANSEN PUB . . .

Charles Hansen Music has acquired the Caribbean Music catalog from publisher Joe Davis. The catalog, which contains close to 500 tunes, of which 150 have been published, will be exploited thru the Ethel Smith Music firm. Most of the tunes are in the Latin-American idiom. Hansen will push them in folios and on records.

CARL POST TO PREEM BACH MANUSCRIPT . . .

A rare Bach manuscript, now in the Memorial Library of Music at Stanford University, will be given its American premiere by pianist Carl Post, West Coast director of BMI's subsidiary, American Music Publishers. Permission to premiere the work was given to Post by Nathan van Patten, professor of

MUSIC AS WRITTEN

Bibliography at Stanford, and by George T. Keating, who presented the manuscript to the university library in recognition of the work being done by Post in the Baroque field of music. The suite, now being edited and transcribed by Post from its Baroque clef markings, is from an original manuscript, circa 1705.

WILLS' 3-YEAR MARK AT RIVERSIDE RANCHO . . .

Bob Wills' band racked up the best business in the last three years at the Riverside Rancho, Hollywood country and western dance palace, in pulling approximately 26,400 fans at \$1.20 during his Friday and Saturday night six-week run. Marty Landau, operator of the Rancho, disclosed that plans are being made for an extensive tour of the West Coast, with the Wills band to be packaged along with a troupe of Western dancers. Wills starts a weekly television shows here this week via Station KCOP.

RCA DISTRIBUTES NEW CATALOG . . .

Distribution has begun of RCA Victor's new "Music America Loves Best" record catalog, a 240-page volume listing all available disks manufactured by the firm. Innovations this year include a new classical section with listings by title, a connoisseur section, and the identification of all couplings in multi-selection Red Seal sets. Back cover of the catalog plugs "Listener's Digest."

LAWRENCE TO HANDLE BUTTONS' MUSIC . . .

Elliot Lawrence will handle the batoning chores for the forthcoming Red Buttons show which will bow on NBC next week. Lawrence has led the ork on the comic's program ever since Buttons started on TV. The orkster composed the music for Buttons' theme: "Strange Things Are Happening" and the ditty "Buttons' Bounce."

R. I. BALLROOM SKEDS NAMES . . .

Rhodes-on-the-Patuxet, ballroom at Cranston, R. I., is inaugurating its gala fall season of names with Vaughn Monroe today. Monroe will be followed by Bill Hawley and the Comets, the Gaylords, Alan Dale and others in October and November. Abe Feinberg, who books the spot, has also scheduled Woody Herman, Ralph Flanagan, Buddy Morrow and Ray Anthony for these months.

COPYRIGHT INSTITUTE TO MEET OCT. 4 . . .

The Universal Copyright convention will come in for detailed discussion when the Copyright Institute of the Federal Bar Association of New York, New Jersey and Connecticut begins its new round of weekly meetings in New York October 4. Charles B. Seton is chairman of the group which also numbers among its members other attorneys active in the music industry. Panel members leading the discussion will include Herman Finkelstein, of the American Society of Composers, Authors and Publishers, and Sydney M. Kaye, of Broadcast Music, Inc.

WILLIAMS, BARSKY HAVE NO TIES . . .

Joe Williams, Philadelphia one-stop operator, is not connected in any way with that city's disk distributor Ed Barsky. Any impression gained from a story in The Billboard last week that there was any association between the two firms other than that of buyer and seller would be erroneous.

BETTY JOHNSON SIGNED FOR ARNOLD TV . . .

Betty Johnson has been signed for the fem vocal spot on Eddy Arnold's new TV film series. Shooting on the musical movies starts next week in Chicago, with Miss Johnson getting second billing, followed by the Jordanaires, Hank Garland and Roy Wiggins. The canary will have a busy schedule for the next few months, since the series will be shot in Chicago on Fridays, and she has to be back in New York each week for the CBS

radio Galen Drake show on Saturday mornings.

New York

Herman Lubinsky, Savoy Records chief, has retained world wide rights (outside of United States) to the "Where Can You Be?" master recently purchased by Pinky Herman. Herman sold the master to Coral Records (The Billboard, September 25).

George Wallington and his String Quartet debuted this week at the Composer Room of the Park Chambers Hotel. . . . The Women's Home Companion has selected Tony Bennett's Columbia recording of "Not as a Stranger" and "Madonna, Madonna" as the November record of the month.

Bethlehem Records has issued an LP featuring thrush Chris Connor, now at Birdland, titled "Chris Connor Sings Lullabys of Birdland." . . . The Pete Rugulo ork, set for the "Biggest show," will break in at the Birdland here starting next week.

Peter Walters, featured pianist and organist at the Stonehenge Inn, Ridgefield, Conn., for the past six years, closed this week and will open at Playgoer Room of the Westnor Restaurant, Westport.

Jesse Kaye, M-G-M Records West Coast representative, is in town for a week for huddles with Frank Walker. The diskery is rushing out a Bob Stewart dishing of "Woman's World," theme ditty from the 20th Century movie of the same name. Distributors will receive the platter Monday (27). . . . Betty Madigan will stop off for a two-day engagement at the Youngstown Police Association, Youngstown, O., October 2 and 3. . . . Alan Dean has moved his home from New York to Miami. . . . Mitzi Mason will play the Casa Seville in Long Island for three days beginning Friday (1). . . . Milton Karle is now handling deejay promotion for the Commanders in the East. . . . Nat (King) Cole is due at the Latin Casino, Philadelphia, October 21 for a week's stay. Next stop for Cole is the Copacabana.

Coral's artist and repertoire head, Bob Thiele, leaves for Chicago next week, where he will record the McGuire Sisters, who are playing a three-week date at the Chicago Theater.

Lee Eastman this week hired Jack Shiffman as general manager of his music firms, Campbell Music and Warock Music. . . . Erroll Garner will open a two-week engagement at the Rouge Lounge in Detroit on Tuesday (28). . . . Mar-

shall Stearns will lecture at the New School here again this year on "The Role of Jazz in American Culture." . . . Gary Romero, of Arch Music and former manager of thrush Sunny Gale, settled his suit with the vocalist out of court recently for an undisclosed sum.

The Les Elgart band has organized a six-man instrumental unit within the band called "The Jazzniks," which it will feature on records and personal appearances. The Elgart crew moves into the new Jersey City (N. J.) Gardens spot October 5-10, and, after a one-shot substitution for Guy Lombardo at the Roosevelt Grill October 12, moves out into the field for a series of one-nighters and college dates.

Longtime Connecticut resident Tony Pastor is joining the trend westward. He's selling his suburban West Hartford home, and plans to move the family to California. At present, Pastor's band is being featured in the Los Angeles Palladium.

Eddie Joy has signed Columbia Records' Val Valente to a personal management contract. . . . Eydie Gorme has been booked to play the State Theater, Hartford, Conn., on the Johnnie Ray bill next weekend. . . . Steve Lawrence, now being managed by Ken Greengrass, has been signed by Coral Records. . . . The Roger King Mozian ork will open at Frank Dailey's Meadowbrook, Cedar Grove, N. J., on October 1.

RCA Victor picked up its option on singer Tony Travis last week, and immediately recorded four sides with Harry Geller conducting. Singer, a Dinah Shore discovery, first bowed 10 weeks ago via "Easier Said Than Done."

Chicago

Duke Ellington opens at the Blue Note Wednesday (29) for two frames. . . . Martha Glaser, who manages Errol Garner and Billy Farrell, was in last week and reported Garner doing ropes-up business at Scalers in Milwaukee. . . . Bob (Coffeehead) Larson and wife doing the town for a day here on a short hiatus from his deejay stint in Milwaukee. . . . Interesting situation in Chicago finds Ralph Sharon, Hamish Menzies and George Shearing all playing here at the same time. The men all got their background with the Ted Heath band. . . . All of the local show-business unions and talent got together and are pooling efforts for the United Community Fund Drive here, which will be televised over three out of the four local video stations.

Barbara Belle, manager of the Willson Twins, Coral artists currently plugging their first waxing, "Lion Hunt," in town with the girls. The gals are here for rehearsals with the Olsen and Johnson show which opens a four-month run at the Selwyn soon. . . . Gary Crosby, newly pacted for the Decca label, in town on the last leg of his deejay junket with Mike Connor of Decca. Gary returns to the West Coast and will begin studies at Stanford early next week. . . . Helen Gallagher, of the Broadway musicals, is current at the Palmer House. . . . The Vagabonds open at the Chez Paree October 4.

Aaron Cushman, public relations firm, has added Odette Thomas to his staff. She is a former record promoter. . . . Daddy O'Dayle, the rhyming deejay, began a new seven-nights-a-week show over WGN, from midnight to 1 a.m., Saturday (25). . . . The Pan-American Distributing Company, Detroit, held a cocktail party last week for dealers in their territory. They handle the region for Mercury Records. Morris Price, vice-president in charge of sales for the label, was on hand for the affair. . . . Nick Noble, of Mercury Records, is currently appearing at Club Hollywood. . . . Gloria Van left the Teddy Phillips band last week. The band is appearing at the Martinique indefinitely.

Hollywood

Walter Scharf has been set by Donald O'Connor and Sidney Miller as arranger-conductor for

the new O'Connor TV film series, "Here Comes Donald." . . . Mel Torme inked into the Golden Hotel, Reno, Nev., for two weeks starting September 22, following his bow at the South Seas, Honolulu. . . . Tony Pastor ork into the Hollywood Palladium for three weeks beginning September 28. . . . Jerry Colonna joined the Bob Hope troupe for the Studebaker workers' date in South Bend, Ind., last week-end. . . . Nelson Eddy returns to the cafe circuit, following a Tops, San Diego, break-in, and up to the Cave, Vancouver, B. C. He'll be joined in his act by chirp Gale Sherwood. . . . Les Brown ork booked for a battle early next week when they play a combined concert tagged "Modern Jazz Versus Symphony," against the Burbank Symphony Orchestra, at the Starlight Theater, October 2. . . . Three new tunes have been added to "It's Always Fair Weather" by Betty Comden and Adolph Green. . . . Balots were mailed last week to members of the Composers' Guild of America for their first election of officers. . . . Albert Marx, president of Trend Records, negotiating for the recording rights for Gaby Bruyere, French chanteuse. . . . Frankie Laine goes before the cameras this December in his Columbia film, "Exactly Like You." . . . Leo Robin and Julie Styne have added "Got No Room for Mr. Gloom" and "If He Doesn't See Eileen" to the Columbia flicker, "My Sister Eileen." . . . Trumpeter Shorty Rogers is completing his original "World Series" jazz album for RCA Victor. . . . Spike Jones has been offered the lead in the annual Macy's Thanksgiving Day parade at a reported cost to the department store of \$35,000 for special floats. . . . Margie Rayburn guest shots on the Reed Browning ABC show this week.

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HIT 4 WAYS
THIS YEAR!!!

NEWEST Christmas Song
Season's
Greetings
With A
Mistletoe Kiss
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"THE LORD IS MY SHEPHERD"
MODERN MELODIOUS VERSION
of the 23rd Psalm.
S. C. #1063
vocal—Jeane Determan
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the LANCERS
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A Solid Ballad Hit!
CARAMIA
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"WHITHER THOU GOEST"
recorded by:
Les Paul-Mary Ford Capitol
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O. B. Massingill & His Orchestra Epic
Rita Robbins RCA Victor
George Morgan and
Anita Kerr Singers Columbia
Betty Johnson Ball
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Coming Up Fast!
"SMILE"
BOURNE, INC.
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"MAMA, DON'T CRY AT MY WEDDING"
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Does Your Heart Beat For Me?
THE VOICES THREE
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"FANNY"

from the fabulous Broadway musical "FANNY"

with words and music by **HAROLD ROME** 20/47-5871

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GREAT NEW
EDDIE
FISHER
SONG...



Recorded in "New Orthophonic" High Fidelity Sound

RCA VICTOR
FIRST IN RECORDED MUSIC



Band Biz Co-Operation Looms

• Continued from page 18

during the discussion to take a poll of the operators to determine their stand on window posters, and whether they should be cardboard or paper (which is more easily and less costly included as mailing items).

Advance Men

Probably the most constructive information concerning exploitation was brought up under a discussion of advance men for bands. Operators agreed wholeheartedly that an advance man is a definite asset. The advance man, in many cases can make, disk jockey appearances and TV guest shots, which always bring out the band's forthcoming appearance at the ballroom. This is especially true in those cities where the musicians' union forbids the band leader or musicians in general from making guest appearances on radio and TV.

Other topics covered during the open discussion were intermissions, piano conditions, dance tempos, public-address systems and admission prices.

A significant indication of things to come, and something that record company a.&r. men might well pay attention to, is the determination which was displayed by the participants of the open discussion. In fact, several of the band leaders, their managers and bookers indicated it was a shame that band a.&r. men were not in attendance. It was suggested, and will probably be put into effect next year, that band a.&r. men plus leading disk jockeys be among those invited to attend the NBOA convention as participants in the open discussion on the ballroom-band business.

Disks and DJs

Besides realizing that record companies can become a great asset in the current trend toward instrumental music and dance beats, the association and its visitors agreed that the disk jockey is probably the most potent single item in the exploitation picture. A motion from the floor, which will be carried thru in the near future, suggested that a committee be formed to promote the business in general, and that the committee include among its membership the deejays, diskeries and trade press as well as the attending groups.

An area of new exploitation was disclosed at the convention and will become a prime factor in the coming year's activities. The association, as well as other segments in attendance, showed great interest in the new and coming bands. In effect, the operators are going to peel their eyes toward the development of a youth movement. It seems the general feeling here is that new bands coming into the picture will not take jobs away from the already established units, but rather will add to the over-all interest in music, bands and dancing, and as such will in turn create new usage. The operators expressed hope that many of them in the future, if the band business picked

up, could return to a six or seven-day week. By doing this, there would be plenty of room for the new bands and still plenty of room for the current list of established units.

Some of the invited band leaders in attendance were Les Brown, Woody Herman, Eddy Howard, Fred Dale, Leo Peepers, Whoopie John, Carl Hughes, Henry Charles, Leonard Behm, Leo Grecco, Tom Owens, Buddy Moreno, Larry Foster, Dan Belloc, Carl Schreiber, Larry Faith, Kenny Hofer, Harold Loeffelmacher (Six Fat Dutchmen) and others. Band managers in attendance were Howard Christenson, of Jimmy Palmer; Harry Wisner, of Buddy Morrow; Lee Williams, National Orchestra Service; Vince Carbone, of Tommy and Jimmy Dorsey; Fred Benson, of Ray Anthony and Billy May, and Phil Rindone, of Roger King Mozian. Agency men in attendance were Jim Breyley, MCA; Fred Williamson, ABC; Bob Ehlert, GAC; Paul Bannister, ABC; Bob Weems, Willard Alexander; Howard Sinnett, GAC; Johnny Palmer, GAC; Russ Faschine, Midway Artists, and Bill Black, McConkey.

Canadian Hi-Fi

• Continued from page 18

the immediate and long-range prospects of the Canadian phonograph industry. Noting that until a few years ago really wide-range or "hi-fi" reproducers were custom-built, Roberts said the new trend is toward the mass-production of "very decent wide-range outfits" by the big commercial record companies, including his own.

At a meeting of dealers Roberts demonstrated two new medium-priced phonograph assemblies (both around \$250 retail) now being manufactured for Compo by Stark Electronic Equipment of Ajax, Ont.

Roberts conceded that such equipment is frankly not intended to satisfy the requirements of the "fanatics." "Some of these folks," he added, "are more interested in noises than in music. We are going after the average moderate, intelligent music fan who wants faithful sound reproduction in the home and can't afford a small fortune to get it."

Hypo Xmas Plan

• Continued from page 18

album by the Lionel Hampton Quintet.

Firm's subsidiary label, Norgran Records, will issue a series of five LP's marked by the first in a planned series of concert albums, titled "Jazz No. One," in addition to wax by Chico O'Farrill, Stan Getz, Dizzy Gillespie and Louis Bellson. The Bellson package, titled "Journey Into Love," is an extensive story-music work penned by the drummer.

Granz this week introduced the widely heralded Japanese pianist, Toshiko, whom he discovered on last year's JATP tour in Japan, via a 12-inch album on Norgran. Five 10-inch LP's and one 12-inch LP are included in the Norgran September 20 release and include wax by Benny Carter, Bud Powell, George Wallington, Buddy Rich, and Buddy DeFranco, latter the 12-inch set.

Firm's Clef label also announced the availability of the first of a series of dance sides culled from its plush \$50 album by Fred Astaire, issued a year ago.

Wallichs Says

• Continued from page 19

many, Copenhagen and London. In addition, Cap affiliates and sales representatives of the other continental countries attended a series of similar meetings.

Wallichs was assisted in the tour by Bobby Weiss, Capitol's permanent European representative, stationed at Paris.

The Cap president viewed the European record market as that of an ever expanding one, with par-

S. & S. to Publish

• Continued from page 18

and stories featured on the Disney TV show.

S. & S. exec Arthur Shimkin also renewed the firm's contract to produce Little Golden books and records on regular Walt Disney movie characters, which has been in effect for some time. The new pact runs five years plus options.

The contract on the Disney TV show gives S. & S. exclusive rights on 25-cent and 35-cent records, and non-exclusive on 49-cent disks. The 49-cent platters will be a new price line for the firm. Shimkin plans to package some new Disney disks in sets of eight seven-inches, boxed in a special carrying case similar to that prepared for the company's new classical music package, "A Child's Introduction to the Orchestra."

The Little Golden Disney-TV records and books will be put on the market next January, the thinking being that by that time the public will be thoroughly familiar with the show and any new Disney characters. The ABC-TV airtimer will be on film, and will combine animation with live-action footage, such as Disney's prize-winning nature series. The old Walt Disney cartoon characters—Mickey Mouse, Donald Duck, etc.—will be seen on the show, but Disney also plans to introduce new personalities—both animated and human.

Sacred Boost

• Continued from page 19

Herman's Fiesta Music has steadily increased its catalog, and had the hit, "Each Step of the Way," that has sold more than 100,000 sheet music copies since its release and notched four major records.

Leeds Music has gradually added to its catalog of hymnals, most successful of which was Stu Hamblen's "It Is No Secret." Hill & Range has also continued to grow in the field, with their "Peace in the Valley" a recent major hit.

Whether thru design or coincidence, many of the field's top songwriters come from backgrounds in the country and western field, among them Redd Harper, Tim Spencer, Cindy Walker, Stu Hamblen, George Beverly Shea and Red Foley. Other top writers include Dr. Oswald J. Smith, Ralph Carmichael, Ira Stumphill, the Ackley Brothers, Thomas Dorsey, Ted Silva, Virgil and Blanche Brock, Paul Mickelson and Charles F. Weigle.

Miriam Stern

• Continued from page 18

week to organize and put into operation SPA's Hollywood office, first branch of the association since its inception.

Named to head the West Coast SPA committee was veteran songwriter Ben Oaklund, along with an 11-man board. Latter consists of writers Victor Young, Sidney Clare, Jerry Livingston, Joseph Myrow, Harry Tobias, Donald Kahn, Jay Livingston, Sammy Cahn, M. K. Jerome, Harry Ruby and Wolfie Gilbert.

Earlier this week, Miss Stern testified before the Alameda County Grand Jury, along with Joseph Zerga, of Capitol Records, Inc., in an action that culminated in the indictment of three alleged song sharks. Named in the indictment were Keith Erickson and John A. Leoni, Oakland, and George Waki, Hollywood. The prosecution contends the trio encouraged amateur songwriters to invest thousands of dollars thru their firms. Specific charges levied against the three were conspiracy to defraud.

Action is believed to be the first on record in which alleged song sharks have been indicted on a criminal complaint.

ticular growing market potential for classics. "Virtually 80 per cent of all music broadcast in Europe is of a classical nature," said Wallichs, "the popular records have made greater inroads with the young record purchaser."

Wallichs is to be honored here Monday (27) in a Glenn Wallichs Day event commemorating groundbreaking ceremonies for Capitol's new building.

Ads-on-Jukes

Plan Okayed By MOA Group

LOS ANGELES, Sept. 25.—Meeting of the California Music Merchants' Association, Los Angeles division, here Tuesday (21) was highlighted by the disclosure by George A. Miller, president of the State association and of Music Operators of America, that a contract between the national operators' body and the Pantages Advertising Agency had been signed.

A gathering of approximately 80 operators heard talks by Miller, Rodney Pantages and James D'Arcy, latter executive director of the Los Angeles Restaurant and Drive-In Association.

The pact between MOA and Pantages gives the Pantages organization the exclusive right to distribute its juke box advertising plan thru MOA members. Pantages pointed out that the contract specifically states that the use of any advertising record is not mandatory, and that the decision to use them rests solely with the individual operator. In signing the pact, MOA officially endorsed the Pantages program.

Pantages told The Billboard that he plans on meeting with the heads of the various juke box manufacturers in Chicago this week. Pantages is scheduled to leave here Wednesday (29) for meetings with Marshall Seeburg, of the J. P. Seeburg Company; John Haddock, AMI, Inc.; David C. Rockola, Rock-Ola Manufacturing Corporation, and a representative of the Rudolph Wurlitzer firm.

Decca to Record Original Cast of 'On Your Toes'

NEW YORK, Sept. 25.—Decca Records will record an album with the original cast in the forthcoming Broadway revival of "On Your Toes." The new version of the Rodgers and Hart hit musical stars Bobby Van, Vera Zorina, and Elaine Stritch. The first version, back in the 1930's starred Ray Bolger.

The musical should touch off a lot of reissues by the majors since practically every label has an album by somebody on the score in the file. M-G-M, of course, will probably bring out its sound track version of the show's most popular song, "Slaughter on 10th Avenue," as featured in the M-G-M's movie biography of Rodgers and Hart, "Words and Music."

Decca for Gully, DeMarcos, Flames

NEW YORK, Sept. 25.—Decca Records this week signed recording contracts with the DeMarco Sisters, The Hollywood Flames and Phil Gully.

The sisters, formerly with M-G-M, have cut two pop sides with a rhythm and blues flavor for the label—"Love Me" backed by "Just a Girl That Men Forget." The Flames, also a pop vocal group, have recorded "Ooh La La" backed by "Peggy." Gully, signed by Decca's country and western chief, Paul Cohen, will have a disk out shortly—"Framed" with "Blue Moon of Kentucky" on the flip.

Gene Miller Heads V-M Corp.'s Ad, Sales Promotion

BENTON HARBOR, Mich., Sept. 25.—The V-M Corporation has appointed Gene Miller advertising and sales promotion manager for the firm which manufactures hi-fi phonographs, record changers and tape recorders. The announcement was made by K. L. Bishop, general sales manager.

The appointment was the first step in a move to push the firm's advertising and promotional programs. The V-M ad campaign

NBOA Election

• Continued from page 19

reporting services, and amendments to the articles of incorporation revealed the association was having practically no difficulties with its relationships.

The group met with ASCAP to iron out a few wrinkles in the agreement which has been in effect since 1953. A November meeting was set for new contract negotiations. In a meeting with BMI officials, whose contracts have another year to run, nothing was acted upon as both parties agreed there was complete accord in their agreement.

The name band reporting service was discussed. The subject was brought up by Fred Williamson, Associated Booking Corporation, who appeared to give the bookers viewpoints on the service.

The association reported that changes would be made and it was hoped that these changes would bring harmony between operators and bookers. It was indicated that under the new set-up the reports would be made available to the bookers as well as the operators, and that possibly price ratings on bands may be dropped.

Crosley Music

• Continued from page 18

president of the division. Among the country and western talent involved in the deal are the Kentucky Boys (Red and Zeke Turner), the Ceer Sisters, Mary Jane Johnson, Kenny Price, Phyllis and Billy Holmes, Paul Arnold, Rockin' Rudy Hansen, Buddy Ross, the Pine Mountain Boys and the Trailhands.

The air facilities of the Crosley outlets will be used to gain further depth for the RCA X label in the areas served by WLW radio and television. Negotiations for Crosley were handled by Somson and Ken Smith, director of talent division of WLW Promotions, Inc., and James Hilliard, general manager of the X label, and his assistant, Eddie Kissack.

Negotiations for the pact with Voca Music, Inc., were handled by Somson and Robert Mellin, president of the music publishing firm.

Crescent Sets For-Free Deal

CHICAGO, Sept. 25.—Crescent Industries, Inc., Chicago, announced last week the details concerning their fall push on 45 r.p.m. phonographs which will tie in distributors, dealers and customers on a free-record deal.

The firm is giving customers 25 records from major labels, current releases, with the purchase of a 45 r.p.m. player. The firm, which expects the promotion to move considerable quantities of 45 players, has set up two deals, one involving a \$34.95 package and the other involving a \$39.95 package. In either case, the customer gets 25 pop records and winds up with a figure given by the firm as \$17.25 in savings on the package.

Ted Heath Asks End of MU Feud

LONDON, Sept. 25.—A curious slant on the deadlock between the British and American Musicians' Unions was revealed by a visit here of French band leader Jacques Helian.

Talking his plans over with Ted Heath, the French maestro mentioned he was about to take his unit for a tour of Canada. This surprised Heath, who had been invited on a similar jaunt not long ago and seen the project vetoed by the American Federation of Musicians. In a statement he called upon the unions of both countries to end the "ridiculous deadlock."

Next month Heath takes his band for a six-day swing round the American forces camps in France.

planned for next year is the biggest in the company's history, and includes media never before used by the firm.

HIGH FIDELITY
AN L. P.
—Hi-Fi Achievement—
SPAIN
Buenos Aires Symphony
Conducted by Casas
The superb music of
Granados and Albeniz
TEMPO
RECORD CO. OF AMERICA
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4 SPEED
Cash-in on the new
16 2/3 rpm Audio
Books with World's
ONLY 4-SPEED
portable phonol
V-M
MODEL
121
V-M Corporation
BENTON HARBOR, MICHIGAN

...his
FUNNIEST
record
yet!!!

**STAN
FREBERG**

Gh-Booom



**WIDE-SCREEN
MAMA BLUES**

Capitol Record No. 2929



The Billboard Music Popularity Charts **PACKAGED RECORDS**

• Best Selling Popular Albums

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in all key markets.

LP's

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. SWING EASY—Frank Sinatra . . . Capitol H 528
4. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
6. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
7. THE PAJAMA GAME—Original Cast . . . Columbia ML 4840
8. VOICES IN MODERN—Four Freshmen . . . Capitol H 522
9. THE GLENN MILLER STORY—Sound Track . . . Decca DL 5519
10. GONE WITH THE WIND—Max Steiner . . . RCA Victor LPM 3227
11. SOMETHING COOL—June Christy . . . Capitol H 516
12. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M E 229
13. BING—Bing Crosby . . . Decca DX 151
14. TAWNY—Jackie Gleason . . . Capitol H 471
15. PARDON MY BLOOPER, VOL. 1—Kermit Schafer . . . Jubilee LP 2

EP's

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
4. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
5. SWING EASY—Frank Sinatra . . . Capitol EBF 528
6. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
7. THE GLENN MILLER STORY—Sound Track . . . Decca ED 2124-5
8. VOICES IN MODERN—Four Freshmen . . . Capitol EBF 522
9. SOMETHING COOL—June Christy . . . Capitol EBF 516
10. ROSE MARIE—Ann Blyth, Howard Keel . . . M-G-M X 229
11. 10th ANNIVERSARY ALBUM—Nat (King) Cole . . . Capitol EAP 514
12. THE PAJAMA GAME—Original Cast . . . Columbia A 1098
13. GONE WITH THE WIND—Max Steiner . . . RCA Victor EPB 3227
14. BING—Bing Crosby . . . Decca ED 1700
15. PARDON MY BLOOPER, VOL. 1—Kermit Schafer . . . Jubilee EP 5011

• Reviews and Ratings of New Classical Releases

THE BALLET (3-12)—RCA Victor LM 611380

One of Victor's big push sets for the fall season is this lavish album of ballet recordings, titled simply "The Ballet." It contains three LP platters, which hold nine important ballet compositions. Some of the recordings have been released previously while others have never been released before. The selections include "The Fire Bird" played by the Leopold Stokowski Symphony; "Daphnis and Chloe" and "Invitation to the Dance," played by Arturo Toscanini and the NBC Symphony. All of these works were issued before. The new material includes "Les Patineurs" and "The Incredible Flutist" by the Boston Pops, and "Sylvia" and "Coppelia" by members of the Boston Symphony under Piere Monteux. These latter selections are beautifully performed by the orchestras, and the recording is excellent. The set is carefully packaged, and it contains a short history of ballet, a history of the musical works, a glossary of ballet terms and life-like photographs of leading ballerinas. There could be some quibbling over the choice of the selections, but as a whole it is a first-rate package—a set that anyone who enjoys ballet music should do an entrechat over. The cover is especially striking. Dealers should sell this package fairly briskly during the next few months.

AN ADVENTURE IN HIGH FIDELITY (1-12)—RCA Victor LM 180278

The title is descriptive of the general contents, a series of demonstrations for hi-fi enthusiasts. There is also an original score with the title name by Robert Russell Bennett. He provides ample proof of his ability as an orchestrator in this opus, with the work specifically intended to show dramatic sound contrast. As music, tho, it has little value. Included in the set are also solos for the various instruments in the modern symphony orchestra, vocal renditions by Victoria de Los Angeles, Jussi Bjoerling, Roberta Peters and Leonard Warren, and pop efforts by the Henri Rene, Sauter-Finegan and Hugo Winterhalter orks, and the Three Suns. The sound in all is outstanding and hi-fi fans, who will profit from the detailed Robert Darrell notes, should show great interest. Mark this set down as a good fall-winter item but dropping in demand rather quickly.

SONG RECITAL (1-12)—Elizabeth Schwarzkopf, Soprano; Gerald Moore, Piano. Angel 3502375

Miss Schwarzkopf is surely one of the finest lieder singers active today. Much recorded, she again gives ample proof of her ability in this excellent collection of songs. Her growing and already large following will want this latest disk and should hurry to purchase it. Angel's plan, apparently, is not to hew to a rigid repertoire format. Rather than present a song cycle complete, intelligent sampling of the works of a number of composers has made for an interesting program here, much as one would encounter in recital. Heard are songs by Bach, Gluck, Mozart, Beethoven, Schubert, Schumann, Brahms,

Wolf and Richard Strauss. Text and translation included.

DVORAK: SYMPHONY NO. 5 (New World) (1-12)—Philharmonia Orchestra; Alceo Galliera, Cond. Angel 3508574

Galliera's reading of this warhorse is a highly individual one with qualities that will allow it to compete commercially with the other 15 versions now available on LP, barring the top two or three best sellers, perhaps. By departing, sometimes to a marked degree, from more "orthodox" conceptions of tempi and phrasing, Galliera gives a lighter, more fluid and dynamic cast to this often over-dramatized work. Added pleasure is given by the superb sound of this recording, rich in detail and warm and full-bodied in tone.

SIBELIUS: VIOLIN CONCERTO; SUK: FOUR PIECES, OP. 17 (1-12)—Ginette Neveu, Violin; Jean Neveu, Piano; Philharmonia Orchestra; Walter Susskind, Cond. Angel 3512973

Miss Neveu was one of the finest young violinists on the concert scene when she was killed in an airplane crash in 1949 which also took the life of her accompanist-brother Jean. Altho only a few of her recordings had been published here, her concert appearances Stateside had won her an enthusiastic following. There are undoubtedly many record collectors who recall her musical and technical ability and would want this disk as a permanent memento. The Sibelius, tho wanting somewhat in modern sound, is a beautiful performance with equal parts of poetry and bravura. The Suk pieces, including the perennial "Burleska," are familiar recital selections. In all, a very attractive package for the discriminating collector.

PIANO ENCORES (1-12)—Badura Skoda. Westminster WL 527773

With so many of the major works of Mozart, Beethoven and Schubert under his belt, Badura Skoda gracefully unbends a bit here and offers his many admirers a bonus in this program of piano recital evergreens. Liszt's "Liebesträum" and "Hungarian Rhapsody No. 2," Chopin's 3d and 7th Etudes, Beethoven's "Polonaise in C Major," Schubert's "Moment Musical," Brahms' "Rhapsody in G Minor" and the Ravel "Toccata" are not especially demanding on the listener, but offer the virtuoso a full measure of old-fashioned keyboard fireworks. Badura Skoda's readings are sometimes a bit mannered, but always clearly expressed and presented with a maximum of esprit and technical finish. Here he is favored with a sound that does full justice to his beautiful tone and control of dynamics.

CHAUSSON: POEME; DEBUSSY: SONATA FOR VIOLIN AND PIANO (1-12)—Ginette Neveu; Violin; Jean Neveu, Piano; Philharmonia Orchestra; Issay Dobrowen, Cond. Angel 3512872

Another Neveu memorial album, its sales should follow closely the one includ-

LINER NOTES

By IS HOROWITZ

SYMPHONY OF THE AIR . . .

Some 90 musicians gathered at Carnegie Hall Tuesday night (21) for one of the strangest sessions on record. The men were all members of the former NBC Symphony Orchestra, and their purpose was to produce an LP to help dramatize their fight to re-establish themselves as the "Symphony of the Air" (The Billboard, September 25).

What was strange in the proceedings, however, was the lack of any conductor. Such things have been done before, but never with any group larger than a relatively small chamber orchestra. Frankly, this observer expected the whole thing to fall apart. It seemed impossible that they could stay together and play precisely enough for an acceptable performance.

But the many years of training under Arturo Toscanini and other conductors had inbred a discipline and unity of purpose that carried them thru the "Nutcracker Suite," "Roman Carnival" and "Meister-singer Overture" with a minimum of retakes. All that was necessary was a down beat from concertmaster Daniel Guilet and an occasional toss of the head to fix a rhythmic variation.

On the podium was a tape machine and speaker for playbacks. Recording supervisor was David Sarser, a violinist with the orchestra and a designer of hi-fi amplifiers. Cover tapes were made by a crew from Livingston Electronics, who also recorded the performance binaurally. No plans for issuing disks or tapes in the latter form have yet been made.

In another move to help finance the orchestra's revival, first-chair violinist Emanuel Vardi will conduct an all-Bloch concert at New York's Kaufmann Auditorium October 10, with the net proceeds to go to the Symphony Foundation of America, just formed by ork members.

FUTURES . . .

Epic has a new "Pictures at an Exhibition," with the Moussorgsky work played by pianist Alexander Uninsky. . . . Westminster will make its "Sabbath in the Synagogue" album available for general sale next month. Until now the three-disk set, recorded by Cantor Sholem Katz, has had a restricted sale thru the Jewish Music Documentary Society. The new price will be \$21. . . . In October RCA Victor will release a recording of De Falla's "La Vide Breve." The two-disk set, which features soprano Victoria de Los Angeles, was cut in Spain.

Columbia has in preparation for early release a hi-fi demonstration LP called "This Is High Fidelity." It includes an original score by Morton Gould, "Showpiece for Orchestra," commissioned by the diskery. Performance is by the Philadelphia Orchestra under Eugene Ormandy. . . . Vox is working on a new de luxe package containing 12 concertos by Giuseppe Torelli. Notes and format will be in the style set by the Vox Corelli and Vivaldi library editions. A premium price will be asked.

AN EPIC MOVE . . .

Despite advance publicity which announced forthcoming Columbia LP's by the Concertgebouw Orchestra of Amsterdam, a change in policy will see the sets put out on the Epic label. The switch could add significant strength to the Epic line, since the ork, cut by Philips in Europe, is due to launch its first American tour early in October. Under its conductors, Eduard Van Beinum and Raphael Kubelik, the ork will make 43 appearances in less than two months.

The initial Epic-Concertgebouw release includes a reading of Schumann's "Rhenish" Symphony, with another disk to hold a pair of contemporary Dutch works.

ing the Sibelius Concerto. The Debussy Sonata reading is perhaps the most satisfying on record, and Miss Neveu injects new life in the overworked Chausson. Another "find" for knowing collectors.

• Best Selling Children's Records

1. LITTLE WHITE DUCK—Burl Ives Columbia J 85
2. DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
3. PINOCCHIO—Cliff Edwards RCA Victor Y 385
4. I TAUT I TAW A PUDDY TAT—Mel Blanc Capitol 3077
5. TWEETY PIE—Mel Blanc Capitol 3074
6. TEDDY BEAR'S PICNIC—Rosemary Clooney Columbia J 168
7. PETER PAN—Bobby Driscoll RCA Victor Y 4001
8. DING DONG SCHOOL SONG; FUN WITH INSTRUMENTS—Frances Horwich RCA Victor Y 467
9. SPARKY'S MAGIC BATON—Billy May Capitol 3206
10. TUBBY THE TUBA SONG; POPO THE PUPPET—Danny Kaye Decca 1-131
11. BOZO AT THE CIRCUS—Pinto Colvig Capitol 3030
12. ME AND MY TEDDY BEAR—Rosemary Clooney Columbia J 70
13. BLUE TAIL FLY—Burl Ives Decca 1-239
14. BIMBO—Gene Autry Columbia J 195
15. BOZO ON THE FARM—Pinto Colvig Capitol 3076

• Reviews and Ratings of New Popular Albums

BLUES IN FASHION78

Dinah Washington (1-EP)
Mercury 1-3205

The "Queen of the Blues" in four outstanding selections that were available as singles a few years ago: "My Song," "Trouble in Mind," "I Feel Like I Wanna Cry" and "Half As Much." While these are not all blues, all are styled in a blues tradition. Miss Washington's highly individual art, however, cannot be easily categorized and consequently is prized in the r.&b., pop and jazz fields. An appreciable number of customers in each of these areas can be easily approached with this attractive EP.

A COLLECTION OF MOTIO & PICTURE THEMES77

Richard Hayman Ork (1-10")
Mercury MG 25189

The title of this album is an unimaginative, but concise description of the contents. Dealers should be able to pitch the LP to three different markets—movie fans, Hayman collectors and mood-music buyers. The lush instrumentals, spotlighting Hayman's brilliant harmonica work, include his best-selling version of "Ruby" from the Jennifer Jones film "Ruby Gentry," "Terry's Theme" "Limelight"; "Hi Lili, Hi Lo" from "Lili"; "Joey's Theme" from "The Little Fugitive," "The Sadie Thompson Song" from the Rita Hayworth movie, the title tune from "Anna," and another title tune from "Something Money Can't Buy."

IMAGES77

Sarah Vaughan (1-EP)
Mercury 1-3232

It is still a source of amazement how the most familiar standard can seem like spanking new material when styled by Miss Vaughan. She works her magic here on "Imagination" and "My Funny Valentine"—which are fairly familiar to most of her audiences—"Easy Come, Easy Go" and "It's Easy to Remember," none of which have been recorded by her to date. This group of sentimental tunes are sung with heart and consummate musicianship. Miss Vaughan's fans will do flips.

THE EGYPTIAN76

Hollywood Symphony Ork and Chorus;
Alfred Newman, Cond. (1-12")
Decca DL 9014

Extensive promotion behind 20th Century's new CinemaScope movie "The Egyptian" should help dealers move quite a few copies of the film score LP when the picture plays locally. The movie's colorful locale, of course, offers ideal inspiration for window displays, while the album's exotic cover-art—done in rich reds and yellows—is an eye-catching display item itself. The score, composed by Newman and Bernard Herrmann, is dramatically effective, with excellent choral work and an interesting solo contribution by Doreen Tryden.

RICHARD HAYMAN CONDUCTS HIS OWN COMPOSITIONS74

Mercury MG 25190

Triple-threat music man Richard Hayman has a considerable following, and this LP should please his fans on all counts. The harmonica virtuoso wrote, orchestrated and conducted the eight lush instrumentals in the album. Compositions include "Huckleberry Finn," "Carriage Trade," "Serenade to a Lost Love," "No Strings Attached," "Valse d'Amour," "Skipping Along," "Marianne" and "Dansero." Needless to say, the LP also makes an ideal mood-music package.

GEORGIA GIBBS74

(1-EP)
Mercury 1-3214

Georgia Gibbs applies her rich warbling talents to four fine ballads on this EP, with "The Bridge of Sighs" and "That's All" standing out as the most effective. The colorful jacket art—depicting a surrealistic siren surrounded by pastel-hued butterflies, and quite literally holding her head high in the clouds over a headless torso—may be a sales-plus.

EMBRASSE72

Bernice Parks (1-EP)
Mercury 1-3228

Bernice Parks, a sultry and sexy singer from the field of musical comedy, could always sing up a storm on a song and she shows how on this new release. It contains sides previously released as singles and some that have not. Sides include a big, emotional version of "Two Kinds of Love," the pretty waltz "Blue Reverie," and Cole Porter's "You'd Be So Nice to Come Home To" and "Do It Again." The latter song will never get any jock plays in this version, but it's fun.

PARIS—MIDNIGHT TO DAWN68

Emil Stern String Ork (1-10")
Vox VX 690

For late evening listening Vox has come up with an attractive album consisting of eight romantic instrumental selections that will be familiar to most aficionados of the Parisian chanson. Included are the popular Charles Trenet songs "Bonjour, Jolie Madame" and "Vous Qui Passez Sans Me Voir," and the nostalgic "Aimer Comme Je T'Aime," "Fanny," the "Serenade Portugaise" and other tunes that soothe the ear and stir up old memories. The ensemble also has a light, pulsating beat that would make for enjoyable, relaxed dancing.

Jazz

MUTT CAREY PLAYS THE BLUES70

With Hociel Thomas (1-10")
Riverside RLP 1042

Once again the label has come thru with a fine set featuring two outstanding jazz artists of the 1920's who have been unaccountably neglected by the diskeries. Carey, a fine New Orleans trumpeter, and Hociel Thomas, a blues thrush in the tradition of Bessie Smith and Ma Rainey, are heard together here on a group of recordings made by Rudy Blesh in the 1940's and never previously issued. Traditional jazz fans will get a thrill from Carey's muted trumpet work and Hociel Thomas' expressive singing on "Gambler's Blues," "Go Down Sunshine" and "Nobody Knows You When You're Down and Out."

SOFT MOODS WITH TEDDY WILSON70

(1-10")
Clef MGC 156

This is the label's second Wilson piano album and, again, it's a swinging collection of standard tunes played in the typical Wilson performance, which should please a wide variety of jazz fans. He's one of the few old-time jazz pianists who has managed to move with the times. Selections with backing by Arvell Shaw on bass and J. C. Heard on drums, include "Air Mail Special," "Night and Day," "East of the Sun," "Autumn in New York" and "You Go to My Head." Good packaging and recording, too.

Sacred

HYMNS OF HOPE AND INSPIRATION6

Penny Olsen (1-10")
Heavenly HRL 100

Penny Olsen, who with her spouse Johnny Olsen has been featured on radio and TV shows such as "Ladies Be Seated" and "Rumpus Room," debuts on wax here with a selection of favorite hymns. She has sung most of these hymns over the radio program, the "Johnny Olsen Show." The thrush handles the selections sincerely, altho it is doubtful that her vocalizing will cause any qualms among established gospel singers. Selections include "The Old Rugged Cross," "I'll Be a Sunbeam," "Rock of Ages," "It Is No Secret," "In the Garden" and "Mansion Over the Hilltop."

COUNT YOUR BLESSINGS

Irving Berlin's latest from the forthcoming film
WHITE CHRISTMAS

20/47-5871

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

The Billboard Music Popularity Charts

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

Talent Corner

Anytime a new artist or group gets into the best-seller lists, the record industry can look forward to those unexpected disk sales which bring in customers not seen at record counters very often. And when such new talent manages to follow their first click with addi-



McGUIRE SISTERS

tional strong items, the industry revels in the thoughts of another consistent traffic puller being added to the business.

Right now it looks as if Coral Records has found some of that wonderful new disk talent. For the McGuire Sisters have come thru again with a "Best Buy" item which looks as if it's headed for the charts. It's "Muskrat Ramble."



LES PAUL, MARY FORD

Could be, one thinks, they'll wind up like Les Paul and Mary Ford, whose latest disk is also headed for the charts, and who started on the road to consistency with that one "first," but managed to keep it up.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. High and the Mighty	2	9
2. Hey, There	2	11
3. Little Shoemaker	6	11
4. If I Give My Heart to You	4	4
5. This Ole House	5	6
6. Skokiaan	7	4
7. In the Chapel in the Moonlight	3	10
8. I Need You Now	10	3
9. Sh-Boom	8	11
10. They Were Doing the Mambo	12	5
11. Little Things Mean a Lot	13	22
12. Goodnight, Sweetheart, Goodnight	9	10
13. Hold My Hand	14	2
14. Happy Wanderer	-	20
14. I'm a Fool to Care	-	7

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending September 22

This Week	Last Week	Weeks on Chart
1. Hey, There	2	11
2. Skokiaan	3	6
3. Sh-Boom	1	13
4. This Ole House	6	8
5. High and the Mighty	4	10
6. If I Give My Heart to You	7	4
7. I Need You Now	9	4
8. Little Shoemaker	5	14
9. In the Chapel in the Moonlight	8	11
10. They Were Doing the Mambo	-	-

Second Ten		
11. HOLD MY HAND	14	3
12. LITTLE THINGS MEAN A LOT	12	23
13. I'M A FOOL TO CARE	12	11
13. GOODNIGHT, SWEETHEART, GOODNIGHT	10	12
15. SHAKE, RATTLE AND ROLL	17	3
16. SMILE	15	3
17. WHAT A DREAM	16	4
18. CARA MIA	19	2
19. OOP SHOOP	-	1
20. I CRIED	20	6

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

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Tunes with Greatest Radio-TV Audiences

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

Radio

Best Things Happen While You're Dancing (R) (F)—Berlin—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Green Years (R)—Harms—ASCAP
Happy Wanderer (R)—Fox—ASCAP
Heaven Was Never Like This (R)—Famous—ASCAP
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
I'm a Fool to Care (R)—Peer—BMI
In My Own Quiet Way (R)—Herb Reis—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Love, You Didn't Do Right by Me (R) (F)—Berlin—ASCAP
Make Her Mine (R)—Bregman, Vocco & Conn—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Muskrat Ramble (R)—George Simon—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R) (F)—Bourne—ASCAP
Sway (R)—Peer—BMI
There Never Was a Night So Beautiful (R)—Broadcast—BMI
There's a Small Hotel (R)—Chappell—ASCAP
They Were Doin' the Mambo (R)—Mayfair—ASCAP
This Ole House (R)—Hamblen—BMI
Three Coins in the Fountain (R) (F)—Robbins—ASCAP
Wither Thou Goest (R)—Hill & Range—BMI

Television

Answer Me, My Love (R)—Bourne—ASCAP
Cara Mia (R)—Feist—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Fanny (R) (M)—Chappell—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Happy Days and Lonely Nights (R)—Advanced—ASCAP
Heaven Was Never Like This (R)—Famous—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
How Blue (R)—Emperor—BMI
How Long Has it Been? (R) (M)—Shapiro-Bernstein—ASCAP
I Need You Now (R)—Miller—ASCAP
If I Give My Heart to You (R)—Miller—ASCAP
I'm a Fool to Care (R)—Peer—BMI
In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
Jambo (West of Zanzibar) (R)—Leeds—ASCAP
Kiss Me Once (R)—Witmark—ASCAP
Little Shoemaker (R)—Bourne—ASCAP
Little Things Mean a Lot (R)—Feist—ASCAP
Lonesome Polecat (R)—Robbins—ASCAP
Love, You Didn't Do Right by Me (R) (F)—Berlin—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Rendezvous (R)—Dorchester—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Somebody Goofed (R)—Spier—ASCAP
Sway (R)—Peer—BMI
This Ole House (R)—Hamblen—BMI
Uno (R)—Peer—BMI

England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)
Three Coins in the Fountain—Feist (Robbins)
Cara Mia—Robbins (Feist)
Story of Tina—Macmelodies (Maurice)
My Friend—Chappell (Paxton)
Gilly Ossenfleffer Katzenellen Bogen by the Sea—Spier (Beaver)
Little Shoemaker—Bourne (Bourne)
Smile—Bourne (Bourne)
Happy Wanderer—Bosworth (Fox)
Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
Sway—Southern (Peer)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
West of Zanzibar—Jumbo (Bluebird)
Wanted—Harms, Connelly (Witmark)
Secret Love—Harms, Connelly (Remick)
Young at Heart—Victoria (Sunbeam)
Heart of My Heart—Francis Day (Robbins)
Hold My Hand—Bradbury Wood (Raphael)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
Idle Gossip—Bron (Redd Evans)

BREAKING FOR A SMASH • BREAKING FOR A SMASH • BREAKING FOR A SMASH

BREAKING FOR A SMASH

BREAKING FOR A SMASH

PERRY COMO



BREAKING FOR A SMASH

BREAKING FOR A SMASH

THE THINGS

BREAKING FOR A SMASH

BREAKING FOR A SMASH

I DIDN'T

DO

words and music by **FRED JAY, IRVING REID** and **IRA KOSLOFF**

BREAKING FOR A SMASH

BREAKING FOR A SMASH

20/47-5837



BREAKING FOR A SMASH • BREAKING FOR A SMASH • BREAKING FOR A SMASH

"Goddard Lieberson's astute devotion to the best works of our musical stage has already sparked revivals of "Pal Joey" and "Porgy and Bess" through brilliantly conceived recordings for Columbia which created a demand for the live thing; if his work on behalf of "On Your Toes" yields a similar dividend, both the public and R. Rodgers should regard him affectionately."

Irving Kolodin, Saturday Review

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THEN

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AGAIN

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count your blessings INSTEAD OF sheep

from "White Christmas"

b/w LAZY BONES

Orchestra under the direction of Will Roland

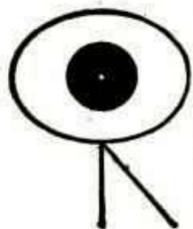
40321 • 4-40321

MARION MARLOWE whither thou goest

b/w KISS ME ONCE

Orchestra under the direction of Will Roland

40315 • 4-40315



COLUMBIA RECORDS

"Columbia," Trade Mark Reg. U.S. Pat. Off. Marcas Registradas. Printed in U.S.A.



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending September 22

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a record is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Record
1.	1	12	HEY, THERE—R. Clooney This Ole House—(4)—Col 40266—ASCAP
2.	2	13	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI
3.	3	6	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP
4.	4	9	THIS OLE HOUSE—R. Clooney Hey, There—(1)—Col 40266—BMI
5.	6	5	I NEED YOU NOW—E. Fisher Heaven Was Never Like This—V 20-5830—ASCAP
6.	10	4	HOLD MY HAND—D. Cornell I'm Blessed—Coral 61206—ASCAP
7.	15	4	IF I GIVE MY HEART TO YOU—Doris Day Anyone Can Fall in Love—Col 40300—ASCAP
8.	5	14	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP
9.	11	7	SHAKE, RATTLE AND ROLL—B. Haley ABC Boogie—Dec 29204—BMI
10.	7	9	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP
11.	8	5	SKOKIAAN—Four Lads Why Should I Love You?—Col 40306—ASCAP
12.	9	12	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP
13.	17	7	CARA MIA—D. Whitfield How, When or Where?—London 1486—ASCAP
14.	12	9	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP
15.	14	25	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP
16.	13	10	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP
17.	18	5	IF I GIVE MY HEART TO YOU—D. Lor Hello Darling—Major 27—ASCAP
18.	16	10	HIGH AND THE MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP
19.	29	2	OOP SHOOP—Crew Cuts Do Me Good Baby—Mercury 70443—BMI
20.	19	12	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI
21.	22	2	SMILE—Nat (King) Cole It's Crazy—Cap 2897—ASCAP
22.	20	6	SKOKIAAN—Bulawayo Sweet Rhythm Boys In the Mood—London 1491—ASCAP
23.	21	8	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI
24.	29	2	SKOKIAAN—R. Anthony Say Hey—Cap 2896—ASCAP
25.	24	7	HEY, THERE—S. Davis Jr. And This Is My Beloved—Dec 29199—ASCAP
26.	—	13	SH-BOOM—Chords Little Maiden—Cat 104—BMI
27.	26	10	SWAY—D. Martin Money Burns a Hole in My Pocket—Cap 2818—BMI
28.	28	3	MOOD INDIGO—N. Petty Trio Petty's Little Polka—X 0040—ASCAP
29.	—	1	ST. LOUIS BLUES MAMBO—R. Maltby Beloved, Be True—X 0042—ASCAP
30.	—	1	PAPA LOVES MAMBO—P. Combs Things I Didn't Do—V 20-5857—ASCAP

• This Week's Best Buys

MUSKRAT RAMBLE (Simon, ASCAP)
—McGuire Sisters—Coral 61258

The Sisters are leading easily over a large field of contenders in the revival of this vintage tune, and ought to place on the charts before long. Sales have reached highly profitable levels in Boston, New York, Buffalo, Philadelphia, Cleveland, Chicago, Detroit, Milwaukee, Nashville, Durham and Dallas and are still far from their peak. The competitive versions by the Matys Brothers and by Rusty Draper are at present doing well in territories where they got an early start; more recently released versions by Louis Armstrong and others are bucking stiff competition but figure to share in the total take. Flip of the McGuire Sisters disk is

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

"Not As a Stranger" (Northern, ASCAP). A previous Billboard "Spotlight" pick.

WHITHER THOU GOEST (Hill & Range, BMI)
—Les Paul-Mary Ford—Capitol 2928

The available a scant two weeks, this disk is surging ahead with impressive force. First territories to report strong sales included Boston, Philadelphia, Buffalo, Chicago, Milwaukee, St. Louis and Atlanta. The record is also rated good in Cleveland, Richmond and Durham. Especially favorable reports on the disk were returned by operators and one-stops, who indicated that the flip "Mandolino" in some territories was doing almost as well as "Whither Thou Goest" in the boxes. A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending September 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among the nation's juke box operators. The reverse side of each record is also listed.

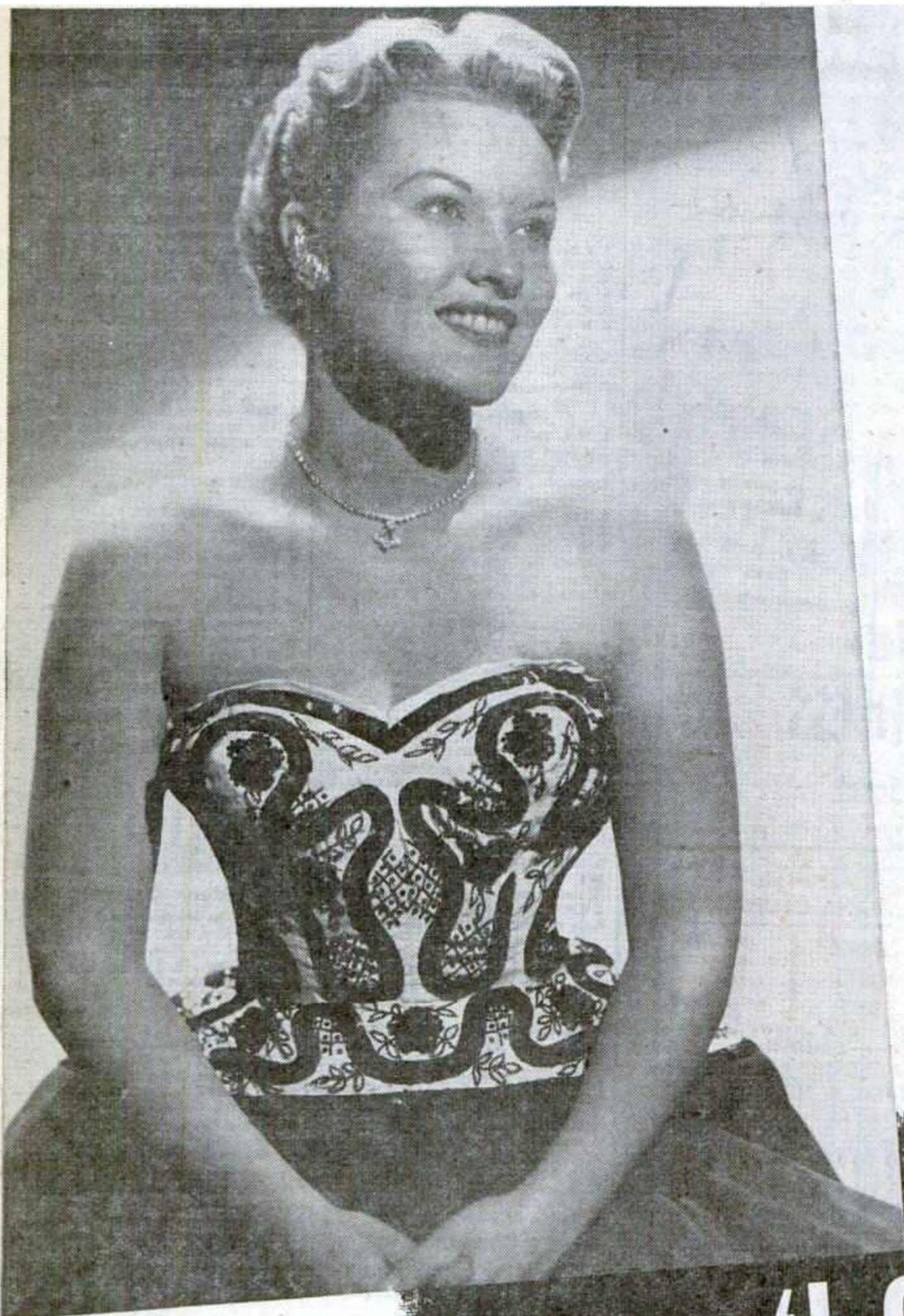
This Week	Last Week	Weeks on Chart	Record
1.	1	11	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI
2.	2	9	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP
3.	3	8	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI
4.	5	5	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP
5.	7	5	I NEED YOU NOW—E. Fisher Heaven Was Never Like This—V 20-5830—ASCAP
6.	4	12	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP
7.	12	7	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP
8.	6	10	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP
9.	16	2	SKOKIAAN—Four Lads Why Should I Love You?—Col 40306—ASCAP
10.	8	10	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI
11.	11	12	SH-BOOM—Chords Little Maiden—Cat 104—BMI
12.	10	21	LITTLE THINGS MEAN A LOT—K. Kallen I Don't Think You Love Me Anymore—Dec 29037—ASCAP
12.	9	10	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters Heavenly Feeling—Coral 61187—BMI
14.	12	6	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP
15.	17	3	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI
16.	15	2	IF I GIVE MY HEART TO YOU—D. Lor Hello Darling—Major 27—ASCAP
17.	14	2	HIGH AND THE MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP
18.	19	2	SHAKE, RATTLE AND ROLL—B. Haley ABC Boogie—Dec 29204—BMI
18.	—	6	I CRIED—P. Page What a Dream—Mercury 70416—ASCAP
20.	—	1	IF I GIVE MY HEART TO YOU—Doris Day Anyone Can Fall in Love—Col 40300—ASCAP

• Most Played by Jockeys

For survey week ending September 22

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart	Record
1.	1	13	SH-BOOM—Crew Cuts I Spoke Too Soon—Mercury 70404—BMI
2.	2	11	HEY, THERE—R. Clooney This Ole House—Col 40266—ASCAP
3.	3	6	SKOKIAAN—R. Marterie Crazy 'Bout Lollipop—Mercury 70432—ASCAP
4.	10	4	I NEED YOU NOW—E. Fisher Heaven Was Never Like This—V 20-5830—ASCAP
5.	5	9	THIS OLE HOUSE—R. Clooney Hey, There—Col 40266—BMI
6.	15	3	IF I GIVE MY HEART TO YOU—Doris Day Anyone Can Fall in Love—Col 40300—ASCAP
7.	7	9	HIGH AND THE MIGHTY—L. Baxter More Love Than Your Love—Cap 2845—ASCAP
8.	4	12	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen Take Everything But You—Dec 29130—ASCAP
9.	8	4	SKOKIAAN—Four Lads Why Should I Love You?—Col 40306—ASCAP
10.	9	12	I'M A FOOL TO CARE—L. Paul-M. Ford Auctioneer—Cap 2839—BMI
11.	6	14	LITTLE SHOEMAKER—Gaylords Mecque, Mecque—Mercury 70403—ASCAP
12.	18	3	IF I GIVE MY HEART TO YOU—D. Lor Hello Darling—Major 27—ASCAP
13.	20	2	HOLD MY HAND—D. Cornell I'm Blessed—Coral 61206—ASCAP
14.	12	3	SMILE—Nat (King) Cole It's Crazy—Cap 2897—ASCAP
15.	17	3	IF I GIVE MY HEART TO YOU—C. Boswell Tennessee—Dec 29148—ASCAP
16.	11	7	THEY WERE DOING THE MAMBO—V. Monroe Mister Sandman—V 20-5767—ASCAP
17.	16	4	HEY, THERE—S. Davis Jr. And This Is My Beloved—Dec 29199—ASCAP
18.	13	6	WHAT A DREAM—P. Page I Cried—Mercury 70416—BMI
19.	18	7	HIGH AND THE MIGHTY—L. Holmes Lisa—M-G-M 11761—ASCAP
20.	—	5	HIGH AND THE MIGHTY—V. Young Moonlight and Roses—Dec 29203—ASCAP



PATTI PAGE

sings

'I Can't Tell A Waltz From A Tango'

THE CASH BOX DISK OF THE WEEK

"I CAN'T TELL A WALTZ FROM A TANGO" (2:14)
[Harman ASCAP—Hoffman, Manning]

PATTI PAGE
(Mercury 70458; 70458 x 45)



● The "Singing Rage," Patti Page, comes up with a new release that has all the earmarks of another top smash for the thrush. Very little need be said about a Patti Page record, because ops, dealers and jockeys are all aware of the artist's "sales power." This release features the song bird on two novelties. "I Can't Tell A Waltz From A Tango" is a clever Latin tempo ditty that the rage offers in her smooth, polished manner. It's colorful and fits perfectly into the current Latin novelty trend. We expect big things from this one.

VARIETY

MUSIC

Best Bets

PATTI PAGE I CAN'T TELL A WALTZ FROM A TANGO
(Mercury) The Mama Doll Song

MERCURY 70458 • 70458X45



M-G-M's Kickoff of HITS!



JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
 and
PA PA PA
 MGM 11802 78 rpm
 K 11802 45 rpm

Orchestra Conducted by David Terry with the Ray Charles Singers

BILLY ECKSTINE sings
YOU LEAVE ME BREATHLESS
 and
OLAY, OLAY (the Bullfighter's Song)
 M-G-M 11803 78 rpm
 K 11803 45 rpm

DICK HYMAN TRIO

CECILIA **EAST OF THE SUN**
 MCM 11811 78 rpm
 K 11811 45 rpm

JERRY (FISH HORN) JEROME

IN A LITTLE SPANISH TOWN **HONEY**
 MCM 11835 78 rpm
 K 11835 45 rpm

Recorded from sound track of MGM film "BETRAYED"

DIANA COUPLAND

JOHNNY COMES HOME **JOHNNY COMES HOME**
 Holland Street Organ
 MCM 30859 78 rpm
 K 30859 45 rpm

The "Joey" girl with another smash hit!

BETTY MADIGAN sings
THAT WAS MY HEART YOU HEARD
 and
ALWAYS YOU with the Ray Charles Singers
 MGM 11812 78 rpm
 K 11812 45 rpm

BILLY FIELDS

THRILLED **DON'T LAUGH AT ME**
 MCM 11819 78 rpm
 K 11819 45 rpm

MITZI MASON

I DON'T WANT YOUR PITY **DON'T DROP IT**
 MCM 11823 78 rpm
 K 11823 45 rpm

TOMMY MARA

CHAMPAGNE **LOVELY AGAIN**
 (With My Compliments)
 MCM 11825 78 rpm
 K 11825 45 rpm

THE WRIGHT BROS.

IF I GIVE MY HEART TO YOU **LONESOME**
 MCM 11776 • K 11776

RUSH ADAMS

LOVE CAN MAKE AN EARTH-QUAKE **IT WAS SO BEAUTIFUL** (And You Were Mine)
 MCM 11834 78 rpm
 K 11834 45 rpm

INTRODUCING

DAVE DENNEY

CRY, FOOL, CRY **STOP, YOU'RE BREAKING MY HEART**
 MCM 11831 78 rpm
 K 11831 45 rpm

BOB STEWART

IT'S A WOMAN'S WORLD
 (Theme Song From 20th Century Fox Film)
 and **WONDERFUL TO KNOW**
 MCM 11846 78 rpm • K 11846 45 rpm

LEROY HOLMES and his Orchestra

Infectious Theme From The Warner Bros. Film

THE HIGH AND THE MIGHTY
 (Whistling by Fred Lowery)

"Rear Window" Theme

LISA

MGM 11761 78 rpm
 K 11761 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending September 22

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. I Need You Now, E. Fisher, V.
2. Hey, There, R. Clooney, Col.
3. Hold My Hand, D. Cornell, Cor.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. If I Give My Heart to You, C. Boswell, Dec.
7. They Were Doing the Mambo, V. Monroe, V.
8. Madonna, Madonna, T. Bennett, Col.

Balti.-Wash.

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Skokiaan, R. Marterie, Mer.
4. Sh-Boom, Crew Cuts, Mer.
5. High and the Mighty, V. Young, Dec.
6. This Ole House, R. Clooney, Col.
7. Hold My Hand, D. Cornell, Cor.
8. If I Give My Heart to You, Doris Day, Col.
9. Cara Mia, D. Whitfield, Lon.
10. Shake, Rattle and Roll, B. Haley, Dec.

Boston

1. Hey, There, R. Clooney, Col.
2. If I Give My Heart to You, Doris Day, Col.
3. Hold My Hand, D. Cornell, Cor.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. I Need You Now, E. Fisher, V.
7. High and the Mighty, L. Holmes, M-G-M
8. Skokiaan, Four Lads, Col.
9. Papa Loves Mambo, P. Como, V.
10. Little Things Mean a Lot, K. Kallen, Dec.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. I Need You Now, E. Fisher, V.
3. Smile, Nat (King) Cole, Cap.
4. Little Shoemaker, Gaylords, Mer.
5. In the Chapel in the Moonlight, K. Kallen, Dec.
6. Hold My Hand, D. Cornell, Cor.
7. Oop Shoop, Crew Cuts, Mer.
8. If I Give My Heart to You, Doris Day, Col.
9. Skokiaan
10. Bulawayo Sweet Rhythm Boys, Lon.

Chicago

1. Skokiaan, R. Marterie, Mer.
2. If I Give My Heart to You, D. Lor, Mjr.
3. Hey, There, R. Clooney, Col.
4. Cara Mia, D. Whitfield, Lon.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. This Ole House, R. Clooney, Col.
7. Sh-Boom, Crew Cuts, Mer.
8. St. Louis Blues Mambo, R. Maltby, LBX
9. I Need You Now, E. Fisher, V.
10. Oop Shoop, Crew Cuts, Mer.

Cincinnati

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. If I Give My Heart to You, Doris Day, Col.
4. I Need You Now, E. Fisher, V.
5. Skokiaan, R. Marterie, Mer.
6. High and the Mighty, V. Young, Dec.
7. Skokiaan, Four Lads, Col.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Little Shoemaker, Gaylords, Mer.

Cleveland

1. Drink, Drink, Drink, M. Lanza, V.
2. Hey, There, R. Clooney, Col.
3. This Ole House, R. Clooney, Col.
4. Skokiaan, Four Lads, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Sh-Boom, Crew Cuts, Mer.
7. Skokiaan, R. Marterie, Mer.
8. Cara Mia, D. Whitfield, Lon.
9. Oop Shoop, Crew Cuts, Mer.
10. Ebb Tide, R. Hamilton, Epi.

Dallas-Fort Worth

1. Hey, There, R. Clooney, Col.
2. High and the Mighty, V. Young, Dec.
3. Skokiaan, R. Marterie, Mer.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. I Need You Now, E. Fisher, V.
7. I'm a Fool to Care, L. Paul & M. Ford, Cap.
8. Smile, Nat (King) Cole, Cap.
9. Fortune in Dreams, K. Starr, Cap.
10. Sway, D. Martin, Cap.

Denver

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. Hold My Hand, D. Cornell, Cor.
5. This Ole House, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. What a Dream, P. Page, Mer.
8. Skokiaan, Four Lads, Col.
9. Skokiaan, R. Marterie, Mer.
10. High and the Mighty, L. Baxter, Cap.

Detroit

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Skokiaan, R. Marterie, Mer.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. St. Louis Blues Mambo, R. Maltby, LBX
6. Smile, Nat (King) Cole, Cap.
7. I Need You Now, E. Fisher, V.
8. If I Give My Heart to You, Doris Day, Col.
9. Cara Mia, D. Whitfield, Lon.
10. If I Give My Heart to You, D. Lor, Mjr.

Kansas City

1. Sh-Boom, Crew Cuts, Mer.
2. Skokiaan, R. Marterie, Mer.
3. This Ole House, R. Clooney, Col.
4. Hey, There, R. Clooney, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Little Shoemaker, Gaylords, Mer.
7. Hold My Hand, D. Cornell, Cor.

8. High and the Mighty, V. Young, Dec.
9. This Ole House, S. Hamblen, V.
10. I Need You Now, E. Fisher, V.

Los Angeles

1. High and the Mighty, V. Young, Dec.
2. Hey, There, R. Clooney, Col.
3. Sh-Boom, Crew Cuts, Mer.
4. Hey, There, S. Davis Jr., Dec.
5. Hold My Hand, D. Cornell, Cor.
6. I Need You Now, E. Fisher, V.
7. Sway, D. Martin, Cap.
8. Little Shoemaker, H. Winterhalter, V.
9. This Ole House, R. Clooney, Col.
10. Little Things Mean a Lot, K. Kallen, Dec.

Milwaukee

1. Skokiaan, Four Lads, Col.
2. Hey, There, R. Clooney, Col.
3. Cara Mia, D. Whitfield, Lon.
4. I Need You Now, E. Fisher, V.
5. If I Give My Heart to You, Doris Day, Col.
6. Fortune in Dreams, K. Starr, Cap.
7. Skokiaan, R. Marterie, Mer.
8. Sh-Boom, Crew Cuts, Mer.
9. If I Give My Heart to You, C. Boswell, Dec.
10. St. Louis Blues Mambo, R. Maltby, LBX

Mpls.-St. Paul

1. Skokiaan, R. Marterie, Mer.
2. Mood Indigo, N. Petty Trio, X
3. Sh-Boom, Crew Cuts, Mer.
4. This Ole House, R. Clooney, Col.
5. Hey, There, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. Honey Love, V. Young, Cap.
8. Little Shoemaker, Gaylords, Mer.
9. St. Louis Blues Mambo, R. Maltby, LBX

New Orleans

1. If I Give My Heart to You, Doris Day, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. Sh-Boom, Crew Cuts, Mer.
5. Skokiaan, R. Marterie, Mer.
6. High and the Mighty, V. Young, Dec.
7. If I Give My Heart to You, C. Boswell, Dec.
8. Skokiaan, L. Armstrong, Dec.
9. They Were Doing the Mambo, V. Monroe, V.
10. This Ole House, R. Clooney, Col.

New York

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Little Shoemaker, Gaylords, Mer.
4. Hold My Hand, D. Cornell, Cor.
5. I Need You Now, E. Fisher, V.
6. In the Chapel in the Moonlight, K. Kallen, Dec.
7. Cara Mia, D. Whitfield, Lon.
8. High and the Mighty, V. Young, Dec.
9. Skokiaan, R. Marterie, Mer.
10. If I Give My Heart to You, Doris Day, Col.

Philadelphia

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. High and the Mighty, L. Holmes, M-G-M
5. Hold My Hand, D. Cornell, Cor.
6. Papa Loves Mambo, P. Como, V.
7. Little Shoemaker, Gaylords, Mer.
8. Skokiaan, Four Lads, Col.
9. Skokiaan, R. Marterie, Mer.
10. That's What I Like, Don, Dick & Jimmy, Crw.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Skokiaan, R. Marterie, Mer.
3. Skokiaan, Four Lads, Col.
4. Oop Shoop, Crew Cuts, Mer.
5. Sh-Boom, Crew Cuts, Mer.
6. Oop Shoop, S. Gunter, Fla.
7. High and the Mighty, V. Young, Dec.
8. Papa Loves Mambo, P. Como, V.
9. I Need You Now, E. Fisher, V.

St. Louis

1. I Need You Now, E. Fisher, V.
2. Skokiaan, R. Marterie, Mer.
3. Hey, There, R. Clooney, Col.
4. Hold My Hand, D. Cornell, Cor.
5. If I Give My Heart to You, Doris Day, Col.
6. Cara Mia, D. Whitfield, Lon.
7. This Ole House, R. Clooney, Col.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. In the Chapel in the Moonlight, K. Kallen, Dec.
10. Oop Shoop, Crew Cuts, Mer.

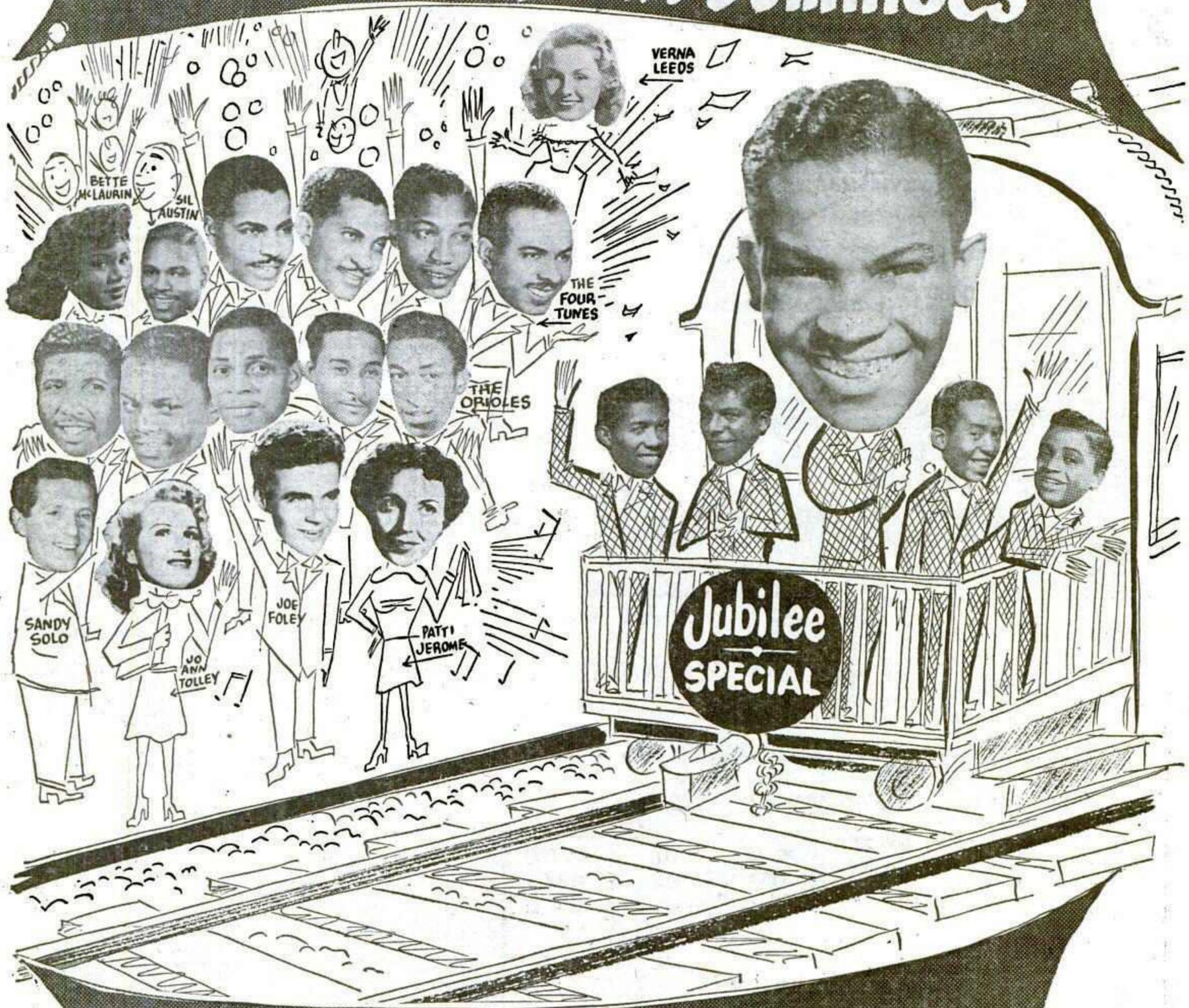
San Francisco

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Hold My Hand, D. Cornell, Cor.
4. Little Shoemaker, Gaylords, Mer.
5. Skokiaan
6. If I Give My Heart to You, Doris Day, Col.
7. Skokiaan, R. Marterie, Mer.
8. Sway, D. Martin, Cap.
9. High and the Mighty, V. Young, Dec.
10. This Ole House, R. Clooney, Col.

Seattle

1. Hey, There, R. Clooney, Col.
2. Skokiaan, R. Marterie, Mer.
3. This Ole House, R. Clooney, Col.
4. I Need You Now, E. Fisher, V.
5. Sh-Boom, Crew Cuts, Mer.
6. Teach Me Tonight, De Castro Sisters, Abb.
7. Honey Love, V. Young, Cap.
8. High and the Mighty, V. Young, Dec.
9. I Cried, P. Page, Mer.
10. Oop Shoop, Crew Cuts, Mer.

**JUBILEE AND ITS FAMILY OF ARTISTS
WELCOMES
BILLY WARD and his Dominoes**



INITIAL SMASH RELEASE -
"GIMME, GIMME, GIMME"
 b/w
"COME TO ME BABY"
 JUBILEE - 5163

Jubilee RECORD CO., INC.
 315 WEST 47TH STREET
 NEW YORK, N.Y.

Available in Canada on QUALITY Label

Copyrighted material

VOX JOX

By CHARLOTTE SUMMERS

SEND US YOUR THEME LIST . . . HOW MANY TIMES USED WEEKLY?

Autumn Leaves

We want to thank all of you guys for your wonderful notes, cards, etc., which we received this past summer telling us about your

vacations and plans for the new season. We, too, have been on vacation for a couple of weeks and are now all set for a long cold winter full of warm mail from all our friends. Welcome home and our most sincere good wishes for a successful season.

Now Hear This

Lee Ellis, KOMU-TV, Columbia, Mo., has solved the problem of cueing the 45's. As a matter of fact, Ellis gives full credit to the Langworth Company, transcription firm which switched to small disks several years ago. "We took the felt off our turntables, scraped

them down to the bare metal, and put on special pads with felt on the bottom side and rubber on the top. These mats were full size and were simply placed on the turntable like a 16-inch ET. When a small disk was put on, the mat was held instead of the record, which the turntable spun underneath. When let go, the mat quickly caught hold and spun with the turntable. This prevented any jarring of the record which might have knocked the needle out of the groove and also prevented 'wowing.' It has been several years since we worked with these mats, but at the time, it seemed to us that the only difficulty was that the hole in the center of the mat quickly stretched out of shape. However, this could be remedied with a metal re-enforcement. There should be no reason why these mats could not work equally well with 45 r.p.m. disks." Wey Simpson, KYAK, Yakima, Wash., also has a good suggestion for beating the "conversion delay." He writes, "This 45 rumpus is interesting to us and we have solved it for the moment by installing a regular home variety 45 player and wiring it into our regular system. It works well, and we'll add another soon. Actually, fidelity is about the same."

are giving considerable attention to this new area," writes, Bill Marr, WJAX, Jacksonville. . . . Bill Laws, KLX, Oakland, Calif., advises, "I don't like to feature blues but the requests keep coming in for them. . . . Bill Race, KCRA, Sacramento, writes, "Big trend toward r.&b. here. . . . Ed Gonzalez, WCMB, Harrisburg, Pa., has increased his r.&b. show one hour. . . . Don Sherman, WLYN, Lynn, Mass., re-

YESTERYEAR'S TOPS—

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

SEPTEMBER 30, 1944:

1. Swinging on a Star
2. I'll Walk Alone
3. You Always Hurt the One You Love
4. It Had to Be You
5. Is You Is, or Is You Ain't?
6. Till Then
7. It Could Happen to You
8. Amor
9. Hot Time in the Town of Berlin
10. I'll Get By
10. G.I. Jive

OCTOBER 1, 1949:

1. You're Breaking My Heart
2. Someday (You'll Want Me to Want You)
3. Room Full of Roses
4. Lucky Old Sun
5. Some Enchanted Evening
6. Maybe It's Because
7. Jealous Heart
8. Let's Take an Old-Fashioned Walk
9. Hucklebuck
10. (Where Are You) Now That I Need You?

Gimmick

WRAD, Radford, Va., is now doing a double job of promoting with the organization of an Eddie Fisher Fan Club in their primary area. The club, according to Milton Blackstone, Fisher's manager, is the first started by a radio station and is the largest single Fisher Fan Club in the country. Recently, WRAD had a birthday party for Fisher, renting and filling a large city auditorium for the occasion. Emcee Bob Bradford gave away disks that Fisher had autographed plus hundreds of autographed pictures. Local merchants furnished enough giant cakes to feed the crowd, plus all the other refreshments. Gimmicks included a contest to pick the girl who could most nearly pass as Fisher's sister, pantomimes of Fisher records and guessing games. The club has chosen officers who work closely with the station. The live audience response to the party and the ensuing mail and phone pulls have been tremendous, they tell us. Requests are also coming in from other area stations on how to inaugurate a fan club of their own.

SEND US YOUR THEME LIST . . . HOW MANY TIMES USED WEEKLY?

Surface Noises

R&B: "The Rhythm and Blues kick currently noted around the country among teen-agers and record fans is very prevalent here in Jacksonville, Fla. Record shops in this area, as well as radio stations,

ports, "I've found it necessary to start including a few of the less offensive r.&b. records on my pop shows. The teenage crowd seems to know nothing else. Yesterday I played 'Abba Dabba Honeymoon' which was No. 1 with the kids four or five years ago and asked a representative group of teen-agers in the studio for an opinion. Altho it was new to most of them, they just didn't dig it. But they love 'Sh-Boom'." . . . Fred Swanson, too, of WHAY, New Britain, Conn., has added a mambo-r.&b. portion to his evening show.

Don Bethel, WSLB, Ogdensburg, N. Y., is happy about our forthcoming list of theme records. He writes, "We change ours every three months, and new themes are tough to find. Should help a lot to know what's being used elsewhere." . . . Jim Spotts, WBPZ, Lock Haven, Pa., says, "Three Cheers to The Billboard for the editorial in the September 4 issue regarding the statement made by Miss Kilgallen in reference to country and western music. Thanks a lot for something we all would have liked to say to her."

BRUCE RECORDS

Announces its GREAT NEW FALL LINE

the HARP-TONES
"WHY SHOULD I LOVE YOU"
b/w FOREVER MINE

"TEA FOR TWO MAMBO"
#110

SHYTANS
"SAVOY MAMBO"
#106

The Great . . .
DON GARDNER with
The Sonotones
"I'LL WALK ALONE"

and their NEW 2,000 Pop Series with
MIA SAKI singing
"I COVER THE WATERFRONT"
and 'DEED I DO #2001

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TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

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Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

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Folk Talent and Tunes

By BILL SACHS

2160 Patterson, Cincinnati 22

PEE WEE KING ON WLW-T FOR BREWERY . . .

Pee Wee King and his western band have been pacted by WLW-T, Cincinnati, for a half-hour seg each Friday night, beginning this week (1), with the Wiedeman Brewing Company, Newport, Ky., picking up the tab. It will be a semi-country presentation, with guest acts backing up the King unit each week. For the bow Friday (1), the Wiedeman people are planning a Hollywood-type premiere to be preceded by a cocktail session and dinner for the press, radio and TV contingent. Ella Long, of WLS, Chicago, and Patti Page are slated to come in for the King opener.

FOWLER SINGERS FOR ROAD SWING . . .

The Original Wally Fowler Gospel and Spiritual All-Night Singing Concert is set for an October 7 appearance at Masonic Temple Auditorium, Detroit, with Fowler's Oak Ridge Quartet, of WSM, Nashville; the Chuck Wagon Gang, Columbia records, of Fort Worth, and Stuart Hamblen, of Hollywood, participating. This will mark the Fowler unit's first appearance in that territory. The same groups will appear together at the Armory, Akron, October 8; the Memorial Field House, Huntington, W. Va.,

October 9; Emery Auditorium, Cincinnati, October 10, and Cadle Tabernacle, Indianapolis, October 11.

ABC ADDS MORE 'OZARK JUBILEE' . . .

The ABC radio network, now airing a Saturday night half-hour of "The Ozark Jubilee" from Springfield, Mo., will add another 30-minute segment of the c.&w. feature via a delayed broadcast to be aired each Tuesday, 10:30-11 p.m., EST, beginning October 5. Star of the present Saturday night net portion is Red Foley. However, on the Tuesday-aired show, emcee duties will rotate among the other "Jubilee" headliners. Doing the chore on the October 5 broadcast will be RCA Victor's Porter Wagoner.

WLS LAUNCHES NEW 2-HR., 5-DAY SEG . . .

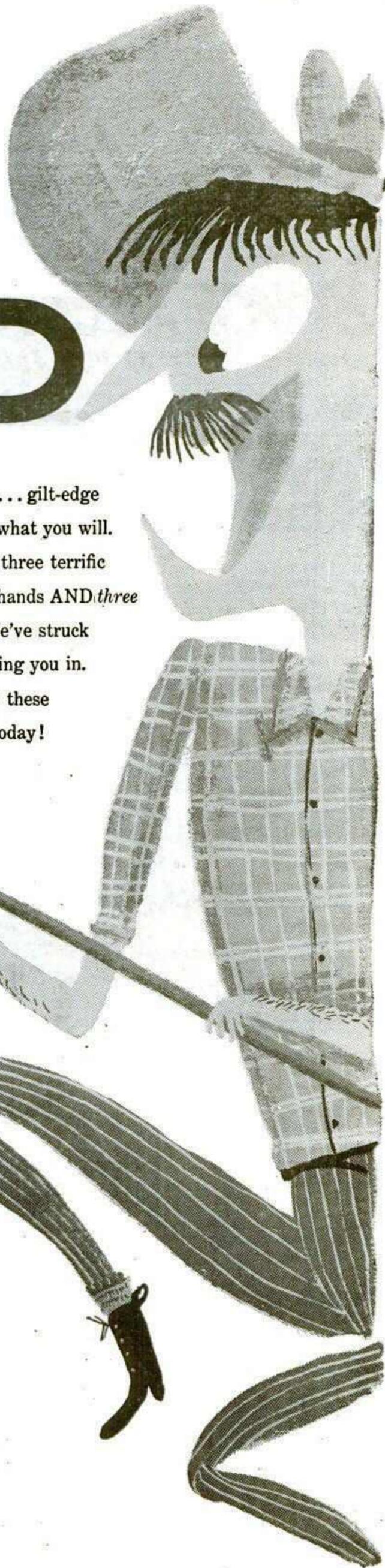
WLS is augmenting its live talent programming with a new two-hour show featuring Captain Stubby and the Buccaneers, Lulu Belle and Scotty and the Beaver Valley Sweethearts, backed by a four-piece instrumental group. Homer and Jethro, Lola Dee, Grace Wilson and other WLS talent guest on the program from time to time. Jack Holden will emcee the show, which goes on the air 2 p.m., Monday (27). It will be a regular Monday (Continued on page 41)

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GOLD



"... money in the bank... gilt-edge securities"... call them what you will. Truth to tell, we've got three terrific "X" Record hits on our hands AND *three more* coming up fast. We've struck pay dirt—and we're cutting you in. Stake out your claim to these money-making records today!



ON TOP...

ST. LOUIS BLUES MAMBO

Beloved, Be True 78 rpm X-0042 45 rpm 4X-0042

RICHARD MALTBY ORCHESTRA

MOOD INDIGO

Petty's Little Polka 78 rpm X-0040 45 rpm 4X-0040

NORMAN PETTY TRIO

DON'T DROP IT

Truck Driving Man 78 rpm X-0010 45 rpm 4X-0010

TERRY FELL

ON THE WAY UP...

TEACH ME TONIGHT

Oop-Shoop 78 rpm X-0051 45 rpm 4X-0051

HELEN GRAYCO

IN A LITTLE SPANISH TOWN

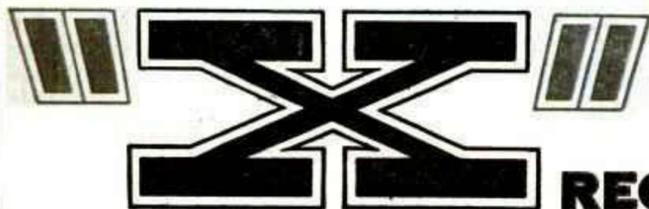
It Was Nice Knowing You 78 rpm X-0055 45 rpm 4X-0055

RUSS CARLYLE AND HIS ORCHESTRA

DEVIL LIPS

That's What a Heart Is For 78 rpm X-0043 45 rpm 4X-0043

PEARL EDDY



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RECORDS MARK THE HITS!

The Billboard Music Popularity Charts **POPULAR RECORDS**

• Review Spotlight on . . .

RECORDS

PATTI PAGE

The Mama Doll Song (Lear, ASCAP)
I Cant' Tell a Waltz From a Tango (Harman, ASCAP)
—Mercury 70458—Patti could have a big one here with this sweet, nostalgic ditty about a doll that said "Mama." It's in the vein of "Doggie" and it could sell thru the holidays. Flip is another fine tune, featuring a wonderful vocal by the thrush. Strong wax.

KITTY KALLEN

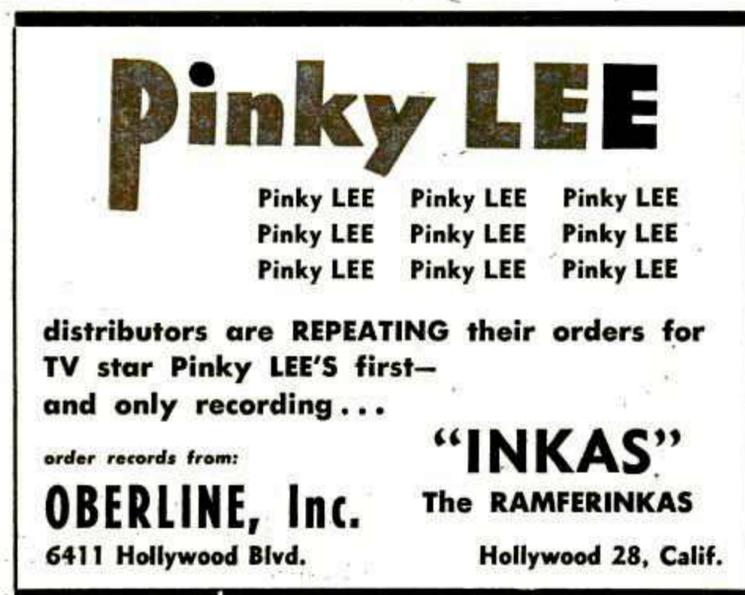
I Want You All to Myself (Shapiro-Bernstein, ASCAP)
—Decca 29268—Kitty Kallen should stay right on top with this warm performance of a fine new ballad, sung in the style that put her over on "Little Things" and "Chapel." And the ork backing is excellent. Flip is a novelty, "Don't Let the Kiddy Geddin" (Sherwin, ASCAP).



BMI Check List
OF *New* RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
ALWAYS YOU (Lowell) BETTY MADIGAN (MGM)	79 (Good)	Sleeper of the Week	Excellent
BELIEVE ME (Moonlight) THE ARISTOCRATS (Essex) BROTHER LEE ROY ORCH. (Epic)	73 (Good) 73 (Good)	Disk of the Week C+ (Good)	Good
CARING (Weiss & Barry) THE COACHMEN ("X") THE FOUR JOKERS (MGM)	71 (Good) 73 (Good)	B (Very Good) C+ (Good)	Good
DO ME GOOD, BABY (Meridian) THE CREW CUTS (Mercury)	Spotlight	Disk of the Week	Very Good
I'M A FOOL FOR YOU (Sheldon) BOB MANNING (Capitol)	73 (Good)	Best Bet	Very Good
LOVE, MY LOVE (Jay & Cee) RAY ALLEN TRIO (King)	73 (Good)	B (Very Good)	
MAMA DON'T CRY AT MY WEDDING (Acuff-Rose) JONI JAMES (MGM)	Best Buy	Disk of the Week	Best Bet
ONE MORE TIME (Hill & Range) DEAN MARTIN (Capitol)	Spotlight	Disk of the Week	
OOP-SHOOP (Flair) THE CREW CUTS (Mercury) HELEN GRAYCO ("X") SHIRLEY GUNTER (Flair) KAY BROWN (Crown)	Best Buy 70 (Good) R & B Best Buy 70 (Good)	Disk of the Week C+ (Good) Best Bet	Best Bet Excellent
THE THINGS I DIDN'T DO (Hill & Range) PERRY COMO (Victor)	80 (Excellent)	Disk of the Week	Very Good
TRY AGAIN (Bradshaw) DEAN MARTIN (Capitol) VERA LYNN (London)	78 (Good) 79 (Good)	Disk of the Week Disk of the Week	
UNO (Peer) TONY MARTIN (Victor)	Spotlight	Sleeper of the Week	Excellent
WHEN (Johnstone-Monte) AL MARTINO (Capitol)	73 (Good)	B (Very Good)	
WHEN I STOP LOVING YOU (Trans Music) FRANK SINATRA (Capitol)	77 (Good)	Disk of the Week	Best Bet
YOU MAKE ME HAPPY (Rumbalero) THE DODGERS (Aladdin)	R & B Spotlight	Award of the Week	
ZIPPITY ZUM (Progressive) THE CHORDS (Cap)	R & B Spotlight	Award of the Week	Excellent

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• Reviews of New Pop Records

FOUR ACES

It's a Woman's World . . . 88
DECCA 29269—A Billboard "Spotlight" 9-25-'54. (Robbins, ASCAP)
The Cuckoo Bird
In the Pickle Tree . . . 74
A cute novelty, the lyrics frankly state that "This is a silly song." The boys chant it neatly. Side could do well as kidisk. (Halsey, ASCAP)

STAN FREBERG

Sh-Boom . . . 86
CAPITOL 2929—A Billboard "Spotlight" 9-25-'54. (Hill & Range, BMD)
Wide Screen Mama Blues . . . 78
Freberg has an original here, a parody on a slow blues, that will hand listeners plenty of belly laughs. This, too, should do okay. (Maytime, BMI)

THE MAGUIRE SISTERS

Muskkrat Rumble . . . 86
CORAL 61258—A Billboard "Spotlight" 9-25-'54. (Geo. Simon, ASCAP)
Not As a Stranger . . . 79
Ballad with a shuffle beat is sung gracefully by the gals. A real pretty job that should steer plenty of attention its way. It's not the same as the other tune of the same title. (Northern, ASCAP)

EDDIE FISHER

Count Your Blessings . . . 85
V 5871 — A Billboard "Spotlight" 9-25-'54. (Berlin, ASCAP)
Fanny . . . 79
This tune is from the forthcoming musical "Fanny." Fisher sings it well but it is not too well suited for him. (Chappell, ASCAP)

ARTHUR GODFREY

Count Your Blessings . . . 79
COLUMBIA 40321—The old Redhead comes thru with a very listenable reading of the moralizing ballad from the flick "White Christmas." The competition is powerful, yet this one could get jock and juke action, too. Good job by Godfrey. (Irving Berlin, ASCAP)
Lazy Bones . . . 76
Godfrey returns to his normal novelty style here, handling the Mercer-Carmichael ditty neatly, tho in rather old-fashioned manner. Platter could have used more excitement, but it will grab some spins. (Southern, ASCAP)

THE THREE SUNS

The Touch . . . 79
V 5874—A listenable piece of mood material is handed a warm reading here in the Three Suns' best instrumental style. It has a chance for spins and plays and it should interest their many followers. (Duchess, BMI)
Southern Star . . . 78
The Three Suns come thru with another fine performance, this time on a cheery Latin-American tune. The boys get a fine sound and they play the ditty in spritely fashion. (Filmart)

PERCY FAITH ORK

The Bandit . . . 78
COLUMBIA 40323—Wild theme from the Mexican flick "O Cangaceiro" is played with a lot of fire and excitement by the Faith crew on this instrumental record. The rhythm is infectious and the beat is solid. This has possibilities. (Leeds ASCAP)
Rainfall . . . 78
Pulsating effort receives a forthright performance from the stylish Faith ork with a hot harpsichord taking the lead throat. This rhythmic side is also a good one and could get action. Two fine juke sides. (Regent, BMI)

LOUIS ARMSTRONG

Muskkrat Rumble . . . 78
DECCA 29280—The Armstrong trumpet and hoarse piping fit the ever-green beautifully. Satchmo fans will want this badly, and many others will also take to it. Should win lots of plays and sales. (Geo. Simon, ASCAP)
Somebody You'll Be Sorry . . . 75
Tune is an Armstrong original and he plays and sings the ballad handily.

The Commanders ork backs him here. (In'l, ASCAP)

DICK CONTINO

Yours . . . 78
MERCURY 70455 — The beautiful standard receives a fine performance from Contino over a lovely arrangement by the chorus and ork. This excellent record should get a steady share of jock spins, especially on late night shows, and if pushed enough could grab loot and sales. (Marks, BMI)
Ooh! Mambo . . . 72
Cute mambo tune is sung and played neatly by Contino, with support from a chorus and ork. Jocks on the mambo kick may spin. (Raphael, ASCAP)

BETTY JOHNSON

I Want Eddie Fisher
for Christmas . . . 77
NEW DISC 10013—With this kind of material the thrush should get plenty of deejay attention. The tune's okay, the lyrics clever. But the commercial appeal still lies in the Fisher name. With enough attention this disk has a chance. Watch it. (Joy, ASCAP)
Show Me . . . 65
Miss Johnson continues to impress, but she's better on ballads. Ditty, country-ish, is a cute item. In all, the disk should get air play. (Trinity, BMI)

TOMMY EDWARDS

You Walk By . . . 76
M-G-M 11821—A tender vocal treatment on the great old standard of the early forties. Should get many spins.
I Have That Kind of Heart . . . 75
Edwards warbles a lovely ballad with gentle smoothness.

ART LUND-JOHNNY LONG ORK

Give, Give, Give . . . 76
CORAL 61256 — Cute and bouncy, this romantic trifle is sung with considerable charm by Lund. The tune is retentive and the rhythm captivating. Slicing could attract welcome action. (Redd Evans, ASCAP)
Who's the Guy With
the Mink Bow Tie . . . 70
Novelty about a cool character is handled well by the chanter. (Payton, ASCAP)

AL LOMBARDY ORK

In a Little Spanish Town . . . 76
DOT 15227 — The venerable oldie, now undergoing revival, is tooted by Lombardy on his clarinet, while the ork contributes rhythmic Latin support. An interesting side with juke potential.
Flying Home . . . 70
Jitterbugs will like this danceable treatment of the opus. It swings merrily.

THE MARINERS

Jambo . . . 76
COLUMBIA 4-40318 — A lilting novelty from the Universal-International movie "West of Zanzibar." The Mariners warble with spirit. Disk should get its share of plays, and, of course, the usual radio-TV plugs on the Godfrey shows. (Leeds, ASCAP)
They'll Forget About You . . . 74
An old-fashioned vocal arrangement of a melodic ballad. (Roxbury, ASCAP)

DUKE ELLINGTON ORK

Smile . . . 75
CAPITOL 2930—Pretty version of the Chaplin tune that's now starting to make noise, with Duke featured on piano and other soloists getting a chance, too. The ork plays it with sparkle and this disk could grab spins and some of the coins. (Bourne, ASCAP)
If I Give My Heart to You . . . 75
Cover record of the current pop hit by the Duke is a good one, and there is a good chance that the ork's many fans will want it. Duke gets in a lot of piano work and the arrangement is in the modern vein. (Miller, ASCAP)

(Continued on page 39)



THE MIDNIGHTERS
ANNIE HAD A BABY
SHE'S THE ONE
FEDERAL 12195

THE CHARMS
HEARTS OF STONE
WHO KNOWS
DE LUXE 6062

RAY ALLEN TRIO
WHY SHOULD I LOVE YOU
LOVE, MY LOVE
KING 1383

LUKE McDANIEL
MONEY BAG WOMAN
HURTS ME SO
KING 1380

BILL DOGGETT
HIGH HEELS
SWEET SLUMBER
KING 4732



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plus
2 GREAT SIDES
plus
2 GREAT SONGS
plus
"O" GIMMICKS
equal
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SMASH HIT RECORD
JERRY
MARTIN'S

original
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PINKY HERMAN
Associate: Ben Maitlin

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IT WAS NICE KNOWING YOU
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"78" X-0055 "45" 4X-0055

I'M NOT ASHAMED TO CRY
WALK DOWN THE AISLE
Vince Carson
"78" X-0056 "45" 4X-0056

LET ME REMEMBER
AM I WASTING MY TIME
ON YOU
Juliette
"78" X-0057 "45" 4X-0057

ALEXANDER'S RAGTIME BAND
BY THE SEA BY THE SEA
Ben Light
"78" X-0058 "45" 4X-0058

THE "REAR WINDOW" THEME
THE HEATHER ON THE HILL
Eddie Manson
"78" X-0059 "45" 4X-0059

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DEVIL LIPS
THAT'S WHAT A HEART IS FOR
Pearl Eddy
"78" X-0043 "45" 4X-0043

"X" RECORDS MARK THE HITS!
A Product of Radio Corporation of America

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 38

THE FOUR GUYS OF THE MODERNAIRES Half-Hearted Kisses...75 CORAL 61252—Bright rhythm tune in sung with a lilt by the four guys of the Modernaires. They sell it well and it has a chance for spins and some juke loot. (Lantern, ASCAP) Mine...74 The Gershwin favorite is sold strongly by the boys over a snappy beat. This side, too, could pull sock spins. (New World, ASCAP)

MARIO LANZA Drink, Drink, Drink...75 V 4220—Single selection from the abel's click "Student Prince" sound track album has been kicking up a fuss in the Midwest via repeated deejay spinning. Could be that it would repeat elsewhere if it gets the same amount and type of plugging. (Harms, ASCAP) Golden Days Summertime in Heidelberg...72 Lanza tackles a pair of Romberg melodies from the same film and album. Result is typical Lanza vocal histrionics. His fans will go for it. (Harms, ASCAP)

TINY HILL Someday You'll Be Sorry...74 MERCURY 70448-X45—The veteran band leader warbles the Louis Armstrong ditty in sprightly, humorous fashion. Good juke box fodder. (International, ASCAP) I Get the Blues...74 Another fine standard gets an okay vocal treatment by Hill. (Forster, ASCAP)

LEO DIAMOND Waterfall...74 V 5852—Lots of water running over the falls on this one. The gurgling intro fades into a lovely and lush instrumental featuring the harmonica and full ork. Good for plenty of spins and could get sales action, too. (Hill & Range, BMI) Little One You're Too Much...70 The "Off Shore" man comes thru here with some unusual harmonica sounds on a neat bounce item. He gets slick backing from a full ork. Disk deserves plenty of air play. (Lero, ASCAP)

DELTA RHYTHM BOYS Mood Indigo...74 DECCA 29273—The Duke Ellington standard sounds better than ever with a haunting vocal treatment and effective ork backing. Should get juke spins. (Gotham, ASCAP) Have a Hope, Have a Wish, Have a Prayer...69 The veteran vocal group warbles nicely on a pleasant ditty with a good title. (Joy, ASCAP)

THE CHORDETIES Mr. Sandman...73 CADENCE 1247—Believe it or not the rhythm beat is supplied by Archie Bleyer slapping his knees! The gals turn in one of their first-rate readings here on a fine oldie. Should get action. (E. H. Morris, ASCAP) I Don't Wanna See You Cryin'...71 The gals turn in a slick reading of a neat piece of material done with a heavy beat. After a slow opening chorus the gals get spoons backing in an up-tempo second chorus. Ops should make good use of this one. (Mayfair, ASCAP)

MICKI MARLO Show Me...73 CAPITOL 2932—Mickey Marlo asks for proof of loving intentions in a good rendition of the brisk and rhythmic opus. Could do some juke business. (Trinity, BMI) Every Road Must Have a Turning...71 There's an attractive spiritual and blues turn to this effort, delivered in smooth style by the thrush. (Valando, ASCAP)

ROSALIND FAIGE When the Saints Come Marching In...72 NEW DISC 10011—The canary sings out on the standard with the metallic assurance and rich vitality of Kay Starr. Good juke box material. (Leeds, ASCAP) Nobody's Sweetheart Now...71 Same comment.

LOUIS JORDAN Wake Up Jacob...71 DECCA 29263 — A catchy novelty wrapped up in Jordan's usual bright vocal style. Should get spins. (Leeds, ASCAP) It's True...70 Jordan warbles a pretty ballad with smoothness and an unusually quiet kind of charm. These were made before Jordan joined Aladdin. (Amer. Academy, ASCAP)

BOB SANTA MARIA Atonia...71 M-G-M 11822—The warbler sells the Italian-styled ballad with some feeling, singing the tune in both English and Italian. Okay performance. Be Fair With Me Now...70 Another fair performance by Maria, this time on a rhythmic ballad.

JACKIE FARIS Crazy Heart...71 CORAL 61251—Paris turns in a slick vocal, as usual, on a verse-chorus item with a lilt and a cute idea. Should get plenty of spins. (Folkways) Preach, Brother, Preach...69 The ork, Paris and vocal group all deliver a fine reading of a piece of unusual rhythm material. It moves all the way, but the combination of a revival-type lyric with some tongue-in-cheek usage of old saws make it a bit confusing. (Vim, ASCAP)

O. B. MASSINGILL ORK Smile...70 EPIC 9075 — Attractive arrangement of the upcoming tune by the Massingill crew featuring the Artie Malvin singers. Competition is too rough for this release, however, to get more than a small share of the coins. (Bourne, ASCAP) Whither Thou Goest...70 Same comment. (Hill & Range, BMI)

JOHNNY DESMOND Brooklyn Bridge...70 CORAL 61255—Desmond warbles a pretty ballad with warmth and feeling. Frank Sinatra featured a different tune by the same title in an M-G-M musical a few years ago. (Leon Rene, ASCAP) Here I Go Walkin' Down the Road...70 A catchy rhythmic treatment of a pop-spiritual with Desmond and an un-billed group contributing okay vocal jobs. (Folkways, BMI)

CONNIE RUSSELL Hoping...70 CAPITOL 2923—Miss Russell delivers a smooth and warm reading of an attractive new ballad. Good listening, this. (Joy, ASCAP) Closer, Closer, Closer...70 Here's a bounce item which gets another good reading from the thrush. (Shapiro-Bernstein, ASCAP)

MERV GRIFFIN Do You Remember Me?...70 COLUMBIA 4-40328—This tune has the same title as a standard, but it's a new song, with melody based on Drdla's "Souvenir." Griffin warbles sweetly and sincerely on the pretty ballad. (Ross Jugnickel, ASCAP) The Story of Tina...70 A pastoral-type ballad with a slow, pleasant vocal by Griffin. Jockeys should play. (Peter Maurice, ASCAP)

FRANK REARDON Drums...70 CORAL 61250—Dramatic opus about pounding drums and a memorable romance is sung in full voice, by Reardon, who's supported lavishly by ork and chorus. (Paxton, ASCAP) My Symphony...69 Another original scoring by the chanter is sung with tenderness and warmth. Moderate spin potential. (Mellin, ASCAP)

RUSH ADAMS It Was so Beautiful...70 M-G-M 11834—A nice vocal job by Adams and the Lindenaires on the Barris-Freed standard. Love Can Make an Earthquake...63 A bouncy novelty gets a fair performance.

BILL KRENZ How Come You Do Me Like You Do?...69 CORAL 61248—Krenz pounds away at the keyboard and comes up with a fist full of notes on a semi-hokey reading of the oldie which could draw coin in the juke boxes. (Mills, ASCAP) Ramblin' Rag...69 More of the same here on another oldie. (Mills, ASCAP)

KATHRYN KING I Want a Puppy (In My Stocking for Christmas)...69 PREVUE 1111—An appealing little Christmas ditty nicely sung by Kathryn King. The label is backing it with lots of promotion, but unless they can teach old deejays new scheduling tricks, chances are they won't get many spins until late November. (Dray, BMI) Little Merrie Christmas...69 Same comment. (Dray, BMI)

ART WANER They Didn't Believe Me...69 M-G-M 11824—A pleasant instrumental treatment of a melodic standard with competent piano work by Manhattan's Latin Quarter band leader Waner. While a Cigarette Was Burning...69 Same comment.

JOYCE TAYLOR Your Mind, Your Lips, Your Heart...69 MERCURY 70461 — Joyce Taylor lends her fresh, clear vocal quality to a pleasant ballad. (Brandom, ASCAP) No Happiness for Me...69 Same comment. (Bregman, Vocco & Conn, ASCAP)

VERNA LEEDS Sidetracked...69 ORIGINAL 505—Country-ish ballad is chirped prettily by Verna Leeds. Should get spins, if pushed with the energy it deserves. (BMI) Don't Tease Me Now...68 Gal won't take no for an answer, and her plea for loving attention is delivered warmly enough for anyone. A listenable side. (Mills, ASCAP) TOMMY LEONETTI That's What You Made Me...69 CAPITOL 2931—Okay ballad gets a

nice reading from the chanter. The guy sings well. (Shapiro-Bernstein, ASCAP) I Love My Mama...68 Leonetti does okay, but the schmaltzy material in a Latin-American tempo is tough to get across on a pop disk. (Starlight, ASCAP)

JACKIE MILES I'm a Rollin'...69 CORAL 61249—The comic talks a Western scenario about how Gene Autry takes all dangers in stride, singing his way out of trouble. Miles fans will chuckle merrily. (World, ASCAP) Honeysuckle Rose...66 Jackie Miles warbles a slightly cool version of the ditty. Another one for his fans. (Joy, ASCAP)

VERNA LEEDS Me Revere...69 JUBILEE 5159—The beautiful evergreen is given a Latin backing, with Verna Leeds awarding the lyrics bouncy treatment. Good wax. (Robbins, ASCAP) Come Back...64 Thrush pleads for a return of her lover in warm style. A good performance of fair material. (Ferrer, BMI)

LA PLAYA SEXTET Johnny Guitar...67 MARDI-GRAS 1002 — An attractive instrumental version of the tune which had a measure of popularity in the pop field not long ago. Jamaquino...66 The ensemble again achieves a clean, modern sound with a powerful rhythm base. (Young, ASCAP)

HACK SWAIN Wabash Blues...65 ARTISTS 1430 — Swain plays both piano and organ on an up tempo reading of the oldie which should make fine fare for the skating rinks buyers and might get deejay attention. The reading moves. (Feist, ASCAP) Hindustan...65 Similar results here from another Swain run-thru of a second fine old standard. (Forrester, ASCAP)

MITZI MASON I Don't Want Your Pity...65 M-G-M 11823 — Label's new thrush does a routine job on a ballad with a c.w. flavor. Don't Drop It...65 Okay vocal by the thrush on a new tune—not the same as the current country hit.

REPUBLIC OF KOREA ARMY BAND You Can't Win a War Without the Infantry...65 PYRAMID 4000—The official infantry song of the Republic of Korea—and that's legitimate—has an infectious march rhythm and a good beat. However, aside from a few courtesy deejay spins, its main appeal sales-wise will be to veterans of the Korean war and their families. The disk features the march sung in English on one side and in Korean on the other. (U.S. Music, BMI)

ADRINI BROTHERS ENSEMBLE Anybody's Tune...65 SELECT 48—A jazzy little instrumental with some flashy piano work by Al Lamm. Might go in jukeboxes. Write Me...65 Harold Parr warbles nicely on a pleasant ballad.

EDDIE ROECKER If You're Speaking of Heaven, Say "Ireland"...64 ARCADE 132—A rich vocal treatment of an Irish ditty, with lyrics praising Erin with traditional modesty. (Myers, ASCAP) Stories of Ireland...64 Same comment. (Myers, ASCAP)

ALAN RAY ORK I'm On the Loose Again...62 GUILD 1833 — An attractive, airy tune with a good-humored lyric and a

Number of Releases This Week

Table with 4 columns: Label, Pop, C&W, R&B. Rows include ARCADE, ARTISTS, BONITA'S, CADENCE, CAPITOL, CHANCE, CHECKER, CHESS, COLUMBIA, CORAL, DECCA, DOT, DUKE, EPIC, EXCELLO, GUILD, IMPERIAL, JUBILEE, KING, MARDI GRAS, MERCURY, M-G-M, NEW DISC, ORIGINAL, PREVUE, PYRAMID, RADIANT, RCA VICTOR, SELECT, SPECIALTY, UNITED, VEE JAY, and a TOTAL row.

solid beat. The soloist, Billy Deverox, has a pleasant voice and an easy-going style. (Sycamore, BMI) Lost in a Dream...58 Ray's ork turns here to a slow, sentimental tune, blending this time with a female vocal chorus called the Silloettes. The draggy tempo and pretentious arrangement add up to a dull disk. (Sycamore, BMI)

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The Wondering Boy

According to The Billboard's September 18 issue

• This Week's Best Buys

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

YOU'RE NOT MINE ANYMORE (Cedarwood, BMI) — **Webb Pierce** — Decca 29252

Pierce is still the champ in his division. First week reports on his most recent release indicate that wherever it has been received, sales have immediately been in the strong category. Both sides are seeing considerable action and it does not seem likely that it will be long before one or both sides appear on the national charts. Atlanta, Nashville, Richmond and Durham were among the first cities to return enthusiastic sales reports. A previous Billboard "Spotlight" pick.

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

THE NEW GREEN LIGHT (Brazos, BMI)—Hank Thompson—Capitol 2920

Thompson is one of the chart "regulars" and the sales history of his latest release is following a familiar pattern. Not only in Southern areas in which he is traditionally strong (Atlanta, Richmond, Dallas, Nashville and Durham), but also in St. Louis, Chicago, Western Pennsylvania, Upstate New York and New England, this disk is shaping up as a big seller. A slight amount of action, particularly on the West Coast, on the flip "A Lonely Heart Knows" (Tubb, BMI). A previous Billboard "Spotlight" pick.

• C & W Territorial Best Sellers

For survey week ending September 22

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. I Don't Hurt Anymore, H. Snow, V.
2. Hep Cat Baby, E. Arnold, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. River of No Return Tennessee Ernie, Cap.
5. One By One, K. Wells & R. Foley, Dec.
6. Courtin' in the Rain, T. T. Tyler, FS

Charlotte

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Even Tho, W. Pierce, Dec.
4. Watcha Gonna Do Now? T. Collins, Cap.
5. This Is the Thanks I Get E. Arnold, V.
6. This Ole House, S. Hamblen, V.
7. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
8. Never, M. & W. Tuttle, Cap.
9. Honey I Need You, Johnnie & Jack, V.

Cincinnati

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. Watcha Gonna Do Now? T. Collins, Cap.
4. Place for Girls Like You F. Young, Cap.
5. Hep Cat Baby, E. Arnold, V.

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. This Ole House, S. Hamblen, V.
3. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
4. One By One, K. Wells & R. Foley, Dec.
5. Oceans of Tears, S. James, Cap.
6. This Ole House, Statesmen, V.
7. This Is the Thanks I Get E. Arnold, V.
8. River of No Return Tennessee Ernie, Cap.

Houston

1. If You Don't Someone Else Will Jimmy & Johnny, Chs.
2. I Don't Hurt Anymore, H. Snow, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Watcha Gonna Do Now? T. Collins, Cap.
5. Even Tho, W. Pierce, Dec.
6. This Is the Thanks I Get E. Arnold, V.
7. Everyday, W. Pierce, Dec.
8. I Really Don't Want to Know E. Arnold, V.
9. You Oughta Know, J. Heap, Cap.

Knoxville

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. This Is the Thanks I Get E. Arnold, V.

• Folk Talent and Tunes

Continued from page 36

day-thru-Friday feature. Tentatively called "WLS Barn Dance Matinee," the real name for the program is to be supplied by the listeners, with a prize awarded to the winner.

ARNOLD ENTERPRISES GRANTED A CHARTER . . .

Eddy Arnold Enterprises, Inc., Brentwood, Tenn., has been granted a charter of incorporation by the secretary of state. The firm will "produce films, transcriptions and recordings for television, radio and related operations." The firm was incorporated at an initial capital of \$10,000, with 1,000 shares of no par value capital stock. The incorporators are R. E. Arnold, William F. Carpenter and A. Anderson.

Hank Williams Day

MONTGOMERY, Ala., Sept. 25.—Two action-packed days, Monday and Tuesday (20-21), marked the observance of Hank Williams' Memorial Day here this week, with more than 200 country and western disk jockeys and performers registering for the event with the local Chamber of Commerce. The two local dailies gave the affair reams of front-page stories and photos both days.

Alcazar Temple of the Shrine, sponsor of the two-day event, mapped an ambitious program and ran it off in good style. A combined crowd of some 2,800, who paid \$1 each, attended the three dances held Monday night at Fort Dixie Bibb Graves Armory, the Alcazar Shrine Temple and City Auditorium, with the various artists doubling between the three spots.

Late Monday afternoon, a group of performers entertained some 200 GI's at the Maxwell Air Force Base hospital with a 30-minute impromptu show. This was followed by a huge free show to some 8,500 people at Normandale, recently opened shopping center, where special honors were given Hank Williams' mother, Mrs. W. W. Stone; his sister, Mrs. Irene Smith, and his widow, Audrey. On the occasion a life-sized portrait of the late c.&w. troubadour was presented to his mother.

On Tuesday morning, delegates journeyed to Oakwood Annex Cemetery to place a wreath on Williams' grave. Highlight of the two-day event was the mammoth parade, largest in Montgomery's history, held Tuesday afternoon. With virtually all of the visiting jockeys and artists participating, bolstered by all the school and college bands in the territory plus a contingent of horsemen and horsewomen from the area, the parade took an hour to pass a given point. Governor-Elect Big Jim Folsom, Gov. Gordon Persons, local civic officials, members of the Alcazar Shrine, and local police and firemen also participated. Life magazine photographers from Dallas were on deck to film the event, which was witnessed by an estimated 60,000 people.

Climaxing the two-day ceremonies was the headliner show held Tuesday night at Cramton Bowl, with an estimated crowd of 8,500 paying \$1.50 per head to witness the proceedings. Tennessee Gov. Frank Clement was principal speaker for the occasion. Prior to the show, Audrey Williams; her daughter, Lyrencia, and son, Hank Jr., unveiled a huge marble monument to Williams, which will be placed on his grave.

Among c.&w. artists present for the occasion, and who participated in the various programs, included Hank Snow, Ernie Tubb, Roy Acuff; Jimmie Davis, former governor of Louisiana; Pee Wee King, Audrey Williams, Jim Reeves, R. D. Hendon, Carl Stuart, Eddie Noack, the Chelette Sisters, Boots Woodall, Mrs. Jimmie Rogers, Texas Bill Strength, Ferlin Huskey, Tex Peace, Smitty Smith, Minnie Pearl, Jack Cardwell, Fred Kirby, Bill Dudley, Kenny Lee, Curley Williams, Jimmy Harris, Shorty Sullivan, Lloyd McCullough Jim (Continued on page 42)

• Best Sellers in Stores

For survey week ending September 22

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow	1	19
My Arabian Baby—V 20-5698—BMI		
2. ONE BY ONE—K. Wells-R. Foley	2	20
I'm a Stranger in My Home—Dec 29065—BMI		
3. EVEN THO—W. Pierce	3	18
Sparkling Brown Eyes—Dec 29107—BMI		
4. THIS IS THE THANKS I GET—E. Arnold	4	5
Hep Cat Baby—V 20-5805—BMI		
5. THIS OLE HOUSE—S. Hamblen	7	7
When My Lord Picks Up the Phone—V 20-5739—BMI		
6. LOOKING BACK TO SEE—J. Tubb-G. Hill	8	14
I Miss You So—Dec 29145—BMI		
7. WATCHA GONNA DO NOW?—T. Collins	10	2
You're for Me—Cap 2891—BMI		
8. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny	15	2
I'm Beginning to Remember—Chess 4859—BMI		
9. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers	5	17
Even Tho—Dec 29107—BMI		
10. RIVER OF NO RETURN—Tennessee Ernie Ford	9	6
Give Me Your Word—Cap 2810—BMI		
10. HEP CAT BABY—E. Arnold	10	7
This Is the Thanks I Get—V 20-5805—BMI		
12. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	6	11
Honey I Need You—V 20-5775—BMI		
13. SLOWLY—W. Pierce	10	35
You Just Can't Be True—Dec 28991—BMI		
14. ROSE MARIE—S. Whitman	14	23
We Stood at the Altar—Imperial 8236—ASCAP		
15. PLACE FOR GIRLS LIKE YOU—F. Young	—	2
In the Chapel in the Moonlight—Cap 2859—BMI		

• Most Played in Juke Boxes

For survey week ending September 22

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among operators throught the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow	1	18
V 20-5698—BMI		
2. ONE BY ONE—K. Wells-R. Foley	2	17
Dec 29065—BMI		
3. EVEN THO—W. Pierce	3	17
Dec 29107—BMI		
4. LOOKING BACK TO SEE—J. Tubb-G. Hill	5	11
Dec 29145—BMI		
5. THIS IS THE THANKS I GET—E. Arnold	—	1
V 20-5805—BMI		
6. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	4	8
V 20-5775—BMI		
7. COURTIN' IN THE RAIN—T. T. Tyler	6	5
Four Star 1660—BMI		
8. DON'T DROP IT—T. Fell	10	7
LBX 0010—BMI		
9. GO, BOY, GO—C. Smith	—	1
Col 21266—BMI		
10. YOU CAN'T HAVE MY LOVE—W. Jackson & B. Gray	—	1
Dec 29140—BMI		
10. ROSE MARIE—S. Whitman	7	21
Imperial 8236—ASCAP		

• Most Played by Jockeys

For survey week ending September 22

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow	1	17
V 20-5698—BMI		
2. ONE BY ONE—K. Wells-R. Foley	3	17
Dec 29065—BMI		
3. EVEN THO—W. Pierce	2	18
Dec 29107—BMI		
4. THIS OLE HOUSE—S. Hamblen	8	5
V 20-5739—BMI		
5. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack	4	12
V 20-5775—BMI		
6. WATCHA GONNA DO NOW?—T. Collins	7	5
Cap 2891—BMI		
7. COURTIN' IN THE RAIN—T. T. Tyler	5	12
Four Star 1660—BMI		
8. THIS IS THE THANKS I GET—E. Arnold	6	6
V 20-5805—BMI		
8. GO, BOY, GO—C. Smith	9	7
Col 21266—BMI		
10. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny	—	1
Chess 4859—BMI		
11. YOU CAN'T HAVE MY LOVE—W. Jackson & B. Gray	9	14
Dec 29140—BMI		
12. LOOKING BACK TO SEE—J. Tubb-G. Hill	—	11
Dec 29145—BMI		
13. OUT BEHIND THE BARN—J. Dickens	13	6
Col 21247—BMI		
14. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers	15	15
Dec 29107—BMI		
15. LOOKING BACK TO SEE—Maxine & J. E. Brown	12	13
Fabor 107—BMI		

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Folk Talent and Tunes

Continued from page 41

Wilson, Johnnie and Jack, Luckie Joe Almond, Ted Kirby, Curtis Gordon, Jack Turner, and a host of others. Most of the above-mentioned were accompanied by their supporting bands. In addition to country and western disk jockeys, a number of record company and publisher reps were also on hand. While the crowd at the Tuesday night show didn't measure up to earlier predictions, L. C. Henley, chairman of the two-day affair for Alcazar Shrine Temple, said the Shriners are contemplating making the Hank Williams Days an annual affair.

Around the Horn

A. M. (Pappy) Covington, head of KWKH's Artist Service Bureau, Shreveport, La., reports that Slim Whitman has signed a two-year contact with the station's "Louisiana Hayride," while Jim Reeves has renewed his pact for another year. . . . Slim Bryant, of KDKA, Pittsburgh, reports that he and his Wildcats (Lobby, Kenny, Jerry and Al) have just concluded the biggest nine months they have ever put in. "The country club set in Pittsburgh is really going for our barn dances," typewrites Slim. "Have played them all several times, and adding new ones right along. Played to more than 700 people at Churchill Valley Country Club September 18, the largest crowd the club has ever housed. Same was true at the Highland Country Club two weeks prior. Carl Cotner, of the Gene Autry show, phoned me when he planned thru here recently to meet Gene in the East. He said they had many dates in Canada this year, but only a half dozen in the States. Paul Westmoreland, writer of the hill-billy hit, "Detour," stopped in to say hello this week." . . . Rockin' Rudy Hanson, recently returned from a USO Camp Shows tour abroad, has joined the c.&w. staff at WLW, Cincinnati. . . . Steel guitarist Jimmy Cross has left WLS's "National Barn Dance" to answer Uncle Sam's call. . . . Preliminary to a possible entry into network video, an hour and a half of the two-and-a-half-hour "Ozark Jubilee" is now being telecast by KYTV, Springfield, Mo. The 60,000-watter is well received in wide areas in Missouri, Kansas, Arkansas and Oklahoma. . . . Texas Bill Strength, who recently transferred from WEAS, Atlanta, to KWEM, Memphis, is doing a three-hour deejay stint daily plus a 15-minute live show. On September 17, Bill played Sleepy-Eyed John's Eagles Nest, with Webb Pierce and the Wilburn Brothers. Last Saturday (25) he did a "Youth for Christ" charity show with Roy Rogers,

Dale Evans and the Sons of the Pioneers.

George C. Biggar, formerly director of the WLS "National Barn Dance" for five years, and later at WLW, Cincinnati, is now part owner and manager of WLBK, community station at DeKalb, Ill. . . . Rocky Rauch and His Western Serenaders now have a daily noon-time show on KEPO, El Paso, Tex., sponsored by the Mitchell Brewing Company, that city. In the meantime, they continue with their four-day-a-week TV show on KROD-TV, beginning at 5:30 p.m. At night they pick and sing at the Red Barn in El Paso. Line-up includes, besides, Rauch, Smokey Coats, Bobbie Frazier, Dave Lemke and Pee Wee Griffen. . . . Wade Ray has just completed two weeks of engagements in the El Paso, Tex., sector. . . . Roy Terry and His Pioneer Playboys are reported pulling good crowds at Spud and Bud's in Amarillo, Tex. . . . Dean Armstrong and the Arizona Dance Hands continue to hold sway at Tucson Gardens, Tucson, Ariz., each Saturday night. . . . Bob Nash, co-writer of "Pull Down the Blinds," is doubling between his musicmaking and his job at the A.E.C. H-bomb plant near Portsmouth, O. . . . Kenny Lee, RCA Victor artist, is back in Atlanta after a fortnight's tour of the Ohio and Tennessee territory promoting his new wax, "Holding Hands." . . . Jim Denny, of Cedarwood Publishing Company, Inc., Nashville, has accepted for placement six c.&w. ditties written by Cecil Lee, of KWFT-KWFT-TV, Wichita Falls, Tex. . . . The Jim Beck Studio, where Don Law has been doing a string of Columbia sessions recently, is located in Dallas, not Houston as recently reported. . . . Elton Britt is now holding forth at WBZ, Boston. At WAEB, Allentown, Pa., the western music bill is filled by Curley Gibson, who spins a daily disk show of country records and a live Saturday show with his Sunshine Playboys. . . . Faron Young appeared on the "Big D Jamboree" in Dallas September 18. . . . Dub Dickerson has added an additional two weeks to his current tour. He will arrive in Nashville from Florida October 14, and on the 16th will make a guest appearance with "Grand Ole Opry." On October 17 he begins a string of personal thru Kansas, Missouri and Illinois, and is due back at the WFAA shindig in Dallas November 7.

With the Jockeys

Ace Ball guestarred recently on Maunay George's "Ridgerunner" (Continued on page 46)

Reviews of New C & W Records

- RED FOLEY-ANDREWS SISTERS**
She'll Never Know . . . 84
DECCA 29222—A Billboard "Spotlight" 9-25-'54. (Rio Grande, BMI)
Bury Me Beneath the Willow . . . 80
Mr. Foley and the girls take the old folk item and sell it to a fare thee well for a strong piece of material which could get plenty of pop action, too. (Music City, BMI)
- RITA ROBBINS**
The Hook . . . 77
V 5856—The label's new country singer tackles a piece of slick pop material and comes up with a smart reading which should please in both the pop and country fields. Good wax here. (Sheldon, BMI)
If You Don't Somebody Else Will . . . 71
The thrush delivers a good vocal effort on fine country material kicked off originally on the Chess label. Should get action. (Acuff-Rose, BMI)
- LOUIE INNIS**
Hearts of Stone . . . 76
KING 1392—Quick and fine cover on the strong rhythm and blues tune. Innis could grab some fast action with this one. It's fine material. (Regent, BMI)
There's a Red Hot Fire in the Old Locomotive . . . 71
Innis sells the rhythm material smartly. Ops could make good use of the disk. (Hill & Range, BMI)
Cry, Fool, Cry . . . 76
M-G-M 11831—The country chanter sings this pretty tune with a lot of emotion as he tells of his broken heart. Side could get spins with exposure.
Stop, You're Breaking My Heart . . . 72
Pleasant rendition by Denney on a slight new novelty item.
- BOB WILLS**
St. Louis Blues . . . 75
M-G-M 11832—Wills vocal and the talking bits make this version of the blues (different lyric) a disk which jocks will like. Ops, too, could grab coin with it. Good chatter stuff. I've Got a
New Road Under My Wheels . . . 73
Chanter Lee Ross delivers a smooth reading of a nice piece of rhythm material. The Wills sides and the ork's style all add to the interest. Jocks will like it. Fine sides for Western fans.
- TOMMY SOSEBEE**
If I Give My Heart to You . . . 75
CORAL 64183—Slick country coverage here of the pop click ditty. Should get plenty of action for Sosebee. (Miller, ASCAP)
Don't Count Me Out . . . 71
An attractive tho somewhat routine country ballad gets a good reading. (Harpetts, BMI)
- RITA ROBBINS**
Whither Thou Goest . . . 73
V 5855—A most attractive new ballad is handsomely done by the thrush. Could kick off as a commercial click if it gets enough play. (Hill & Range, BMI)
Take a Look at That Moon . . . 69
The label's newest country thrush gets off a neat reading of an attractive new c.&w. ballad. (Old Charter, BMI)
- DAVE DENNEY**
JOHNNY HORTON
No True Love . . . 73
MERCURY 70462—A pleasant vocal job on a fast-paced weeper. (Melody Trails, BMI)
There'll Never Be Another Mary . . . 70
Another weeper, with a slower pace than the flip. (Acuff-Rose, BMI)
- MERRILL MOORE**
Ten, Ten A.M. . . . 71
CAPITOL 2924—Listenable rhythm ditty, a slick piano and Moore's reading all add up to an attractive waxing which jocks and ops should put to use. (Vanguard, BMI)
Doggie House Boogie . . . 69
Good rhythm reading which ops with country locations could use to good advantage. (Brazos, BMI)
- BETTY AMOS**
I Will for You . . . 71
MERCURY 70456—Jocks may question this, but ops could grab coin with it. The gal turns in a nice performance. (Acuff-Rose, BMI)
The Girl That Went Wrong . . . 67
Miss Amos delivers a meaningful reading of a country weeper. It's a sad tale, alright. Jocks should spin it. (Melody Trails, BMI)
- WILLIS BROTHERS**
Lonesome Polecat . . . 69
CORAL 64184—Ditty from the film "Seven Brides for Seven Brothers" is handed its first country reading via this etching. Good it is, too. Jocks will like it. (Robbins, ASCAP)
Who Put Tobacco . . . 68
Material is a little unusual and might not get the air play, but ops could make good use of it. (Regent, BMI)
- JACK TOOMBS**
My Imagination . . . 69
EXCELLO 2041—The chanter sings this doleful weeper with feeling and it deserves some spins. (Speed, BMI)
Foolish Jealousy . . . 65
Toombs turns in a so-so reading of new ditty that is in the vein of many Hank Williams tunes. (Excello, BMI)
- BILLY GRAY**
Farther on Down the Road . . . 68
DECCA 29271—Here's a bouncy ditty done with spirit by country chanter Gray and a jazzy ork. Ops could use it. (Brazos Valley, BMI)
We Just Don't See Things Alike . . . 65
Okay ballad reading by Gray on a pleasant new item. (Texoma, ASCAP)

- EARNEY VANDAGRIFF**
Wishing . . . 67
SPECIALTY 718—Vandagriff pours out his unhappiness over his unrequited love. A routine presentation. (Venice, BMI)
Hush Money . . . 65
Vandagriff teams up with Joyce Lawrence on this side. The beat is fast and swiny. (Venice, BMI)

Edmundos Ros to Defy British MU On Vidpix Issue

LONDON, Sept. 25.—The complete ban the British Musicians' Union placed on any telerecording by members for TV films being made here for American showing is about to be broken by Latin-American leader Edmundo Ros. Ros said this week that he and his band have been signed by the Danziger Brothers to appear in one of their series of short TV films being made at M-G-M studios here. The news came as a double shock for only a few months ago the MU prevented several leaders taking up contracts for similar TV film work. The announcement caught the MU on the wrong foot, but it is expected to try and ban Ros' venture by threatening to bar union members from playing under his baton.

Jay-Dee Prepares LP, EP's in Move Into Pkg. Records

NEW YORK, Sept. 25.—Jay-Dee Records, Joe Davis' indie label, is moving into the packaged record field. The firm now has six LP's in the works and over a dozen EP's in production. These include an album by Joe (Fingers) Carr, one by Ferrante and Teicher, another with Joe Biviano and a Dixieland jazz combo set. The albums will be ready in another month. In addition to the album sets, Jay-Dee is releasing a new single record, of "Daddy's Little Girl" with Jimmy Saunders and the Phil Ellis Choir. The record is being promoted via TV film strips being sent to TV stations thruout the country, in addition to regular jock copies.

Capitol Launching New 'Skokiaan' Hop

NEW YORK, Sept. 25.—The Ray Anthony ork, which made something of a craze out of the "Bunny Hop" about a year ago, has come up with a new one, the "Skokiaan Dance." The dance itself was dreamed up by dance instructor, Dottie Ryan of Dallas. She demonstrated it on TV and it created enough attention for Anthony and Capitol Records to launch a national campaign over it. The diskery is sending Miss Ryan out on a 10-city tour to demonstrate the dance. She will appear on TV shows in Dallas, Cincinnati, Chicago, Detroit, Cleveland, Philadelphia, Washington, Baltimore, Newark and New York starting next week. There will also be printed instruction sheets made up on the dance.

GRAY SWINGS A MEAN GOLF PLUG

HOLLYWOOD, Sept. 25.—Dick Gray of Frank Loesser's Frank Music Company, doesn't miss a trick when it comes to promoting one of his firm's tunes. There's a line in the Frank publisher's "All I Want Is All There Is and Then Some" ditty that goes . . . "Golf with Mr. Eisenhower, for my caddy, Tyrone Power." Well Gray managed to swing a mean club when he arranged to have Tyrone Power bring a set of golf clubs to the President at last week's recent political address in the Hollywood Bowl.

Reviews of New Jazz Records

- ERROLL GARNER TRIO**
Misty . . . 77
MERCURY 70442—Erroll Garner, with help from unobtrusive rhythm, shapes a dreamy opus that should be enjoyed by many. Side could move some to pop buyers who like pleasant background music. (Octave, BMI)
Exactly Like You . . . 76
The piano work in this imaginative reading of the evergreen will intrigue Garner fans. Real relaxed listening this. (Shapiro-Bernstein, ASCAP)
- WOODY HERMAN**
Muskrat Rumble . . . 76
CAPITOL 2942—This old tune, currently seeing quite a revival in the pop field, gives Herman and his Herd a fine opportunity to ride. They have a beat that swings and builds excitingly as they go along. The arrangement is fresh and appealing.
Woodchopper's Mambo . . . 74
Herman has taken one of the most popular items from his book and garnished it with a Latin beat. Woody himself riffs brilliantly here and his boys play along with him, getting especially good co-operation from his driving rhythm section.
- JOHNNY HODGES ORK**
Skokian . . . 74
NORGRAN 124—The African tune which is currently sweeping the pop charts in three different versions gets an imaginative jazz treatment here. There is a fine solo by Hodges on alto and solid work on drums by Louis Bellson. The group builds to an exciting climax. Hodges does very well in the big city boxes and will share some of the loot on this tune. (Shapiro-Bernstein, ASCAP)
Sweet as Bear Meat . . . 71
A playful composition of Hodges that has an old-fashioned sound but whose rhythmic drive and carefully worked out color contrasts make for pleasant listening (and dancing) nevertheless. (Wemar, BMI)
- BILL JENNINGS QUARTET**
What's New? . . . 74
KING 4735—The Jennings crew tackles a jazz standard with good results here. Jennings is featured on guitar, and he makes it sing, helped quietly by the other members of the group. Mighty pretty wax.
Soft Winds . . . 74
Another jazz hit from the early 1940's is projected brightly here by the Jennings combo. Two good sides.
- BENNY GREEN**
Rhumblues . . . 71
DECCA 29226—The Benny Green Quintet turns in some listenable jazz here on this rhumba blues effort with Green featured on tram. (Modern Age, BMI)
I May Be Wrong . . . 71
The standard is performed with authority here by the Green combo, with the leader again getting in some trombone solos. Cool wax. (Advanced, ASCAP)
- GEORGE SHEARING**
Lullaby of Birdland . . . 71
M-G-M 11833—The Shearing-written theme for the famous jazz bistro now has a lyric. This version of the lyric, with the Ray Charles singers, doesn't quite match the previously released cutting. It'll get jazz play tho.
Love Is Here to Stay . . . 70
Typical Shearing reading of a standard ballad. This will please his fans. It's the groove of a dozen others like it previously issued.
- HERBERT GANT**
Twenty After Three . . . 55
DRAMA 101—Rather esoteric material is handled neatly here by Erica Lund who talks and sings of the passage of time. Behind her the Gant ensemble, composed only of lower register instruments, backs her deeply. Strictly for dilettantes. (Citation, BMI)
Eccentricity . . . 45
On this side the deep register combo turns in a rather prosaic performance of a slight riff effort. (Citation, BMI)

Reviews of New Spiritual Records

- THE PILGRIM TRAVELERS**
It Is No Secret . . . 84
SPECIALTY 872—A first-rate reading of the Stuart Hamblin classic by the Travelers. It is sung with feeling and sincerity and should please their many fans. Fine wax here. (Duchess, BMI)
Look Down That Lonesome Road . . . 82
Same comment. (Paramount, ASCAP) (Continued on page 45)

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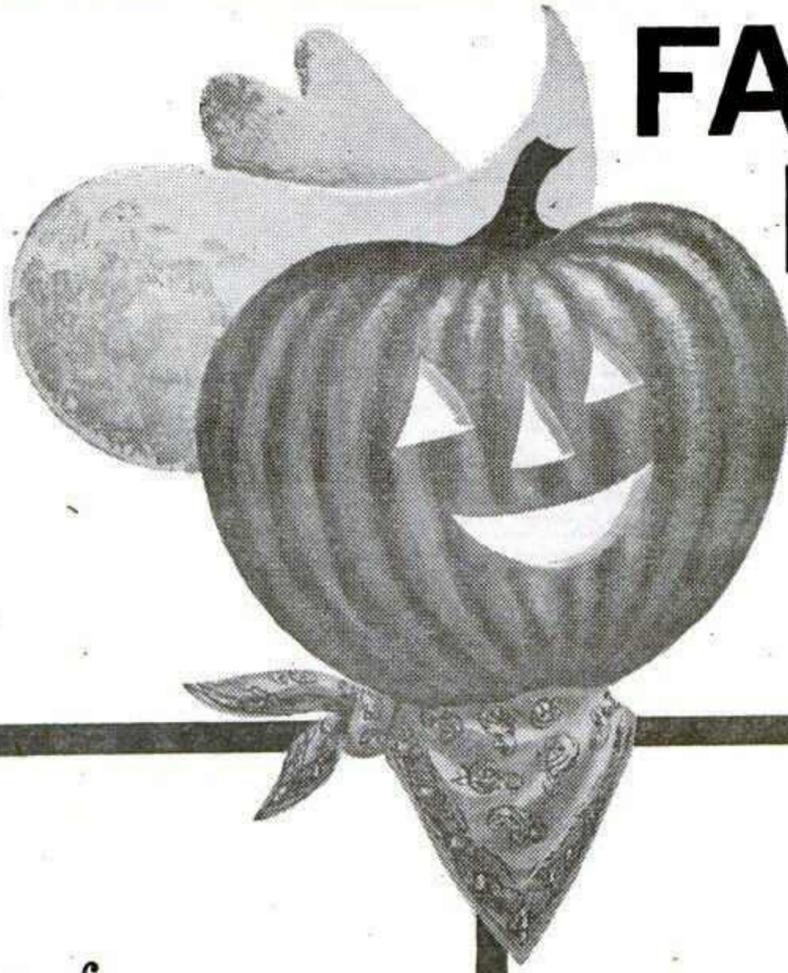
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending September 22

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Chart	Weeks on
1. ANNIE HAD A BABY—Midnighters	1	5	5
2. WHAT A DREAM—R. Brown	2	9	9
3. HURTS ME TO MY HEART—F. Adams	3	7	7
4. HONEY LOVE—C. McPhatter	4	16	16
5. SEXY WAYS—Midnighters	5	13	13
6. EBB TIDE—R. Hamilton	8	4	4
7. SHAKE, RATTLE AND ROLL—J. Turner	6	22	22
8. WORK WITH ME ANNIE—Midnighters	7	24	24
9. TICK, TOCK—Marvin & Johnny	10	3	3
10. I'VE GOT MY EYES ON YOU—Clovers	9	3	3

Most Played in Juke Boxes

For survey week ending September 22

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Chart	Weeks on
1. WHAT A DREAM—Ruth Brown	1	6	6
2. HONEY LOVE—Drifters	2	15	15
3. ANNIE HAD A BABY—Midnighters	5	2	2
4. HURTS ME TO MY HEART—F. Adams	8	4	4
5. WORK WITH ME ANNIE—Midnighters	3	20	20
6. SEXY WAYS—Midnighters	4	11	11
7. SH-BOOM—Chords	9	13	13
8. SHAKE, RATTLE AND ROLL—J. Turner	6	21	21
9. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers	6	6	6
10. YOU BETTER WATCH YOURSELF—Little Walter	—	2	2

Rhythm and Blues Notes

By BOB ROLONTZ

For the first time in many months there appears to be a slowing down of new groups into the r.&b. field via records. Not that the diskeries have stopped taking on new quartets and quintets, but the firms appear to be much more intent on keeping their top-selling groups up there than merely adding new ones. The fact that the charts this week, for instance, only show four groups: The Midnighters, Chords, Drifters and

(Continued on page 46)

Reviews of New R & B Records

JOHNNY ACE
Never Let Me Go85
DUKE 132—A Billboard "Spotlight" 9-18-'54.
Burley Cutie.....80
A rocking instrumental that features a groovy tenor sax and a strong rhythm section. While the flip side is stronger, this strengthens its juke box appeal.

MARVIN & JOHNNY
Flip83
SPECIALTY 530—A Billboard "Spotlight" 9-25-'54. (Venice, BMI)
Day In, Day Out....82
A Billboard "Spotlight" 9-25-'54 (Venice, BMI)

THE SPANIELS
Let's Make Up83
VEE JAY 116—The Spaniels could have another hit with this strong new waxing. The boys sing the slow-tempo ballad with feeling, over a solid backing by the ork. This listenable effort could turn into a real coin-grabber. Watch it. (Conrad, BMI)
Play It Cool....77
The boys pull a real switch here and sing this tune in spiritual style, with one of the boys acting as preacher and the rest singing the part of the congregation. Interesting, but the flip has a better chance. (Conrad, BMI)

ELLA JOHNSON
Well Do It81
MERCURY 70459—Ella Johnson, on her first single release for the label, comes thru with a sock reading of an infectious new ditty, over solid backing by the ork. It's a first-rate cutting and it has a chance for the big time. (Brent, BMI)
It Used to Hurt Me....78
Another fine vocal by the thrush, also on a jump ballad, and again over solid backing. Material is good, but the flip is a bit more powerful. Good single debut by the thrush. (Tamasa, BMI)

THE PELICANS
Ain't Gonna Do It80
IMPERIAL 5307—Here's a strong hunk of wax for the juke boxes. The boys sing this rhythmic effort with a solid beat, over listenable backing by

(Continued on page 46)

This Week's Best Buys

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

WELL ALL RIGHT (Progressive, BMI)—Joe Turner—Atlantic 1040
A powerhouse in this field, Turner is showing true to form. With only a few exceptions, all key markets of the country returned exceptionally enthusiastic sales reports on this newly released disk. Best early reports came from Boston, Philadelphia, New York, Buffalo, Detroit, Nashville, Richmond, Atlanta and St. Louis. Flip is "Married Woman" (Progressive, BMI). A previous Billboard "Spotlight" pick.

NEVER LET ME GO (Lion, BMI)—Johnny Ace—Duke 132
Another artist who appears to be maintaining his high batting average, Ace in two weeks time has established his latest release as a strong seller in Philadelphia, Upstate New York, Atlanta, Nashville, Durham, Dallas, St. Louis, Richmond, Detroit and Chicago. Flip is "Burley Cutie" (Lion, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

RUTH BROWN

Mambo Baby (M. & M., BMI)
Somebody Touched Me (Progressive, BMI) — Atlantic 1044—Ruth Brown, now riding high with "What a Dream," has what could be a two-sided hit here. Top side is a sparkling mambo, with an engaging beat and a solid vocal by the thrush. Flip is a bright rhythm tune with another strong vocal. Real coin-grabbers, these.

THE DRIFTERS

Someday You'll Want Me to Want You (Duchess, BMI)
Bip Bam (Progressive, BMI) — Atlantic 1043 — Clyde McPhatter and the Drifters, whose "Honey Love" is still a big seller, have come thru with another potent cutting. "Someday" is the standard, sung effectively by Clyde over good help from the boys, and the flip is a lively novelty effort. Both have a chance for the big-time, sales-wise and box-wise.

R & B Territorial Best Sellers

For survey week ending September 22

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Honey Love, Drifters, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Evil Is Going On, H. Wolf, Chs.
- Sexy Ways, Midnighters, Fed.
- Please Don't Freeze, R. Brown, Atl.
- Shake, Rattle and Roll, J. Turner, Atl.
- Ebb Tide, R. Hamilton, Epi.
- Your Cash Ain't Nothin' But Trash Clovers, Atl.

Balti.-Wash.

- What a Dream, R. Brown, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Hurts Me to My Heart, F. Adams, Her.
- Sexy Ways, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Work With Me Annie, Midnighters, Fed.
- Ebb Tide, R. Hamilton, Epi.
- Tick Tock, Marvin & Johnny, Mod.

Charlotte

- Annie Had a Baby, Midnighters, Fed.
- What a Dream, R. Brown, Atl.
- Tick Tock, Marvin & Johnny, Mod.
- Hurts Me to My Heart, F. Adams, Her.
- Sexy Ways, Midnighters, Fed.
- I've Got My Eyes On You, Clovers, Atl.
- Honey Love, Drifters, Atl.
- Work With Me Annie, Midnighters, Fed.
- Shake, Rattle and Roll, J. Turner, Atl.
- Ebb Tide, R. Hamilton, Epi.

Chicago

- Honey Love, Drifters, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- What a Dream, R. Brown, Atl.
- Shake, Rattle and Roll, B. Haley, Dec.
- When the Lights Go Out J. Witherspoon, Che.

Cincinnati

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Ebb Tide, R. Hamilton, Epi.
- Shake, Rattle and Roll, J. Turner, Atl.
- Your Cash Ain't Nothin' But Trash Clovers, Atl.
- Tick Tock, Marvin & Johnny, Mod.

Detroit

- What a Dream, R. Brown, Atl.
- Hurts Me to My Heart, F. Adams, Her.
- Shake, Rattle and Roll, J. Turner, Atl.
- Annie Had a Baby, Midnighters, Fed.
- Honey Love, Drifters, Atl.
- Ebb Tide, R. Hamilton, Epi.
- I Understand Just How You Feel Four Tunes, Jub.
- You Better Watch Yourself Little Walter, Che.
- Sexy Ways, Midnighters, Fed.
- Work With Me Annie, Midnighters, Fed.

Los Angeles

- Oop Shoop, S. Gunter, Fla.
- Hurts Me to My Heart, F. Adams, Her.
- What a Dream, R. Brown, Atl.
- Earth Angel, Penguins, Dtn.
- Dream, D. Washington, Mer.

6. Buick 59, Medallions, Dtn.
7. Tick Tock, Marvin & Johnny, Mod.
8. Ebb Tide, R. Hamilton, Epi.
9. Bye, Bye, Dreamers, Fla.
10. Rock Around the Clock, B. Haley, Dec.

New Orleans

1. What a Dream, R. Brown, Atl.
2. Annie Had a Baby, Midnighters, Fed.
3. Hurts Me to My Heart, F. Adams, Her.
4. Shake, Rattle and Roll, J. Turner, Atl.
5. Honey Love, Drifters, Atl.
6. You Better Watch Yourself Little Walter, Che.

New York

1. What a Dream, R. Brown, Atl.
2. Honey Love, Drifters, Atl.
3. Annie Had a Baby, Midnighters, Fed.
4. Ebb Tide, R. Hamilton, Epi.
5. Work With Me Annie, Midnighters, Fed.
6. Hurts Me to My Heart, F. Adams, Her.
7. Sh-Boom, Chords, Cat
8. Hey, There, S. Davis Jr., Dec.
9. Sexy Ways, Midnighters, Fed.
10. Your Cash Ain't Nothin' But Trash Clovers, Atl.

Philadelphia

1. What a Dream, R. Brown, Atl.
2. Hurts Me to My Heart, F. Adams, Her.
3. Annie Had a Baby, Midnighters, Fed.
4. High Heels, B. Doggett, Kng.
5. Ebb Tide, R. Hamilton, Epi.
6. Smille, Nat (King) Cole, Cap.
7. Cherry Pie, Marvin & Johnny, Mod.

St. Louis

1. Annie Had a Baby, Midnighters, Fed.
2. I Don't Hurt Anymore D. Washington, Mer.
3. Hurts Me to My Heart, F. Adams, Her.
4. What a Dream, R. Brown, Atl.
5. Dream, D. Washington, Mer.
6. Ebb Tide, R. Hamilton, Epi.
7. Shake, Rattle and Roll, J. Turner, Atl.
8. When My Heart Beats Like a Hammer B. B. King, RPM
9. Four Years of Torment, M. Slim, Uni.
10. Baby You Thrill Me, A. Milburn, Ala.

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MAMBO BABY

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Ruth Brown

and her

Rhythmakers

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BURLESQUE BITS

By UNO

Gypsy Nina's return to the stage at the Empire, Newark, N. J., last week after several years absence was marked by the receipt of many bouquets, telegrams, letters and group visitations. All of which, as Gypsy enthusiastically expressed it, "gave me the thrill of my life." . . . Jerry Paulos, house singer at the Hudson, Union City, N. J., and Betty (Rosenzweig) Randall, who was captain of the chorus line at the Savoy, Asbury Park, N. J., the past summer, were married on September 7. The wedding reception was held after the church nuptials at the Tavern-on-the-Green, Central Park, New York. . . . Ann Downs, a first-time chorine in the front line at the Hudson, Union City, for Paul Morokoff, is the wife of Frederick Downs, legit actor now playing character leads on NBC-TV in the series tabbed "First Love." . . . Magician Harry Szerlip celebrated a birthday September

16 by inviting Martha Phillips, his assistant; Felice Ridgeway, of the Academy of Music, New York, and Joe Gilbert, former wrestler now a jewelry merchant, to a feast at Wolfie's eat palace in Brooklyn, the employees and owners of which featured the occasion with a huge birthday cake and a novel well-wishing card signed by the entire personnel. . . . Tana opened this week at the Chez Paree in Denver. Across the street at Tony Romulo's Algerian, LaComtesse has been held over for her fifth week sharing the spotlight with Paul Dana in a show emceed by Paul Motley. Backing up the talent is Chris Senakos. . . . Dottie Deane, wife of comic Bennie Moore, is the house straight woman at the Troc, Philadelphia. . . . Lynn O'Neill is back at the Village Nut Club, New York, indefinitely.

Sequin, spot-booked feature on the Hirst wheel, now attracting lots of attention for her novelty strip routines and songs reinforced by a portable mike under the careful and expert management of Ted Littleton, is the former Gerri Donelle, vocalist with orks, playing niteries and cocktail lounges. . . . Comic Herbie Barris, in the last few weeks, was the principal in two celebrations. The first was on August 14 when the stork delivered Michael Jeffery to the bedside of his wife, Terry Moore, in Atlantic City Hospital. The second was on his birthday, September 19. . . . Val Du Val and Nina DeBelle opened September 13 at the Wedge, Philadelphia. Buddy Ottenberg and Al Nirenberg, co-owners, have created a new idea in Philadelphia niteries by installing a preview night for exotic dancers. All aspiring dancers making their debut on this night will have future bookings. . . . Pal Brandeaux, producer and costume designer and maker, is turning out three different gown creations for V'innie Garrett, Rusty Marsh and Sequin.

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Moon Is Blue: (Hanna) Cleveland.
Mrs. Patterson: (Cass) Detroit.
My Three Angels: (Her Majesty's) Montreal.
Picnic: (Erlanger) Chicago.
Reeling Figure: (Walnut Street) Philadelphia.
St. Joan: (National) Washington.
Seven-Year Itch: (Geary) San Francisco.
South Pacific: (Forrest) Philadelphia.
Tender Trap: (Wilbur) Boston.
Time Out for Ginger: (Harris) Chicago.
Wonderful Town: (Shubert) Chicago.

Reviews of New Spiritual Records

Continued from page 42

MAHALIA JERUSALEM
Walking to Jerusalem 83
APOLLO 289—A Billboard "Spotlight" 9-25-'54. (Bess, BMI)
What Then 82
A Billboard "Spotlight" 9-25-'54. (Bess, BMI)

THE SOUL STIRRERS
Jesus, I'll Never Forget 81
SPECIALTY 868—A fine performance by the group on a powerful piece of material. One of their best records this year. Solid wax here.
Any Day Now 77
Same comment.

HAPPYLAND SINGERS
Alone and Motherless 78
SPECIALTY 870—This group, also known as "The Original Five Blind Boys of Alabama," make a fine showing here with this blues-styled material to guitar accompaniment. The lyric is full of pathos and the boys put great feeling into it.
Since I Met Jesus 77
The group, led by Clarence Fountain, shout out their joy in having found their Savior. Their enthusiasm is exhilarating and impressively sincere.

MARIE KNIGHT
Stop Now, It's Praying Time 76
DECCA 48326—An impressive performance of a top-notch spiritual. The fast, polished jazz background given by the Sam Price trio creates excitement. (Taps, BMI)
I'm Troubled 74
Another fast spiritual taken at break-neck speed. The warm voice and smooth style of Miss Knight are very listenable. (Vasti, BMI)

SOUTHERN WONDERS
I'll Fly Away 75
PEACOCK 1725—Fine sacred reading of a rhythmic and meaningful piece of material. (Lion, BMI)
How Much More Can I Bear? 75
Slow, deliberate beat on a lovely sacred opus makes for some fine listening. The group is fine. (Lion, BMI)

THE CINCINNATIANS
Lord Let Me Walk With Thee 75
BRUNSWICK 84032—Over a quiet, effectively harmonized background, the lead singer negotiates the soaring spiritual material with ease and emotional conviction. (Avant, BMI)
God's Gonna Ride on the Rainy Tide 73
This fast, rollicking material is based on the story of Noah and his ark and resembles other well-known spirituals on this theme. The boys hold to a solid, swiny tempo that cannot fail to please. (Avant, BMI)

PROF. ALEX BRADFORD
I Feel the Spirit 75
SPECIALTY 871—Vigorous hand-clapper is given an exciting performance by Bradford and his Choir. (Venice, BMI)
Right Now 71
A moving performance of the hymn-like spiritual. (Venice, BMI)

Reviews of New Latin American Records

JOE ROLAND QUINTET
I'm Getting Sentimental Over You 72
SEECO 4148—Good jazz-mambo disk of the oldie. Primary appeal would seem to be the jazz fans, tho it's danceable.
Lover's Mambo 72
More of the same here on an original instrumental item penned by the vibes-playing leader.

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HOCUS-POCUS

By BILL SACHS

JACK FLOSSO, who recently returned from a European jaunt, left New York September 20 for an extended swing thru the Far East for USO Camp Shows, Inc. . . . Elmer Eckam, Rochester, N. Y., magician and magic dealer, is slated to return to the States with his new English bride around mid-October. . . . Arnold Furst is now reported handling bookings for Lee Nobel, Ormond McGill and Mandrake the Magician. . . . Frank Wong, Chinese-American trixster of Los Angeles, has entered the Navy. . . . J. H. Trudel, of Lowell, Mass., who formerly trouped as Tyahama, the Escape King, is again actively engaged in the manufacturing end of the business. . . . Captain Rudy, another old-timer in the escape business, has just concluded another season at Pine Island Park, Manchester, N. H., where he operated the boat house and headed up the sign-painting department. He works schools, churches and clubs in the area during the cold months. . . . Ravel, pocket-picking magician, grabbed off nearly a full-page spread of pictures and copy in The Denver Post during his recent fortnight's stand at the Park Lane Hotel there. The publicity included nearly a dozen shots of Ravel showing how dips operate and what to do to avoid having your pockets picked. Ravel also made several radio and TV appearances during his Denver stand. . . . Bill Dodson, well known in Louisville magic circles, is mending from appendectomy which he underwent last week. His address is Box 199, Lynden, Ky. . . . Others on the sick list are Gene Hugard, 2634 East 19th Street, Brooklyn; Robert Hayes, RD No. 1, Frankfort, N. Y.; Jack Gillis, Veterans' Hospital, Butler, Pa.; William Sayers, Queens General Hospital, 82-68 164th Street, Jamaica 32, N. Y.; Jack Hand, 2147 East 28th Avenue, Vancouver, B. C.; Rev. Dana M. Pankey D. D., 2130 East Jefferson, Phoenix, Ariz.; James C. Rodgers, 4323 40th Street, Long Island, N. Y.; Harlan Tolman, Veterans' Hospital, White River Junction, Vt.; George Wright, 132 S. Lincoln, Salem, O.; James Reid, 101 Ferndale, Annerley, Australia, and Jack Zemel, 4358 Ross Crescent, Cypress Park, B. C.

magic routine and for many years assisted Zelda in the mental turn. He was forced to retire early in the summer, due to ill health. Miss Johnson took care of him during his illness. She is now seeking her present husband, Harold M. Laughon, who worked the act with her in recent years and now believed to be with a carnival. . . . Rob Nelson, ice-skating magician, is back at his home in Chicago after winding up a long string of bookings with hotel ice revues. He will soon return to the hotel icers, adding marionettes to his magic specialty. . . . Senator Crandall slated to sail for England in late October to fill a tour arranged by Goddleaf. . . . Along with a series of lectures, J. B. Bobo is busy working school assembly programs for the Sorensen Bureau out of Painesville, O. . . . Doc Mifflin, of Shamokin, Pa., has the boys guessing with a cute Coke-bottle nifty which he plucks from his pocket-book. Along with his magic, Mifflin continues to operate his wholesale novelty business. . . . Benice and Roy Mayer, of Troy, Ill., veteran of the school assembly field, are this season touring for the Antrim Bureau. V. V. Headland, Rock Island, Ill., magic enthusiast and newspaperman, is slowly on the mend after a long illness. Old friends are urged to drop him a line.

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THE FINAL CURTAIN

BENDIX—Dagmar, 85, well-known pianist, September 13 in Flaxville, Denmark. She was the widow of pianist-professor Victor Bendix, but was already known as concert artist prior to her marriage, appearing in London and Berlin, as well as in Scandinavia.

BURR—Mrs. Cecilia, 85, widow of Henry Burr, the singer, September 17 in Arlington Heights, Ill.

CHAPMAN—Charlotte Drum, 84, formerly associated with the Gooding Amusement Company for 25 years, September 20 in University Hospital, Columbus, O. Survived by her husband, John W. Chapman. Services September 24 in Coshocton, O., with burial in South Lawn Cemetery there.

CONOVER—Harry, 50, of the Conover and Suzy knife-tossing act. He succumbed to a heart attack in the ring during a performance at Cirque Medrano, Paris, September 4. Act to continue with son, Alex.

LYNN—Eva Angelina, 79, songwriter and mother of Blanch M. Henderson, past president of the Ladies' Auxiliary of the National Showman's Association, recently in Los Angeles. In addition to her daughter, she is survived by two sisters, Mrs. E. T. Miller, Santa Rosa, Calif., and Mrs. Grace M. Turner, Twenty-Nine Palms, Calif., and a brother, George W. Turner, Oakland, Calif. Burial in Forest Lawn Cemetery, Los Angeles.

MANNIX—Martin D., 51, news director on WIRY, Plattsburgh, N. Y., September 23 of a heart ailment.

MILES—Carlton, a playwright and theatrical press agent, September 18 in New York. For the past 18 years he had been associated with the Lakewood Summer Theater, Skowhegan, Me., and was preparing, at his death, to go to Boston as advance man for "Quadrille," upcoming Broadway production starring Alfred Lunt and Lynn Fontanne. His first play, "Mose," was published in 1913, followed by "The Fitting Lady," written with John Colton. For a time he studied theater in Europe and wrote for London papers. In collaboration with several authors he wrote "Nine Pine Street" and "Lady Gangster." In 1934 he was represented in New York by Portrait of Gilbert and "The Elders." He was also the author of "History of the Iron Range of Minnesota" and was a member of the Association of Theatrical Press Agents and Managers Union 18932, AFL.

ness she trouped with World of Mirrh, John H. Marks, Victory Exposition, Oklahoma Exposition, and other shows. Survived by her husband; her mother, Mrs. Hattie McCabe; three brothers and three sisters.

PREVOST—William, 66, former operator of a wild life exhibition on the West Coast, recently in Bay City, Mich. Survived by a son, Donald; a sister and a brother.

RIGSBEE—Everett L., 31, stock car racer, September 19 at a hospital in Jonesboro, Ark., of injuries sustained when his car overturned and burned at Lucky Star Race Track at nearby Nettleton. Surviving are his widow, three daughters, a brother and a sister.

ROSS—(Curly) David, 59, veteran theatrical booking agent, recently in Milwaukee of a heart attack. Operating originally in Chicago, he moved to Milwaukee, opening his agency there in 1939. Survived by his widow, Doris; a sister, Mrs. Lillian Richards, Los Angeles, and three brothers, Sol Roth, San Francisco; Michael Roth, Chicago, and Erving Roth, Los Angeles. Burial in Chicago.

SAIDA—Aiko, 44, Canadian-born Japanese opera singer, September 22 in Tokyo. She had been singing on the Japanese stage and radio for the last 13 years.

SKORCH—Benedict T. (Benny), 49, band leader and sideman, recently with the Jimmy Palmer band, September 15 in Woods, Wis. He led his bands mostly in the Milwaukee area, working night clubs. He was also a sax player in the Navy during World War II. Survived by his parents and a brother, Raymond. Burial in the Veterans Cemetery, Woods.

TAMBURINI—Alessandro, 55, concert pianist, September 23 at the Tyrrhenian Sea resort of Levanto.

TUCKER—Anthony, 35, ride foreman at Rendezvous Park, Winnipeg, September 16 in a Winnipeg hospital. (Details in Carnival section.)

WELLS—Myrtle June, 75, former concert pianist, September 19 in Detroit. She made concert appearances in Europe, and was at one time with the Detroit Symphony Orchestra. Survived by her husband, Daniel, and a son, Daniel L. Interment in Woodlawn Cemetery, Detroit.

IN REMEMBRANCE
Of Our Brother
Finlay Jackson Graves
Who passed away
September 15, 1948.
"Our hearts are filled with grief watching the falling stars."
Sisters and Brother
MYRTLE CARROLL
EVELYN ARCHER
HELEN JAMES
JOHNNIE GRAVES

IN MEMORY
Of My Beloved Husband
TAD MARTIN
Who passed away
September 11, 1953
MRS. (BROWNIE) TAD MARTIN

EIDNIRE—Arthur, 71, veteran circus billposter, recently in Chicago. During his more than 50 years in show business he trouped with Ringling, Hagenbeck-Wallace, Walter L. Main and other shows. At the time of his death he was working for a Chicago outdoor advertising company. Survived by his widow. Burial in Mount Greenwood Cemetery, Chicago.

GOUBAUD—Powers, 73, veteran radio commentator on Station WCAU, Philadelphia, September 17, in the John Bartram Hotel, Philadelphia. He had been with WCAU from 1921 until last December, when he retired because of ill health. As commentator, he was widely known in the Greater Philadelphia area as "Old Night Owl." Surviving are his widow and a son, Jackson.

GROSS—George F., 64, theater pianist and orchestra leader, September 20 in Reading, Pa. He joined one of the Lyman H. Howe theatrical companies in 1909, touring the nation's larger cities as a pianist. He was also pianist at the Hippodrome, New York, for some time. For the past 10 years he had been house manager at the Embassy Theater, Reading.

HUMPHREYS—Kaitia, 46, stage actress known in private life as Mrs. Joseph K. Burson, September 18 near Reading, Pa. She made her Broadway debut in "Everywhere I Roam" and recently completed a 10-week season in Houston's Alley Theater. Her last Broadway appearance was in "Let's Face It." Both she and her husband were killed in a mountain crash of their private plane.

JACKIE—William (Bill), 64, silent screen actor and talent agent, September 19 in San Francisco. He and his wife, Ruth Dwyer, stage and screen actress of the 1920's, conducted the Ruth Dwyer Agency, casting local people in thousands of parts in movies and TV films. Besides his widow, a son and a daughter survive.

JOHNSON—Andrew, 62, for many years an assistant to Judith Johnson, mentalist, September 9 in Miami of a heart attack. Burial in Bellows Falls, Vt.

KLAUBER—Edward, 67, former executive vice-president of CBS, September 23 in New York Hospital. Kentucky-born, he became a newspaperman and worked on papers in Louisville and New York. In 1930 he joined CBS. In 1937 he was made a director, and in 1942, chairman of the executive committee. From 1943 to 1945 he served as associate director, with Elmer Davis, of the Office of War Information. In 1948 he took a major role in efforts which led to the adoption of the NAB's broadcasting code known as "Standards of Practice for American Broadcasters." His widow, Doris, survives.

THANKS
For the kind and thoughtful remembrances in this hour of grief, over the loss of my husband
HUGH R. MOSHER
Lillie Mosher

MARRIAGES

CAMPBELL-BRADFORD—William Cammock Campbell, non-pro, and Jean Bradford, Huntington, W. Va., television actress, September 18 in Southport, Conn.

CHUN-WON—John C. J. Chun, engineer on Station KOMB-TV, Honolulu, and Lorane Won, TV editor on the same station, recently in Honolulu.

GRAUER-KAHANE—Ben Grauer, NBC announcer, commentator and special events reporter, and Melanie Kahane, non-pro, September 25 in New York.

LAWRENCE-CLOPTON—Frank C. Lawrence, film editor on Station KOMB-TV, Honolulu, and Ann Botely Clifton, non-pro, recently in that city.

Folk Talent and Tunes

Continued from page 42

Round-Up" over KENM, Portales, N. M., with 20 minutes of playing and singing. Ball recently joined the ranks of benedicts. . . Clay Eager, who twirls 'em at WLOK, Lima, O., scribbles that he'll soon be co-owner in an AM radio operation featuring country music. Clay has been rejoined by his buddy, Buddy Rader, just out of the Marine Corps. . . "Cuzzin" Bill Hamby, of Nashville, formerly with WKRM, Columbia, Tenn.; WTJS, Jackson, Tenn., and WTPR, Paris, Tenn., has replaced Davie Jacobs as c.&w. platter man at WONE, Dayton, O. Bass-fiddler Hamby also has his own combo and records on the Speed label. . . Nathan Street and Corky Hoover, of WKSR, Pulaski, Tenn., put on their Tennessee Valley Playhouse Record Show at the Giles County Fair held there recently, while Johnny Wilson and His Rocky Mountain Boys held forth alive on the midway of the same fair at a special Saturday afternoon shindig. . . Wild Bill Price, of WCOJ, Coatsville, Pa., took his Happy Valley Gang to West Grove, Pa., Sunday (26), where they appeared on the same program with Jean Shepard and Hawkshaw Hawkins. . . Fall weather and back-to-school time seem to be contributing factors in stimulating greater interest in country and western shows in his neck of the woods, typewrites Lynn McDowell, of WBIP, Booneville, Miss. . . Fred Chapman is back on the job at WBAX, Scranton, Pa., after a two-week pleasure and vacation jaunt to California. . . Sleepy-Head Cliff ran three hours of his regular shows from the Stearns County Fair, Sauk Centre, Minn., Thursday thru Saturday, September 9-11, and on Sunday (12) did an hour live show featuring country talent from the area. . . Jesse James, hillbilly deejay at KTBC, Austin, Tex., is in the hospital following a major operation. Mail sent to him at the station will be forwarded. . . Bill Collie is back as emcee on "Grand Prize Jamboree" over KNUZ, Houston, after a two-week tour for United Gas on an old-stove round-

up promotion thru Texas, Mississippi and Louisiana. Accompanying him were Herb Remington, Ernie Hunter, Tiny Smith, Jack Derrick and Darrell Glenn. . . Country and western deejays in need of country records are invited to write to Cowboy Howard Vokes, Box 326, New Kensington, Pa. . . Big Jim Wilson, of WHOO, Orlando, Fla., had as recent guests Webb Pierce, the Wilburn Brothers, the Wondering Boys, Carl Smith and the Tunemiths. On the same night the unit played the local ballpark to 3,000 people, with Wilson emceeding. Audrey Williams (Mrs. Hank Williams), making her first appearance in Central Florida, appeared in the same show. . . Red Jones, former jockey at KTAE, Taylor, Tex., and KVET, Austin, Tex., is now stationed in Germany with the 9th Infantry Division. He plans to rejoin KTAE upon his discharge from the Army. Red's address is Pfc. C. V. Jones Jr., US54133527, Hqs. 34 F. A. Bn., 9th Inf. Div., APO 111, c/o P.M., New York, N. Y. . . Buddy E. Starcher, now working for a chain of radio and TV stations, will be headquartered for the next several months at WLBS, Birmingham, where he is general manager. He's also doing an hour's program daily for the chain, ranging all the way from Birmingham to Miami. Starcher's new record is on King's Deluxe label. Both, "I Was Cryin'" and "Don't Call No More," are his own compositions.

Hollywood

Eddie Dean's latest, "I Dreamed Of a Hillybilly Heaven," on Sage & Sand Records, being talked about for motion picture use. New indie c.&w. label is headed by Woody Fleener, with George Shimick handling record promotion. . . Cowboy star Rex Allen slated to don kilts when he goes to Glasgow, Scotland, next summer to play the title role in "Cowboy In Kilts" for Highland Films. . . Dale Evans flew in from Canada to start the Roy Rogers kiddie clan in school, and then returned to New York for the annual

Reviews of New R & B Records

Continued from page 44

the ork. If exposed this one could grab action. Watch it, and watch the group. (Commodore, BMI)
Chimes . . . 75
A slow tempo ballad receives a tender reading by the group, as they sing of the chapel chimes. Side is an interesting one but it could have used more life. (Commodore, BMI)

LENA GORDON
Mama Took the Baby . . . 80
CHECKER 803—This one should get lots of juke plays. Lena Gordon does a good vocal job here, the beat is solid, and the lyrics are suggestive. Deejays may ban it tho. (Siran, BMI)
Disk Jockey Jamboree . . . 74
This one is sure to get at least 10 jockey spins, since the lyrics mention at least that many deejays by name. It's a clever little novelty with a fair vocal by Sax Kari, who also penned the song and the one on the flip. (Siran, BMI)

TAB SMITH
In a Little Spanish Town . . . 79
UNTED 184—Tab Smith comes thru with a fine performance of the standard getting off a mighty attractive solo on his fabulous alto sax. Smith fans are sure to want this disk and it could get many, many plays and spins. (Feist, ASCAP)
Mr. Gee . . . 76
Slight riff item receives a clean instrumental rendition from the Smith crew sparked by some bright piano work and a good solo by Smith. (Pamlee, BMI)

THE PEPPERS
Hold On . . . 78
CHESS 1577—A suggestive opus with a slapping beat and irresistible rhythm is awarded a joyous performance by the Peppers. This could make some noise in the market. A good juke coin catcher. (Siran, BMI)
Rocking Chair Baby . . . 77
Happy hand-clapper about a gal who's anxious to please is chanted vigorously by the group to some wild orking in the background. An exciting side with juke-play potential. (Siran, BMI)

SONNY CARTER
Oh Baby . . . 77
KING 4739—Sonny Carter, backed by the Earl Bostic ork turns in a good reading of a pop-styled r.&b. tune. The ork work, as is to be expected, is first-rate. The beat makes this a good item for the boxes. (Armo, BMI)
There Is No Greater Love . . . 75
The standard is sung here with all the stops pulled out by Carter. He does it well and the ork supports him quietly. Deejays can use. (Isham Jones, ASCAP)

CHUCK HIGGINS
Broke . . . 77
SPECIALTY 532—The familiar story of how friends and the pretty chicks desert you when you can't pay your rent or the installments on your Cadillac. The material is humorous and read effectively. (Venice, BMI)
I'll Be There . . . 74
The vocalist pledges absolute fidelity if his girl will only promise to love him. The ork and choral group backing him swing along with him. (Venice, BMI)

LOUIS BROOKS ORK
Double Shot . . . 73
EXCELLO 2042—Rumba blues with an engaging beat is played to a turn by the ork. A real fine dance etching. It should move well. Especially suitable for coin phones.
Time Out . . . 71
Another good instrumental, this has a rapid boogie beat. Pause gimmicks are appropriate to the title.

TIMMIE ROGERS ORK
Teedle Dee Teedle Dum . . . 72
MERCURY 70451-X45—A driving novelty with plenty of bounce and an enthusiastic vocal and tenor sax solo by Big Nick Nicholas. (Dart, BMI)
If I Give My Heart to You . . . 70
An r.&b. version of the current pop ballad gets a rather ragged mixed-vocal treatment by Austin Powell and Dottie Smith. (Miller, ASCAP)

EARL KING
No One But Me . . . 69
SPECIALTY 531—Slow blues is projected ably by ork and warbler. Good listening. (Venice, BMI)
Eating and Sleeping . . . 68
In this Southern blues the warbler complains of the habits of a slothful mate. An okay effort. (Venice, BMI)
MARVA TURNER
Cool Operation . . . 69
MILLION 2006—Marva Turner sings

Roy Rogers Rodeo there September 30-October 17. She stopped off to visit with family and friends in Dallas en route. . . Jean Shepard back on the mend again, and has been released from a Springfield, Mo., hospital following injuries she sustained in a fall at home. . . Decca Records will rush the first of the newly acquired Mitchell Torok releases, in addition to completing plans for an album by the country singer. . . Stu Hamblen's "This Ole House" now has a total of 11 records out on the song, with several more to be added soon. . . Jimmy Wakely has returned to Hollywood following a series of dates in the Northwest.

the catchy novelty with clever lyrics. The canary has a flair for humorous delivery, and the disk should get plays.
Makes No Difference . . . 64
A straight blues job, with okay performances, but lacking in flip's novelty appeal.

BOBBY PRINCE
One Sweet Kiss . . . 68
M-G-M 11828—The tune has possibilities, but vocal and arrangement need more drive. A kiss sound effect is a good commercial touch.
I'll Be Satisfied . . . 68
A deliberate-paced ditty, sung with sincerity and feeling.

EARL KING ORK
No One but Me . . . 68
SPECIALTY 531—Good blues item and good chanting by King. (Venice, BMI)
Eating and Sleeping . . . 68
More good listening blues material. It's danceable, too. (Venice, BMI)

MAMIE THOMAS
Use What I'm Usin' . . . 68
M-G-M 11826—Straight forward lyrics for a blues song, sung competently, but with little excitement. Should get juke spins tho.
Miss Good Blues . . . 65
Mamie Thomas sings the blues scat-style. Tune is her theme identification. It's too tame for regular r.&b. field.

GWEN JOHNSON
A Trumpet Blows
Away Your Blues . . . 67
PEACOCK 1641—A mournful weeper is sung with feeling by the thrush.
Young Boy . . . 65
Okay blues effort receives a fair vocal by Gwen Johnson over heavy-footed ork support. (Lion, BMI)

TOMMY RIDGLEY ORK
Jam Up . . . 65
ATLANTIC 1039—A spanking beat sparks the band in a toe-tapping instrumental. Could serve as good juke filler material. (Progressive, BMI)
Wish I Had Never . . . 62
Chatter mourns an ill-fated romance in this routine blues. (Progressive, BMI)

JOE FRITZ
If I Didn't Love You So . . . 59
PEACOCK 1640—So-so reading of a new ballad by Fritz, but much of it should be blamed on the material. (Lion, BMI)
Cerule . . . 45
It's a shame to burden down Fritz with this weak material. (Lion, BMI)

Rhythm & Blues Notes

Continued from page 44

the Clovers in the top 10 on either the best-selling or the juke box charts, gives support to the slow-down trend.

The charts show that such vocalists as Ruth Brown, Faye Adams, Roy Hamilton, Joe Turner and Marvin and Johnny, are as much in demand as any group. Dinah Washington, Little Walter, Fats Domino, Muddy Waters, B. B. King, Chuck Willis, and others are right behind them. Actually, the pop field has picked up where the r.&b. field left off, and is bringing out new group records every day.

Specialty Records has pacted a new band, the Chuck Higgins ork, and has issued the combo's first release with Daddy Cleanhead on vocal. . . Ella Johnson made a record last week on her own, singing without her brother Buddy Johnson's ork for the first time in her record career. Mercury r.&b. chief Bobby Shad made the record with Ella alone because the thrush has now grown to the stature of a soloist. She will make records in the future on her own, but she will stay with the Johnson ork.

The Earl Bostic crew opens at the Basin Street Club in New York on September 28 for two weeks. . . New York deejay Jack Walker has been signed by Studio Films to do the announcing for their series of 26 musicals featuring top singers and orks. . . Calypso singer Marga Benitez will have her second platter released by Decca Records next week. Times are titled "Ring Ding" and "Chicago Man."

The Drifters, of "Honey Love" fame, in town this week to do some recordings for Atlantic. Thrush Laverne Baker also cut some sides for the firm this week. . . Lots of activity also over at Aladdin Records' new New York office, with Eddie Mesner cutting many sides for the firm with many new singers.

NEW ARENAS RISE

Walk Shows, Merchants Power Building Boom

• Continued from page 1

perous events include home shows, that may feature complete ranch houses built on the scene; sports shows with log rollers, wood choppers and trout fishing for entertainment to accompany the displays of sporting, camping and vacationing goods; auto shows, with displays and entertainment by one or more of the car manufacturers, and the new and highly popular Do-It-Yourself Shows which are one of the most demonstrative results of the general movement for doing one's own household improvements. There are shows devoted to dogs, travel, boats, fashions, antiques and many more fields.

There are the wide-spread operations of National Home Shows, Inc., of Frank Dubinski, of Orkin Exposition Management, and American Shows, Inc., and other producers of walk-arounds.

Industrial Expos Grow

Equally big and important to buildings and shows are the trade expositions which limit attendance to those connected with particular industries or businesses. Often the general public isn't aware that such a show is in session. But they are major productions handled by specialized promoters and producers, providing a large portion of rentals paid to arenas and buying talent in the form of single acts, packages or big shows.

Thayer reasons that war years taught big business that trade shows could sell merchandise in the absence of salesmen. This was a confirmation of the effectiveness of trade and industry fairs which date back to medieval times in Europe. In any case, industry now is spending money on expositions. Important companies buy space and spend freely to create effective displays. A Chicago firm, which builds displays for exhibitors, employed five persons before the war. Now it keeps 75 busy on products that are more and more elaborate, often animated, always well-lighted and sometimes utilizing electronics and similar modern developments.

How the arena-building trade show business has grown since World War II is illustrated by the national packaging show, Thayer states. Formerly it was held in the ballroom of the Astor Hotel, New York. Next April's showing will be at the Amphitheater, because the show now requires 20 times more space than available at the hotel. Moreover, two regional packaging shows have been started in the same period, and they are the type of event which will feed into

buildings of smaller cities.

Arenas Replace Hotels

While hotels are usually among those businesses that urge building of new arenas, some of a new structure's business probably will be taken away from the hotels. Besides the trade shows which are growing into arena-sized events, many organizations now find their membership is too large for hotel sessions, and so they, too, move into arenas for conventions or other meetings. Some arenas are being used often for large banquets, feeding several thousand people at a time. But while hotels lose some business, they gain in other ways as the arena events bring people to the city's center.

Thus, when the National Machine Tool Builders show, biggest industrial exposition in the U. S., comes to the Amphitheater, biggest exposition arena, next year, it will keep all of Chicago's Loop hotels filled for three weeks, according to Thayer.

Shows Publicize Buildings

Ice shows, rodeos, circuses and other major touring shows have an important role in the success of any arena, according to Thayer. They are big profit makers in themselves, and more over they keep the building in the limelight. These amusements draw people who otherwise would not know the arena's location and prime them for attending other arena events.

The day when a single name attraction will draw enough to fill an arena is departing, in Thayer's view. Where once a band or cowboy star or similar attraction would pack the hall, now that type of show alone won't cut it.

But there is an answer readily available to arenas, he states. That is the combination exposition and show. Dairy cattle displays can be combined with rodeos, boat shows and similar expositions can be augmented with a variety show, auto shows are dressed up with live talent and pageants.

Multiple offerings will do the trick, Thayer believes. Like fairs, he states, they will offer something for the entire family. This plan has worked well for fairs and now is open to buildings.

NEWS NUGGETS

Richmond Books Shows; Toledo Food Expo Clicks

RICHMOND, Va., Sept. 25.—The "Hippodrome of 1955" is tentatively scheduled to play the new Richmond Arena, managed by John E. Raine, for a week starting November 22. The arena is scheduled to open officially December 1. Also scheduled at the new building are "Ice Follies" in January, Virginia Auto Show, February, and Flower and Home show in March.

TOLEDO—The Sports Arena's Do-It-Yourself Show starts Sunday (3), coming on the heels of the successful Toledo Food Show. Food show entertainment is headed up by Helen O'Connell, singer. The show is expected to draw 50,000 by closing time Sunday (26). It opened September 19 and carried a 50-cent gate. A large space ship, a bakery promotion, also was on hand as an attraction. Band of the Irish Guards appears at the Sports Arena Wednesday (29).

DENVER—Denver Auditorium is slated for a series of bookings handled by the Oberfelder Agency here. The 6,000-seater drew 25,000 in a week for "The King and I." Coming are the Robert Shaw Chorale, Societa Corelli Orchestral Ensemble, Rise Stevens,

HORACE STRONG NAMED MGR. AT DES MOINES

DES MOINES, Sept. 25.—Horace S. Strong has been named general manager of the new Veterans' Memorial Auditorium here, it was announced Thursday (23) by Warren Smithson, building manager for the auditorium commission.

Strong is scheduled to take over the post during the first week of October. He has been assistant manager of the Milwaukee Auditorium and Arena under Elmer Krahn and was one of several persons seeking the new position. The late Axel Reed, of Rochester, Minn., was to have been manager of the Des Moines building.

The auditorium is nearing completion and is scheduled for opening this winter.

Buck Booking at New Charlotte Aud, Coliseum

CHARLOTTE, N. C., Sept. 25.—Paul Buck, formerly with the St. Louis Arena, has been named manager of the new David Ovens Auditorium and Charlotte Coliseum here. He has begun to book attractions for the new facilities.

While construction of the buildings is well along, no date has been set for the official opening.

The Coliseum is a circular building with 10,000 fixed seats and top capacity of 13,500. The separate auditorium is air-conditioned and it will seat 2,500. The structures represent an expenditure of \$4,500,000, it was announced.

The Coliseum is equipped with an ice rink. The Auditorium has a stage measuring 100 by 50, with a 60-foot proscenium. Buck said that the Charlotte trade area has two million people within a 60-mile radius.

SEASON STARTS

'Icers Crystallize Fast and Flashy

• Continued from page 1

show in Chicago and New Year's Eve event in New York.

The Shipstads and Johnson's "Ice Follies," also a 19-year-old among these super-spectacles, stemmed from the Sherman starter. The two Shipstads, Eddie and Roy, and Oscar Johnson were star skaters in the pioneer offering and have stayed at the top as producers since launching their own organization.

"Ice Capades," produced by John H. Harris, is a product of the Arena Managers' Association and now is in its 16th season. Star of the offering is Donna Atwood, who also is Mrs. John H. Harris. Where other shows usually feature musical revue types of performances, "Capades" favor utilizing one or more classical stories or plays which it tells with skated embellishments.

Little sister of "Ice Capades" is "Ice Cycles." This one uses productions from the previous season's edition of "Capades" and takes them on a route of generally smaller cities and buildings. It sometimes plays outdoor dates with a portable rink.

Routing Agreements

Producers of "Hollywood," "Follies" and "Capades"-Cycles" generally are credited with taking part in routing agreements which are aimed at sharing one-show cities and timing their engagements so as not to conflict in places that host two or more icers a year.

"Holiday on Ice" is produced by George Tyson, and its multi-unit operation is headed by Morris Chalfen. Framed for and specializing in playing big auditoriums and arenas which do not have their own built-in ice rinks, "Holiday" has introduced the medium to scores of cities. Its second unit is "Ice Vogues," which gets even farther afield to find rich takes in smaller cities that have arenas or open-air stadiums for its portable equipment. "Vogues" often plays outdoor dates, including major fairs, well into the summer and becomes almost a year round operation.

Sonja Henie now is associated with Chalfen's organization. When she joins the "Vogues" company it becomes the "Sonja Henie Ice Revue," and this is hopscoching thru Western Canada, Southwestern United States and Scandinavia this season.

"Holiday" Tours World

The unbounded Holiday on Ice, Inc., also operates the overseas units that are as widely traveled as the Harlem Globetrotters. "Holiday" International introduced ice shows to the tropics and showed American skaters to such experts as the Swiss and the Dutch. Now one European unit is mid-way in an engagement in Paris, while another is at Damascus and headed for Singapore by the end of next year.

Chalfen's selection of climes apparently is influenced by his U. S. experience, for he reports that his shows generally do best with their swings across the Southern States, where ice skating is a greater novelty. His expansion thruout the world also is a reflection of his American plan for routing far from the permanent rinks.

His latest step was the acquisition of the Tom Arnold ice show interests in Great Britain and the formation of Holiday on Ice, Ltd. This new connection reportedly made with blocked pounds sterling clears the way for his playing Britain and opens a new source of skating talent to his shows. "Vogues" is soon to have British skaters included in the cast.

Route Changes Told

Routing of ice shows calls for continuous jockeying for position. Availability of an adequate building is a prime consideration in se-

lecting towns, and opening of a new building in a fresh town often means spirited bidding. This season will find "Ice Follies" at the new Des Moines Veterans Memorial Auditorium and the new Spokane Coliseum. It is continuing its Vancouver, B. C., engagement in anticipation of a new structure scheduled there.

Chicago is the scene of a key shuffle. The Stadium is "Hollywood's" home base. Since the Chicago Arena closed, both "Ice Follies" and "Ice Capades" are moving to the Stadium, too. Observers are wondering how the tenants, having packed the little (5,000-seat) arena, will fare with shorter stays in the big (12,000-seat) Stadium.

Indianapolis is the scene of more of this year's routing action. Wirtz held a lease on the State Fair Coliseum for 15 years and always brought in his "Hollywood Ice Revue." Now others hold that lease and have booked "Holiday on Ice" instead. Wirtz has been dickering to move to the Butler University Field House, and his former Indianapolis tenant, "Ice Capades," is by-passing the city.

"Capades," meanwhile, is including a run at the Cow Palace, San Francisco, this year. The firm's other unit, "Ice Cycles," is quitting the Cow Palace in favor of the Oakland Municipal Arena across the bay.

Seek Lavish Themes

Production-wise, the icers look far and wide for new themes, new inspirations. Nursery rhymes, classics, current favorites in music and literature or fads are fair game for the blade entrepreneurs. A spokesman for "Follies" notes that the medium "will succeed only as long as money is spent on production; the public will take no old stuff."

Thus, that show laid out \$300,000 for 1954 costumes, and its property shop has come up with another set of special effects and novelties. One number features "castles in the air"—which get their altitude from disguised hydraulic lifts. Another has four kiddie-size Merry-Go-Rounds in operation on the ice. And a third features fiberglass and plastic costumes with neon lighting to be built into costumes.

"Ice Capades," its 1953 production of "Snow White and the Seven Dwarfs" now with its "Cycles," is displaying several story numbers. In the top spot is an iced version of the Broadway play, "Wish You Were Here." There is also a Sadler's Wells ballet number, a take-off on "Dragnet" and "An American in Paris," plus an "Ave Maria" number in which stained glass window effects are obtained with stroblight.

"Holiday on Ice" plays up a birthday theme for its 10th anniversary tour. Among its special numbers is a version of the "Merry Widow" and a finale in which there are cheers for the leading football bowl games. Hailing this as its heaviest production, "Holiday" has added a fourth baggage car in order to move its new edition.

Icers on TV

Television and other media take interest in ice. The opening of "Ice Follies" at Pan-Pacific Auditorium, Los Angeles, was televised September 16. Opening at Pittsburgh and scooting to New York soon after, "Ice Capades" is showcased annually by TV. Last year it was on the Ed Sullivan show twice and the "Comedy Hour" once. This fall (September 5), Sullivan presented the new version in a preview showing.

Sonja Henie, "Ice Follies" and "Ice Capades" have made motion pictures, and "Capades" is scheduled to make another next summer. In addition, Sonja Henie has appeared in theaters and at a Las Vegas, Nev., spot. She is negotiating... (Continued on page 60)

New Coliseum Opens Monday At Lubbock, Tex.

LUBBOCK, Tex., Sept. 25.—The new Fair Park Coliseum at the Panhandle South Plains Fairgrounds here will be opened during the annual's run, September 2-October 2.

The building has 4,400 permanent seats and an additional 1,100 floor chairs. It is equipped with dressing rooms, concession stands, check rooms, rest rooms and rooms for both TV and radio broadcasting.

A "Grand Ole Opry" show, headed by Webb Pierce, opened the building, which will be available for rodeos, ice shows, circuses, home shows, sports shows and conventions. Manager is A. B. Davis.

AUDITORIUM-ARENA DIRECTORY

Alabama

Fort Whiting Auditorium, Mobile
 MANAGER: Lt. Col. C. H. Jones.
 SEATING CAPACITY: 2,900, including 2,400 portable seats. Arena Floor: 100 by 125 feet. Concessions by building.

Municipal Auditorium, Birmingham
 MANAGER: Fred McCallum.
 SEATING CAPACITY: 5,100, including 2,180 portable seats. Arena Floor: 100 by 150 feet. Permanent theater-type stage. Concessions by lessee.
 ANNUAL SHOWS: Holiday on Ice, Home Show.
 EXHIBIT SPACE: 20,000 sq. ft.
 MEMBER: IAAM.

State Coliseum, Montgomery
 MANAGER: Tom C. Reed.
 SEATING CAPACITY: 13,500, including 4,300 portable seats. Arena Floor: 130 by 260 feet. Temporary stage. Ice rink. Concessions leased.
 ANNUAL ICE SHOW: "Holiday on Ice."
 MEMBER: IAAM.
 REMARKS: Opened November, 1953.

Arizona

High School and Fieldhouse, Douglas
 MANAGER: H. E. Stevenson.
 SEATING CAPACITY: 699 and 1,000 seats. Arena Floor: 100 by 60 feet. Permanent theater stage. Concessions by buildings.
 ANNUAL SHOWS: Home Show, Sports Show.

Arkansas

Boys' Club, Hot Springs
 MANAGER: Ira Lollis.
 SEATING CAPACITY: 3,200, including 1,200 portable seats. Arena Floor: 70 by 112 feet. Permanent theater-type stage. Concessions, Mutual.
 ANNUAL SHOWS: Globe Trotters, Circus, Musicals. Exhibit Space: 3,000 sq. ft.

Barton Coliseum, Little Rock

MANAGER: Clyde E. Byrd.
 SEATING CAPACITY: 9,500, including 3,000 portable seats. Arena Floor: 120 by 240 feet. Concessions by building. Building will recommend promoters.
 ANNUAL SHOWS: Shrine Circus, Home, Furniture, Rodeo, Water Ballet. Exhibit Space: 26,000 sq. ft. Fully equipped for sports, circus, rodeo, conventions.

Robinson Memorial Auditorium, Little Rock
 MANAGER: A. W. Harville.
 SEATING CAPACITY: Music Hall, 2,986; Arena, 2,500. Arena Floor, 100 by 120 feet. Permanent theater-type and temporary stages. Concessions by building.
 ANNUAL CIRCUS: Polack. Exhibit Space: 12,000 sq. ft.
 MEMBER: IAAM.
 REMARKS: Air conditioned; modern stage equipment.

California

Auditorium and Exposition Building, Oakland
 MANAGER: Lindsley C. Lueddeke.
 SEATING CAPACITY: 6,558, 7,216. Arena Floor: 83 by 210 feet. Permanent theater-type and temporary stages. Concessions leased.
 ANNUAL SHOWS: "Ice Cycles," Polack Circus, Garden, Home, Auto shows. Exhibit Space: 48,400 and 16,700 sq. ft.
 MEMBER: IAAM.

Burbank Starlight Theater, Burbank
 MANAGER: Dewey R. Kruckeberg.
 SEATING CAPACITY: 2,860, including 350 portable seats. Permanent theater-type stage.

LOCAL PROMOTERS: Burbank Symphony, Burbank Civic Light Opera.

Civic Auditorium, Pasadena
 MANAGER: Edward J. Allen.
 SEATING CAPACITY: 2,972. Arena Floor: 109 by 156 feet. Permanent stage. Concessions by building.

LOCAL PROMOTER: Elmer Wilson, concerts and lectures. Exhibit Space: 15,000 sq. ft.
 MEMBER: IAAM.
 REMARKS: Dance every Saturday night for 16 years.

Civic Auditorium, Torrance
 MANAGER: G. R. Hight.
 SEATING CAPACITY: 1,000 portable seats. Arena Floor: 80 by 80 feet. Stage. Concessions.

Civic Auditorium, San Jose, Calif.
 MANAGER: Jay McCabe.
 SEATING CAPACITY: 3,330, including 1,330 portable seats. Arena Floor: 80 by 116 feet. Permanent theater stage. Concessions leased.
 ANNUAL SHOWS: Polack Circus, Home Show.
 MEMBER: IAAM.

Cow Palace, San Francisco
 MANAGER: Nye Wilson.
 SEATING CAPACITY: 17,771, including 6,884 portable seats. Arena Floor: 142 by 237 feet. Temporary stage. Concessions leased.
 ANNUAL CIRCUS: Ringling Bros. when on Coast. Annual Exposition Grand National Livestock Exposition, Do It Yourself Show, etc.
 MEMBER: IAAM.

Ebell of Los Angeles, Los Angeles
 MANAGER: H. W. Pettijohn.
 SEATING CAPACITY: 1,294. Permanent stage. Concessions leased. Recital, concert, opera, dance.

Fresno Memorial Auditorium, Fresno
 MANAGER: Gordon L. Hewson.
 SEATING CAPACITY: 3,000 seats with flat surface, 2,600 seats with raised seating. Arena Floor: 100 by 50 feet. Permanent theater stage. Concessions leased.

LOCAL PROMOTERS: Van Tonkins, concerts, dances; Letha Marsh, all types.
 ANNUAL SHOWS: Polack Bros.' Shrine

Circus, Home Show. Exhibit Space: 14,000 sq. ft.

MEMBER: IAAM.
 REMARKS: Sports, conventions, fashion shows, exhibit shows, dances, plays, concerts, etc.

Glendale Civic Auditorium, Glendale
 MANAGER: Donald Bourrette. Seating Capacity: 2,000. Arena Floor: 90 by 150 feet. Permanent stage. Concessions by building.

ANNUAL SHOWS: Antique, Dogs, etc. Exhibits Space: 26,800.

High School Community Theater, Berkeley
 MANAGER: Herold Buettner.
 SEATING CAPACITY: 3,497. Permanent stage.
 REMARKS: Fully equipped stage suitable legit, concerts, symphony, ballet.

Memorial Auditorium, Richmond
 MANAGER: B. W. Richardson.
 SEATING CAPACITY: 3,800. Arena Floor: 87 by 122 feet. Permanent theater stage. Concessions leased.
 MEMBER: IAAM.

Pan Pacific Auditorium, Los Angeles
 MANAGER: Charles E. Card.
 SEATING CAPACITY: 6,500. Arena Floor: 250 by 400 feet. Temporary stage. Ice rink. Concessions by building.
 ANNUAL ICE SHOWS: "Ice Follies," "Ice Capades." Annual Expositions: Auto, Home, Sports.
 MEMBER, IAAM, AMA.

Russ Auditorium, San Diego
 SEATING CAPACITY: 2,402. Permanent theater stage. Concessions not permitted.
 LOCAL PROMOTERS: L. Palmer, Ware-Hazelton.

Shrine Civic Auditorium, Los Angeles
 MANAGER: W. L. McMeekin.
 SEATING CAPACITY: 6,700. Permanent theater-type or temporary stage. Concessions by building.

ANNUAL CIRCUS: Polack Bros. Expositions: Home, Sports, Hobby, Furniture, etc. Exhibit Space: 93,000 sq. ft.
 MEMBER: AMA.

Swing Auditorium, San Bernardino
 SEATING CAPACITY: 10,000. Arena Floor: 180 by 80 feet. Permanent theater stage. Ice rink. Concessions by building.
 ANNUAL ICE SHOW: "Ice Cycles."
 MEMBER: AMA.

Veterans' Memorial Auditorium, Culver City
 MANAGER: Arthur J. Lund.
 SEATING CAPACITY: 1,800. Arena Floor: 100 by 75 feet. Permanent stage. Concessions by lessee.
 ANNUAL CIRCUS: Optimist's.
 MEMBER: IAAM.
 REMARKS: Air conditioning.

Municipal Auditorium, Eureka
 MANAGER: C. M. Coon.
 SEATING CAPACITY: 1,700. Arena Floor: 70 by 100 feet. Permanent stage. Concessions leased. Wrestling, Amateur Boxing.
 ANNUAL EXPOSITIONS: Appliance Show. Exhibit Space: 10,000 sq. ft. All attractions are handled thru local organizations.

Colorado

City Auditorium, Colorado Springs
 MANAGER: Ted Conklin.
 SEATING CAPACITY: 3,000. Arena Floor: 111 by 70 feet. Permanent theater-type stage. Concessions by building.
 SHOWS: Ice Landia, Shrine Circus (Gil Gray). Exhibit Space: 8,000 sq. ft.

Denver Coliseum, Denver
 MANAGER: Tom L. Seymour.
 SEATING CAPACITY: 10,000. Arena Floor: 232 by 112 feet. Permanent stage. Ice Rink. Concessions leased.
 ANNUAL SHOWS: "Ice Follies," "Ice Capades." Polack Circus, Home Show.
 MEMBER: IAAM, AMA.

Pueblo Sports Arena, Pueblo
 SEATING CAPACITY: 3,000. Arena Floor: 60 by 100 feet. Permanent theater stage. Concessions by building.

Connecticut

Bushnell Memorial Auditorium, Hartford
 MANAGER: William H. Mortensen.
 SEATING CAPACITY: 3,277. Permanent theater stage. Concessions by building.
 ICE SHOW: Ice Vogues every second year.
 MEMBER: National Association of Concert Managers.

REMARKS: Complete set-up for musicals, ballet, etc. Projection equipment.

New Haven Arena, New Haven
 MANAGER: Nathan Podoloff.
 SEATING CAPACITY: 5,500. Arena Floor: 80 by 200 feet. Ice Rink. Concessions leased.
 ANNUAL ICE SHOWS: "Ice Follies," "Ice Capades." Annual Circuses: Hamid-Morton, Frank Wirth.
 MEMBER: AMA, IAAM.

District of Columbia

Uline Arena, Washington
 MANAGER: Jack Riley.
 SEATING CAPACITY: 8,500, including 3,000 portable seats. Arena Floor: 195 by 87 feet. Temporary stage. Ice rink. Concessions leased.
 ANNUAL SHOWS: Ice Capades, Hollywood Ice Revue, Hamid-Morton Shrine Circus, Food Shows, etc. Exhibit Space: 17,000 sq. ft.
 MEMBER: IAAM, AMA.
 REMARKS: Air conditioning.

Florida

Peabody Auditorium, Daytona Beach
 MANAGER: Henry De Verner.
 SEATING CAPACITY: 2,560. Permanent theater stage. No concessions. Annual ice show, annual expositions.
 MEMBER: IAAM.

War Memorial Auditorium, Fort Lauderdale
 MANAGER: Daniel F. Stevenson.
 SEATING CAPACITY: 2,450. Permanent theater-type stage. Snack bar.
 ANNUAL SHOW: Builders' Show.

Duval County Armory, Jacksonville
 MANAGER: Gordon H. Poppell.
 SEATING CAPACITY: 2,500. Arena Floor: 82 by 138 feet. Permanent theater stage. Concessions by building.
 ANNUAL SHOWS: Home Show, Builders' Show. Exhibit Space: 5,316 sq. ft.
 REMARKS: Tables for 8,000, chairs for 2,000. 20 by 40-foot stage, dressing rooms and large parking area.

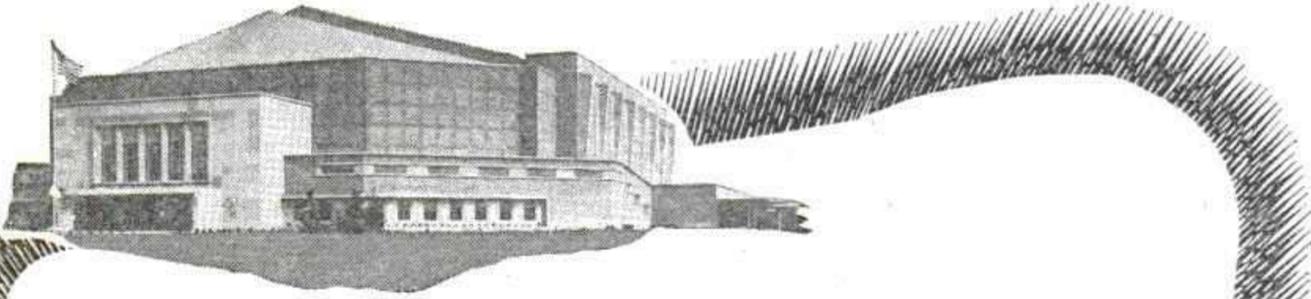
Miami Beach Auditorium, Miami Beach
 MANAGER: Claude D. Ritter.
 SEATING CAPACITY: 3,534, including 1,584 portable seats. Arena Floor: 100 by 132 feet. Permanent theater stage. Concessions leased.
 ANNUAL SHOW: Home Show. Exhibit Space: 25,000 sq. ft.
 MEMBER: IAAM.
 REMARKS: Completely air conditioned.

Municipal Auditorium, Sarasota
 MANAGER: T. F. Wilson.
 SEATING CAPACITY: 1,800. Arena Floor: 100 by 100 feet. Permanent theater stage. Concessions leased.
 MEMBER: IAAM.

Peabody Auditorium, Daytona Beach
 MANAGER: Henry De Verner.
 SEATING CAPACITY: 2,560. Permanent theater stage. Concessions by building.
 ANNUAL SHOW: "Ice Vogues."
 MEMBER: IAAM, ICM.
 REMARKS: Air conditioned.

Senior High School, St. Petersburg
 MANAGER: Fred H. Geneva.
 SEATING CAPACITY: 1,750. Permanent theater stage. Concessions by building.

Fort Hesterly Armory, Tampa
 MANAGER: Joe Givens.
 SEATING CAPACITY: 5,000, including 928 portable seats. Arena Floor: 120 by



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Johnny and Jack

Kitty Wells

Ray Price

Martha Carson

Webb Pierce

Grandpa Jones

Marty Robbins

The Carlises

Faron Young

Ferlin Huskey

Goldie Hill

Jimmy Dickens

for full details, contact

JAMES DENNY, DIRECTOR, WSM Artists Service Bureau, Nashville, Tennessee

220 feet. Temporary stage. Concessions leased.

LOCAL PROMOTERS: Joe Givens, all kinds.

ANNUAL ICE SHOW: Holiday on Ice. Exhibit Space: 26,400 sq. ft.

MEMBER: IAAM.

REMARKS: Free parking for 2,500 cars. Bus service to doors.

Georgia

City Auditorium-Mills Stadium, Albany

MANAGER: Cary C. Burnett.

SEATING CAPACITY: Auditorium, 1,450; Stadium, 6,500. Permanent theater-type stage. Concessions leased.

Municipal Auditorium, Atlanta

MANAGER: H. H. Niebruegge.

SEATING CAPACITY: 5,000. Arena Floor: 95 by 140 feet. Permanent theater stage. Concessions leased.

LOCAL PROMOTERS: J. Lee Friedman, Holiday on Ice; Marvin McDonald, Atlanta Music Club; B. B. Beamon, dances.

ANNUAL SHOWS: Holiday on Ice, Hamid-Morton Shrine Circus, Sports Show, nine Trade Shows, Home Show, Auto Shows. Exhibit Space: 44,000 sq. ft.

MEMBER: IAAM.

REMARKS: High school graduations May 15 to June 15 each year. No bookings during that time. 100 per cent air conditioned.

Municipal Auditorium, Macon

MANAGER: Harry Willis Sr.

SEATING CAPACITY: 3,000, including 1,925 portable seats. Arena Floor: 65 by

100 feet. Theater-type stage. Concessions leased.

LOCAL PROMOTERS: Fred Ward, V. E. King, L. H. Waits Jr., Clint Brantley.

ANNUAL ICE SHOW: Ive Vogues. Annual Circus: Shrine.

Idaho

High School Auditorium, Boise

MANAGER: George H. Fields.

SEATING CAPACITY: 1,472.

Illinois

Ainad Temple, East St. Louis

MANAGER: Thomas G. Potts.

SEATING CAPACITY: 3,000, including 1,400 portable seats. Arena Floor: 90 by 95 feet. Concessions leased.

International Amphitheater, Chicago

MANAGER: M. E. Thayer.

SEATING CAPACITY: 12,000. Arena Floor: 123 by 238 feet. Temporary stage. Concessions by building.

ANNUAL SHOWS: Ice Shows, Rodeo; Industrial Expositions, International Livestock Exposition; WLS Square Dance; Retail Sales. Exhibit Space: 360,000 sq. ft.

MEMBER: IAAM.

REMARKS: Air conditioned, TV coaxial cables.

Shrine Mosque, Peoria

MANAGER: Leonard B. Potter.

SEATING CAPACITY: 1,828. Permanent theater-type stage. Symphony orchestras, stage productions, musicals, concerts, industrial programs and shows, lectures.

REMARKS: Spotlight, PA system, Hammond organ, dressing rooms and box office.

Indiana

Stadium, Chicago

MANAGER: Arthur W. Wirtz.

SEATING CAPACITY: 20,000. Permanent theater stage. Concessions leased.

ANNUAL SHOWS: "Hollywood on Ice," "Ice Follies," "Ice Capades."

Indiana

Allen County Memorial Coliseum, Fort Wayne

MANAGER: Don Myers.

SEATING CAPACITY: 10,000, including 2,500 portable seats. Arena Floor: 108 by 223 feet. Temporary stage. Ice rink. Concessions leased.

LOCAL PROMOTERS: Zollner Pistors, NBA Basketball; Fort Wayne Enterprises, International League Hockey.

ANNUAL SHOWS: Holiday on Ice, Polack Bros.' Shrine Circus; Home, Sports and Auto Shows. Exhibit Space: 50,000 sq. ft.

MEMBER: IAAM.

Adams High School Auditorium, South Bend

SEATING CAPACITY: 3,000, including 1,056 portable seats. Arena Floor: 88 by 80 feet.

ANNUAL CIRCUS: Shrine Club Circus.

REMARKS: Rented for cultural and educational programs or for charity benefits.

Butler Field House, Indianapolis

SEATING CAPACITY: 15,052, including 6,052 portable seats. Arena Floor: 250 by

175 feet. Temporary stage. Concessions by building.

Indiana University Auditorium, Bloomington

MANAGER: Donald H. Horton.

SEATING CAPACITY: 3,788. Permanent theater-type stage. Concessions by building.

LOCAL PROMOTER: Harold W. Jordan.

MEMBER: National Association of Concert Managers.

REMARKS: Air conditioned.

Northside Gym, Elkhart

MANAGER: Glenn Silcott.

SEATING CAPACITY: 8,400. Arena Floor: 84 by 50 feet. Temporary stage.

CONCESSIONS: New building not completed before October 1, 1954. Exhibit space, 24,800 sq. ft.

State Fair Coliseum, Indianapolis

MANAGER: Melvin T. Ross.

SEATING CAPACITY: 7,839. Arena Floor: 120 by 300 feet. Temporary stage.

ICE RINK: Concessions leased.

ANNUAL SHOWS: "Holiday on Ice," Polack-Shrine Circus.

REMARKS: Retained by Indiana State Fair May to October.

Iowa

Memorial Coliseum, Cedar Rapids

MANAGER: Charles A. Ziogas.

SEATING CAPACITY: 3,146, including 1,840 portable seats. Arena Floor: 77 by 143 feet. Permanent theater stage.

CONCESSIONS: by building.

LOCAL PROMOTERS: Hal Sheridan, sports.

ANNUAL SHOWS: Ive Vogues, Clyde Bros.' Circus, Home, Antique. Exhibit Space: 19,872 sq. ft.

MEMBER: IAAM.

New Masonic Temple, Davenport

MANAGER: A. D. Peirce.

SEATING CAPACITY: 2,700. Permanent stage.

ANNUAL CIRCUS: by A. D. Peirce. Annual Home Show. Exhibit Space: 20,000 sq. ft.

Coliseum, Ottumwa

MANAGER: M. J. Rogers.

SEATING CAPACITY: 1,972, including 1,284 portable seats. Arena Floor: 80 by 120 feet. Permanent theater stage.

ANNUAL CIRCUS: Ottumwa Shrine Club. Annual Expositions: Food and Trade Show, Antique Show, Hobby Show. Exhibit Space: 12,000 sq. ft.

REMARKS: Rent space in summer for carnivals, circuses, etc.

Municipal Auditorium, Sioux City

MANAGER: Robert D. Hinchman.

SEATING CAPACITY: 4,500, including 1,920 portable seats. Arena Floor: 84 by 180 feet. Permanent stage. Ice rink. Concessions leased.

LOCAL PROMOTERS: Tom O'Loughlin, ice shows; George Parnassus, sports events.

ANNUAL SHOWS: Holiday on Ice, Shrine Circus, Home Shows, Gladiola Show. Exhibit Space: 17,000 sq. ft.

MEMBER: IAAM.

REMARKS: Building air conditioned; parking space for 1,000 at Auditorium lot. Railroad cars can be unloaded at back door. Stage ample for all attractions.

Hippodrome, Waterloo

MANAGER: Win F. Hanssen.

SEATING CAPACITY: 7,969, including 500 portable seats. Arena Floor: 100 by 200 feet. Concessions by building.

ANNUAL SHOWS: Ice Vogues, Hagon Bros.' Circus, Home Show, Sports Show. Exhibit Space: 20,000 sq. ft.

MEMBER: IAAM.

REMARKS: Confined largely to arena type shows, or shows which can play on open stage. Cannot play legit.

ANNUAL CIRCUS: Shrine.

KRNT Theater, Des Moines

MANAGER: Russell C. Fraser.

SEATING CAPACITY: 4,139. Permanent theater stage. Concessions leased.

MEMBER: IAAM.

Kansas

Municipal Auditorium, Dodge City

MANAGER: Gray Graham.

SEATING CAPACITY: 3,342. Arena Floor: 75 by 150 feet. Permanent theater-type stage. Concessions leased.

LOCAL PROMOTERS: Gray Graham and Associates. Exhibit space: 75 by 150 feet.

REMARKS: Air conditioning.

Convention Hall, Hutchinson

MANAGER: Thomas C. Browne.

SEATING CAPACITY: 2,767, including 1,000 portable seats. Permanent theater stage. Concessions leased.

LOCAL PROMOTERS: Hamilton Attractions; News-Herald. Exhibit Space: 8,700 sq. ft.

MEMBER: IAAM.

REMARKS: To be renovated late 1954 and early 1955.

Sports Arena, Hutchinson

MANAGER: Thomas C. Browne.

SEATING CAPACITY: 5,999, including 1,269 portable seats. Arena Floor: 137 by 160 feet. Temporary stage. Concessions leased.

LOCAL PROMOTERS: Hamilton Attractions, News-Herald.

ANNUAL ICE SHOW: Ice Vogues. Annual circus. Annual Expositions: Home, Auto, Hobby, Sports. Exhibit Space: 35,770 sq. ft.

MEMBER: IAAM.

REMARKS: Basketball tournaments, Fred Waring, Liberace, Golden Gloves, bands, orchestras.

Municipal Auditorium, Topeka

MANAGER: George M. Clark.

SEATING CAPACITY: 4,200. Arena Floor: 101 by 131 feet. Permanent stage.

CONCESSIONS: by lessee. Exhibit Space: 13,000 sq. ft.

ANNUAL SHOWS: "Ice Vogues," Clyde Circus, Hippodrome.

Forum Building, Wichita

MANAGER: C. A. Johnson.

SEATING CAPACITY: Arena, 3,940; Arcadia, 1,931. Arena Floor: 80 by 135 feet. Permanent theater-type stages. Building controls concessions.

LOCAL PROMOTERS: Mary Floto, stagelights; Harry Peebles, "Grand Ole Opry," etc.

ANNUAL SHOWS: "Holiday on Ice," Police and Shrine Circuses; Home Show, Kennel Show, Plymouth. Exhibit Space: 112,915 sq. ft.

MEMBER: IAAM.

Kentucky

Memorial Gymnasium, Hazard

SEATING CAPACITY: 2,700. Temporary stage. Concessions by building.

ANNUAL SHOWS: All-American Circus, Home Show.

Memorial Auditorium, Louisville

SEATING CAPACITY: 2,349. Permanent stage. Concessions by building. UBO Attractions.

Armory, Louisville

MANAGER: Herman J. Penn.

ANNUAL SHOWS: Polack Circus, "Holiday on Ice," Home Show, Globe-trotters, Sports.

Louisiana

Municipal Auditorium, New Orleans

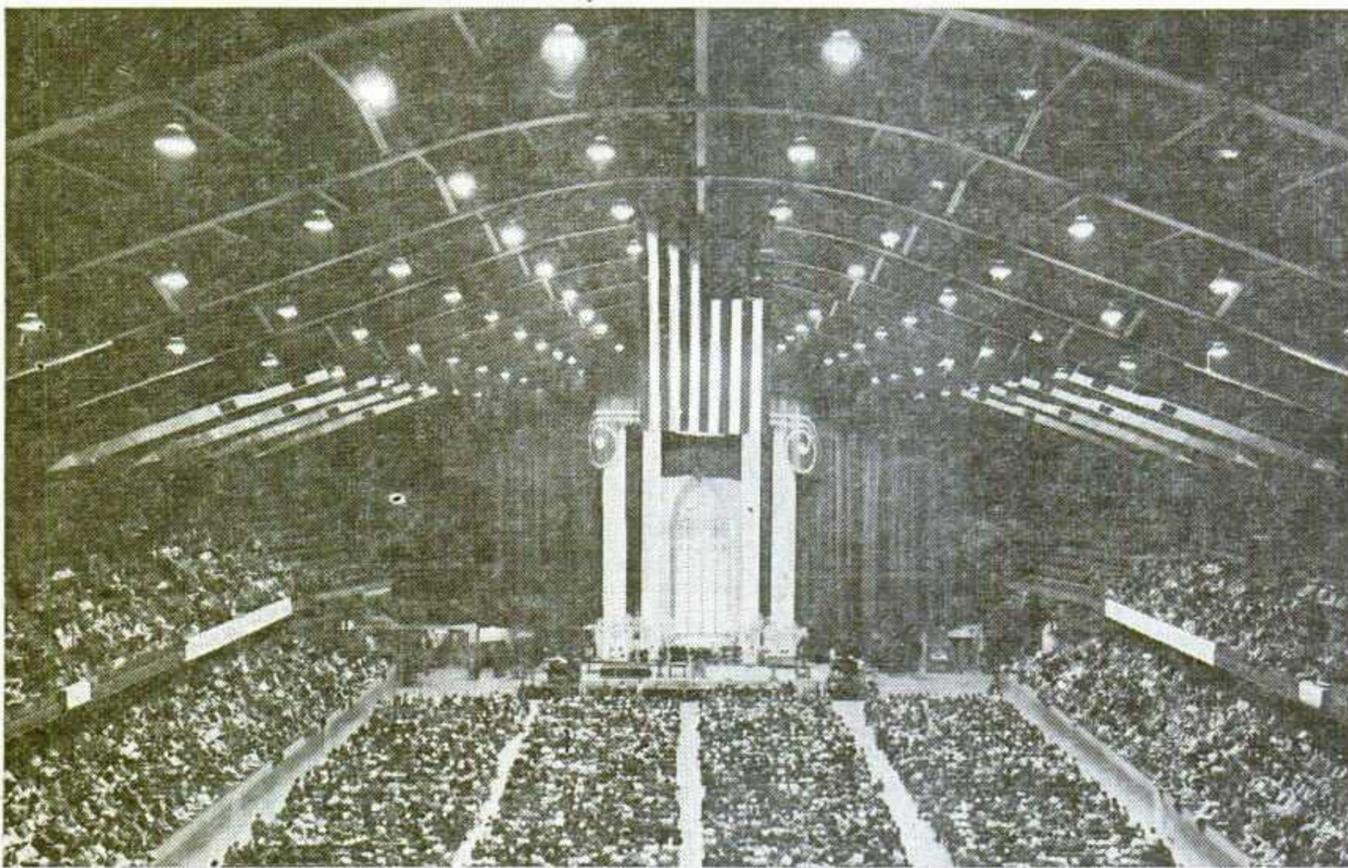
MANAGER: William A. Coker.

SEATING CAPACITY: Concert hall, 2,500; auditorium, 4,612; arena, 7,965. Arena Floor: 96 by 207 feet. Permanent stage. Concessions by building.

ANNUAL SHOWS: Holiday on Ice, Packer Shrine Circus, Home Show. Exhibit Space: 58,658 sq. ft.

MEMBER: IAAM.

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Municipal Auditorium, Shreveport
SEATING CAPACITY: 3,740. Arena Floor: 76 by 90 feet. Concessions leased.
ANNUAL SHOWS: "Holiday on Ice," "Ice Vogues," Shrine Circus, Home Show.

Maryland

State Teachers College Auditorium, Salisbury
MANAGER: Dr. J. D. Blackwell.
SEATING CAPACITY: 1,000. Arena Floor: 60 by 60 feet. Concerts. Exhibit Space: 6,000 sq. ft.

Massachusetts

City Hall-Memorial Auditorium, Lynn
SEATING CAPACITY: 2,072. Permanent stage. Concerts.

North Shore Sports Center, Lynn
MANAGERS: Frank Anderson, John Knight.

SEATING CAPACITY: 4,000, including 1,500 portable seats. Arena Floor: 82 by 190 feet. Temporary stage. Ice rink. Concessions.

ANNUAL ICE SHOW: Mardi Gras. Annual Expositions: Home Show. Exhibit Space: 34,400 sq. ft.

Municipal Memorial Auditorium, Worcester

MANAGER: Frank G. Kronoff.
SEATING CAPACITY: 3,446. Arena Floor: 157 by 116 feet. Permanent theater stage. Concessions leased.

ANNUAL SHOW: Home Show. Exhibit Space: 28,000 sq. ft.

Boston Garden, Boston

MANAGER: Walter Brown.
SEATING CAPACITY: 13,750. Arena Floor: 100 by 225 feet. Temporary stage. Ice rink. Concessions by building.

ANNUAL SHOWS: "Ice Capades," "Ice Follies," Ringling-Barnum, Shrine Circus.
MEMBER: IAAM, AMA.

Coliseum, Springfield

SEATING CAPACITY: 6,000. Arena Floor: 115 by 200 feet. Ice rink. Concessions leased.

Michigan

Masonic Temple, Detroit

MANAGER: C. W. Van Lopik
SEATING CAPACITY: 5,000 and 1,600. Permanent theater stage. Concessions by building. Exhibit Space: 50,000 sq. ft.
MEMBER: IAAM.

L M A Auditorium, Flint

MANAGER: Paul Rewey.
SEATING CAPACITY: 6,000, including 2,300 portable seats. Arena Floor: 90 by 165 feet. Fully equipped stage. Concessions by building.

ANNUAL SHOWS: Skating Vanities, Polack Shrine Circus, Home Show, Sports Show. Exhibit Space: 30,000 sq. ft.
MEMBER: IAAM.

Civic Auditorium, Grand Rapids

MANAGER: Fred J. Barr Jr.
SEATING CAPACITY: 5,000. Arena Floor: 150 by 110 feet. Permanent theater stage. Concessions leased.

LOCAL PROMOTERS: David Nelderlander Harry Zelzer, Chi. Opera House Attractions.

ANNUAL CIRCUS: Shrine. Expositions: Home, Sports, Auto. Exhibit Space: 66,500 sq. ft.

MEMBER: IAAM.
REMARKS: Air conditioned, booth equipment.

Civic Center, Holland

MANAGER: Earl F. Price.
SEATING CAPACITY: 2,244. Arena Floor: 104 by 90 feet. Permanent theater stage. Concessions by building. New: opened September, 1954. Exhibit Space: 11,000 sq. ft.

High School Auditorium, Menominee

MANAGER: M. W. Robinson.
SEATING CAPACITY: 1,103. Stage Floor: 80 by 34 feet; 40 by 34 feet opening.

Saginaw Auditorium, Saginaw

SEATING CAPACITY: 2,750, including 1,220 portable seats. Arena Floor: 85 by 75 feet. Permanent theater stage. Concessions by building.

ANNUAL SHOWS: Orrin Davenport Circus, Home Show, Outdoor Show.

Minnesota

High School Auditorium, Albert Lea

MANAGER: L. J. Adolphin
SEATING CAPACITY: 1,850. Theater-type stage.

Eveleth Hippodrome, Eveleth

MANAGER: Frank Urbiba.
SEATING CAPACITY: 3,500, including 2,500 portable seats. Temporary stage. Ice rink. Concessions leased.

LOCAL PROMOTER: Arrowhead Sportsmen Shows, Sports, Travel and Home Shows; wrestling, roller skating.

ANNUAL SHOWS: "Canadian Ice Fantasy," Figure Skating Clubs, Rodeo, Shrine Circus. Exhibit Space: 18,000 sq. ft.

REMARKS: Portable basketball floor; dividers for booth space.

Minneapolis Municipal Auditorium, Minneapolis

MANAGER: Atwood A. Olson.
SEATING CAPACITY: 9,503, including 3,824 portable seats. Arena Floor: 120 by 210 feet. Concessions by lease.

ANNUAL SHOWS: Shrine Circus, Sports Show and Home Builders' Show. Exhibit Space: 66,500 sq. ft.
MEMBER: IAAM.

Memorial Building, Hibbing

SEATING CAPACITY: 5,000, including 2,600 portable seats. Temporary stage. Ice rink. Concessions leased.

ANNUAL SHOWS: Amateur Icer, Shrine Circus, Legion Exposition.

Mayo Auditorium, Rochester

SEATING CAPACITY: 3,800. Arena Floor: 130 by 70 feet. Ice rink. Concessions by building.

ANNUAL ICE SHOW: "Ice Cycles."

Auditorium, St. Paul

MANAGER: Edward A. Turin.
SEATING CAPACITY: 15,000. Arena Floor: 100 by 200 feet. Ice rink. Concessions by building.

ANNUAL SHOWS: "Ice Capades," Davenport Shrine Circus.

Mississippi

City Auditorium, Columbus
SEATING CAPACITY: 2,500. Arena Floor: 60 by 90 feet. Concessions by building.

LOCAL PROMOTERS: Early Maxwell, and others.

SHOWS: Gospel Sings, Icers, "Grand Ole Opry."

Vicksburg Auditorium, Vicksburg

MANAGER: A. C. Strickland.
SEATING CAPACITY: 2,288. Permanent theater-type stage. Building operates concessions.

ANNUAL EXPOSITION: Home Show.
REMARKS: Air conditioning in planning stage now.

Missouri

Arena, St. Louis

SEATING CAPACITY: 16,500. Arena Floor: 254 by 100 feet. Concessions by building.

ANNUAL SHOWS: Hollywood on Ice, Ice Capades, Tom Packs and Police Circuses.

Memorial Hall, Joplin

MANAGER: S. Landauer.
SEATING CAPACITY: 3,000. Arena Floor: 84 by 96 feet. Permanent theater-type stage. Concessions on percentage.

ANNUAL EXPOSITIONS: Home, Cat-tie, Dog.

Municipal Auditorium, Kansas City

MANAGER: C. B. Hoff.
SEATING CAPACITY: 10,500, including 2,500 portable seats. Arena Floor: 110 by 220 feet. Temporary stage. Concessions leased.

ANNUAL SHOWS: "Holiday on Ice," "Ice Capades," Police Circus (Hamid-Morton), Shrine Circus (Davenport), Home, Auto, Dog Shows. Exhibit Space: 90,000 sq. ft.

MEMBER: IAAM.
REMARKS: Completely air conditioned. Annual basketball tournaments. Annual Big 7 indoor track meet.

Municipal Auditorium, Moberly

MANAGER: R. W. Daly.
SEATING CAPACITY: 1,300, including 780 portable seats. Arena Floor: 70 by 70 feet. Permanent theater-type stage. Lessees operate concessions.

Municipal Auditorium, St. Joseph

MANAGER: Lewis H. Wallace.
SEATING CAPACITY: 4,500, including 1,200 portable seats. Arena Floor: 200 by 100 feet. Permanent theater-type stage. Concessions leased.

LOCAL PROMOTERS: Bernard Witt Jr., stagershow; Gust Karras, sports events.
ANNUAL CIRCUS: Gil Gray's. Expositions: Home and Farm Machinery. Exhibit Space: 40,000 sq. ft.
MEMBER: IAAM.

Henry W. Kiel Auditorium, St. Louis

MANAGER: L. J. Gualdoni.
SEATING CAPACITY: (1) 10,500; (2) 3,618. Arena Floor: 114 by 169 feet. Permanent stage. Concessions leased.
ANNUAL CIRCUS: Police. Annual Expositions: Home, Sports, Auto. Exhibit Space: 100,000 sq. ft.
MEMBER: IAAM.
REMARKS: Air conditioned.

Montana

Shrine Auditorium, Billings

MANAGER: Don Jewell.
SEATING CAPACITY: 3,000, including 1,300 portable seats. Arena Floor: 70 by 120 feet. Permanent stage. Concessions by building.

ANNUAL SHOWS: Gil Gray Circus; Home, Auto Shows. Exhibit Space: 31,200 sq. ft.

MEMBER: IAAM.

New Jersey

Auditorium and Convention Hall, Atlantic City

MANAGER: P. E. M. Thompson.
SEATING CAPACITY: Arena, 40,000; ballroom, 5,000. Arena Floor: 488 by 288 feet. Two permanent theater stages. Ice rink. Leased concessions.

ANNUAL ICE SHOW: "Ice Capades." Exhibit Space: 250,000 sq. ft.
MEMBER: IAAM.

REMARKS: Fully equipped; air conditioning in ballroom; booth equipment.

(Mosque) Terrace Room, Newark

MANAGER: Samuel Noss.
SEATING CAPACITY: 2,500. Arena Floor: 70 by 100 feet. Stage. Concessions. All types of exhibits. Exhibit Space: 12,000 sq. ft.

Nebraska

Municipal Gym, Grand Island

SEATING CAPACITY: 3,500. Temporary stage. Concessions by building.

ANNUAL CIRCUS: Shrine.

Coliseum, Lincoln

MANAGER: Edwin Schultz.
SEATING CAPACITY: 9,000, including 3,000 portable seats. Arena Floor: 85 by 200 feet. Permanent theater stage. Concessions by building.

ANNUAL CIRCUS: Shrine. Exhibit Space: 28,000 sq. ft.

REMARKS: Coliseum to be constructed this fall.

Memorial Auditorium, McCook

SEATING CAPACITY: 1,816, including 900 portable seats. Arena Floor: 92 by 54 feet. Concessions leased.

ANNUAL CIRCUS: Gil Gray Shrine.

AK-Sar-Ben Coliseum, Omaha

MANAGER: J. J. Isaacson.
SEATING CAPACITY: 10,000. Arena Floor: 100 by 240 feet. Permanent theater stage, ice rink. Concessions leased.

ANNUAL SHOWS: Ice Capades, Hollywood Ice Revue, Home Show.

Omaha Auditorium, Omaha

SEATING CAPACITY: 10,300, including 4,000 portable seats. Exhibit Space: 45,000 sq. ft. To be completed by February, 1955.



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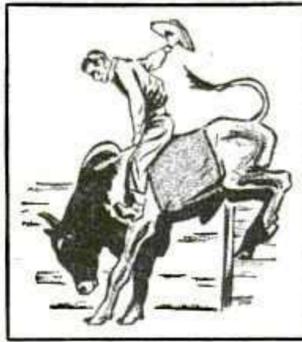
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New York

Onondaga Co. War Memorial, Syracuse

DIRECTOR: Wm. B. Stark.
SEATING CAPACITY: 9,000, including 2,500 portable seats. Arena Floor: 250 by 138 feet. Permanent stage. Ice rink. Concessions leased.

ANNUAL SHOWS: "Ice Capades" and "Ice Follies"; Wirth Shrine Circus; Sports Show and Dog Show. Exhibit Space: 48,000 sq. ft.

MEMBER: IAAM.
REMARKS: Air conditioned.

Troy Arena, Troy

MANAGER: T. C. Bayly.
SEATING CAPACITY: 4,000. Arena Floor: 125 by 200 feet. Temporary stage. Exhibit Space: 25,000 sq. ft.

RPI Field House, Troy

SEATING CAPACITY: 9,000, including 5,000 portable seats. Arena Floor: 100 by 217 feet. Temporary stage, ice rink.

Westchester County Center, White Plains
SEATING CAPACITY: 4,129. Arena Floor: 90 by 146 feet. Concessions by building.

ANNUAL SHOWS: Holiday on Ice, Ice Vogues, Polack Circus, Wirth Circus.

NORTH CAROLINA

Armory-Auditorium, Charlotte

SEATING CAPACITY: 2,800. Arena Floor: 100 by 200 feet. Permanent stage. Concessions by building.

Reynolds Coliseum, Raleigh

MANAGER: W. Z. Betts.
SEATING CAPACITY: 12,700. Arena Floor: 312 by 108 feet. Temporary stage, ice rink. Concessions by building.

ANNUAL ICE SHOW: Ice Capades.
ANNUAL EXPOSITIONS: Farm & Home: 4-H Week.
MEMBER: AMA.

North Dakota

Devils Lake, Memorial Building

MANAGER: F. J. Burckhard.
SEATING CAPACITY: 1,200. Arena Floor: 76 by 80 feet. Permanent theater-type stage.

Municipal Auditorium, Valley City

SEATING CAPACITY: 2,400. Arena Floor: 83 by 90 feet. Stage. Concessions. ANNUAL EXPOSITIONS: North Dakota Winter Show.

Ohio

Canton Memorial Auditorium, Canton

MANAGER: Ralph D. Smith.
SEATING CAPACITY: 6,000, including 2,400 portable seats. Arena Floor: 85 by 190 feet. Permanent stage. Concessions by lease.

LOCAL PROMOTERS: L. C. L., Shows; Jaycees, Expositions.

ANNUAL SHOWS: Holiday on Ice, Polack Bros.' Shrine Circus, Industrial, Food, Home, Flower, Sportsman's, Auto, Do-It-Self. Exhibit Space: 20,000 feet.

MEMBER: IAAM.

Emery Auditorium, Cincinnati

MANAGER: W. Norman Drewry.
SEATING CAPACITY: 2,200. Arena Floor: 54 by 30 feet. Permanent theater-type stage.

Civic Auditorium & Exhibition Building, Toledo

MANAGER: Charles A. Weber.
SEATING CAPACITY: 2,700. Permanent theater-type stage. Concessions leased.

LOCAL PROMOTERS: Milt Tarloff, Home & Travel Show; Paul Spor, Sports & Home Show.

Sports Arena, Toledo

MANAGER: Andy Mulligan.
SEATING CAPACITY: 7,000, including 1,500 portable seats. Arena Floor: 100 by 200 feet. Temporary stage. Ice Rink. Concessions. Spor Service, Inc.

ANNUAL SHOWS: Holiday on Ice, Polack Bros.' Shrine Circus, Honie & Builders Shows. Exhibit Space: 20,000 sq. ft.

MEMBER: IAAM, AMA. Good acoustics.

The Arena, Youngstown

MANAGER: Lou Troff.
SEATING CAPACITY: 5,000, including 2,500 portable seats. Arena Floor: 60 by 90 feet. Stage.

ANNUAL EXPOSITIONS: Merchandise, Auto, Dog, Rodeos. Exhibit Space: 122 by 166 feet.

REMARKS: Bingo, dances, "Grand Ole Opry." Philharmonic Orchestra, boxing, wrestling & pageants. Ample free parking. No Posts in Arena.

Akron Armory, Akron

SEATING CAPACITY: 2,510. Arena Floor: 75 by 150 feet. Permanent theater stage. Concessions by building.

ANNUAL SHOWS: Polack Circus, Auto Show.

Cincinnati Gardens, Cincinnati

MANAGER: Alex Sinclair.
SEATING CAPACITY: 15,000, including 3,500 portable seats. Arena Floor: 100 by 227 feet. Temporary stage, ice rink. Concessions by lessee.

ANNUAL SHOWS: Ice Follies, Hollywood Ice Revue, Shrine Circus, Home Show, Sportsman's Show. Exhibit Space: 38,000 sq. ft.

Music Hall, Cincinnati

MANAGER: Charles W. Bauer Jr.
SEATING CAPACITY: 11,500. Arena Floor: 91 by 200 feet. Permanent theater-type and temporary stages. Concessions leased.

EXHIBIT SPACE: 70,000 sq. ft.
MEMBER: IAAM.

Taft Auditorium, Cincinnati

SEATING CAPACITY: 2,510. Permanent theater-type stage. Concessions by building.

Arena, Cleveland

SEATING CAPACITY: 12,500. Arena Floor: 190 by 85 feet. Ice rink. Concessions leased.

ANNUAL SHOWS: Ice Capades, Ice Follies.

Hobart Arena, Troy

MANAGER: Ken Wilson.
ANNUAL SHOWS: "Holiday on Ice," Sonja Henie, Home Show, Sports.

Oklahoma

Convention Hall, Enid

MANAGER: F. A. Burdick.
SEATING CAPACITY: 2,640, including

648 portable seats. Arena Floor: 50 by 90 feet. Permanent Stage. Concessions to renters. Polack Shrine Circus.

REMARKS: Air conditioning, sound system, spot light, some stage furnishings.

Municipal Auditorium, Oklahoma City

MANAGER: Dee Fuller.

SEATING CAPACITY: 6,000. Permanent theater-type stage. Concessions leased.

ANNUAL SHOWS: Holiday on Ice, Polack Bros.' Circus, Home, Furniture, Lumberman, Poultry Shows, Exhibit Space: 57,000 sq. ft.

MEMBER: IAAM.

Air Conditioned this year.

Municipal Auditorium, Ponca City

MANAGER: Frank Winstad.

SEATING CAPACITY: 1,000. Arena Floor: 30 by 20 feet. Permanent stage. Concessions, none.

LOCAL PROMOTER: Fred Pickrel.

Municipal Auditorium, Shawnee

MANAGER: W. G. Becker.

SEATING CAPACITY: 2,700. Arena Floor: 54 by 95 feet. Theater-type stage. Concessions leased.

LOCAL PROMOTERS: Lions Club, Local Talent; Optimist Club, Shows & Dances.

MEMBER: IAAM.

Civic Auditorium, Ardmore

SEATING CAPACITY: 2,101, including 1,000 portable seats. Arena Floor: 75 by 200 feet. Permanent theater-type and temporary stages. Concessions by building.

ANNUAL SHOWS: Circus, Expositions.

Oregon

Public Auditorium, Portland

SEATING CAPACITY: 4,428. Permanent theater stage. Concessions leased.

Pennsylvania

Yaffa Mosque, Altoona

SEATING CAPACITY: 4,010, including 800 portable seats. Arena Floor: 75 by 82 feet. Permanent theater-type stage, 65 by 35 feet. Building operates concessions.

ANNUAL SHOWS: Holiday on Ice, Hamid-Morton Shrine Circus.

REMARKS: Boston Pops Orchestra, "Oklahoma," coming.

Hershey Sports Arena, Hershey

MANAGER: G. W. Bartels.

SEATING CAPACITY: 9,000. Arena Floor: 85 by 200 feet. Temporary stage. Ice Rink. Concessions by building.

ANNUAL ICE SHOWS: Ice Capades, Ice Follies. Exhibit Space: 17,000 sq. ft.

MEMBER: AMA.

Cambria County War Memorial, Johnstown

MANAGER: Charles F. Kramer.

SEATING CAPACITY: 6,048, including 2,000 portable seats. Arena Floor: 200 by 85 feet. Temporary stage. Ice Rink. Concessions leased.

ANNUAL SHOW: Ice Cycles. Annual Merchandise & Appliance Shows. Exhibit Space: 17,000 sq. ft.

MEMBER: AMA.

State Armory, Kingston, Wilkes-Barre

MANAGER: Col. W. H. Smith.

SEATING CAPACITY: 5,000, including 4,100 portable seats to be furnished by tenant. Arena Floor: 110 by 240 feet. Concessions, usually by building.

ANNUAL CIRCUS: Shrine. Annual Expositions; Parade of Progress, Trade Show. Exhibit Space: 27,000 sq. ft.

Commercial Museum and Convention Hall, Philadelphia

MANAGER: Santo S. Panetta.

SEATING CAPACITY: 13,000, including 6,300 portable seats. Arena Floor: 146 by 271 feet. Theater-type stage. Concessions by building.

ANNUAL SHOWS: Home, Flower, Sports, Dog. Exhibition Space: 265,000 sq. ft.

MEMBER: Auditorium Managers' Association.

REMARKS: Convention Hall air conditioned by spring.

The Gardens, Pittsburgh

MANAGER: Harry D. Harris.

SEATING CAPACITY: 5,500. Arena Floor: 85 by 190 feet. Temporary stage. Ice Rink. Concessions leased.

ANNUAL SHOWS: Ice Capades, Ice Follies, Shrine Circus.

MEMBER: IAAM, AMA.

Syria Mosque, Pittsburgh

MANAGER: J. Leonard Cook.

SEATING CAPACITY: 3,750. Permanent theater-type stage. Symphony, Opera, Bands. Exhibit Space: 15,000 sq. ft.

REMARKS: Exhibit Hall air conditioned.

High School Auditorium, Vandergrift

MANAGER: Dr. E. F. Stabler.

SEATING CAPACITY: 1,654. Stage.

Rockne Hall, Allentown

MANAGER: Rev. Richard J. Loeper.

SEATING CAPACITY: 3,930, including 480 portable seats. Arena Floor: 50 by 90 feet.

ANNUAL SHOWS: Globe Trotters, and Horace Heidt.

South Carolina

Memorial Auditorium, Spartanburg

MANAGER: Van C. Ivey.

SEATING CAPACITY: Arena, 3,500; Auditorium, 3,400. Arena Floor: 120 by 85 feet. Permanent theater-type and temporary stages. Concessions by building.

ANNUAL SHOWS: Ice Vogues, Home Show, Sports Show, Antique Show, All-Night Sings.

South Dakota

Corn Palace, Mitchell

SEATING CAPACITY: 3,500. Arena Floor: 130 by 70 feet. Permanent theater stage. Concessions by building.

ANNUAL SHOWS: Ice Show, Expositions, Corn Show.

Tennessee

Ellis Auditorium, Memphis

MANAGER: Chauncey Barbour.

SEATING CAPACITIES: (1) 5,883; (2) 2,453. Arena Floor: 96 by 120 feet. Permanent stage. Building and lease operates concessions.

PROMOTERS: Chas. A. McElravy, Early Maxwell.

ANNUAL SHOWS: Holiday on Ice, Sonja Henie, Hamid-Morton's Shrine Circus, Automobile Shows. Exhibit Space: 23,066 sq. ft.
MEMBER: IAAM.

Arena, Nashville

SEATING CAPACITY: 2,000. Arena Floor: 150 by 90 feet. Temporary stage. Concessions by building.

SHOWS: Trade Shows, Gospel Songs, Dances.

Ryman Auditorium, Nashville

MANAGER: Mrs. L. C. Naff.
SEATING CAPACITY: 3,200. Permanent theater stage, High Proscenium. Concessions leased usually.

LOCAL PROMOTER: Harry Draper—Concerts, ballet, symphony orchs., etc.

REMARKS: "Grand Ole Opry" in 18th year on Saturday nights; "All Night Singing" in 5th year, 1st Friday every month.

Texas

Municipal Auditorium, Amarillo

MANAGER David O. DeWald.
SEATING CAPACITY: 2,553. Theater-type stage. Concessions leased. Exhibit Space: 7,000 sq. ft.
MEMBER: IAAM.

REMARKS: Spot light, sound system, air conditioned.

City Auditorium, Galveston

MANAGER: City Commission.
SEATING CAPACITY: 7,600, including 4,000 portable seats. Arena Floor: 68 by 81 feet. Permanent theater-type stage. concessions leased.

Sam Houston Coliseum, Houston

MANAGER: Francis R. Deering.
SEATING CAPACITY: 13,000, including 4,000 portable seats. Arena Floor: 92 by 190 feet. Temporary stage. Ice Rink. Concessions leased.

ANNUAL SHOWS: Ice Cycles, Holiday on Ice, Shrine Circus, Home Show, Do-It-Yourself Show, Boy Scouts, Flower Show, Auto Show, Sports Show. Exhibit Space: 130,000 sq. ft.

MEMBER: IAAM.

REMARKS: air conditioning, escalators to balcony.

Municipal Auditorium, San Angelo

MANAGER: C. E. Starkie.
SEATING CAPACITY: 1,860. 36 by 30. Permanent theater-type stage. Concessions by building. Symphony Orchestra, Home Show, College Concert Series.

Municipal Auditorium, San Antonio

MANAGER: Solomon Wolf.
SEATING CAPACITY: 5,800, including 1,240 portable seats. Arena Floor: 78 by 98 feet. Permanent theater-type stage. Concessions leased.

ANNUAL SHOWS: Shrine Circus (Polack), Exposition of Modern Living. Exhibit Space: 20,000 sq. ft.

REMARKS: Fully air conditioned.

Memorial Auditorium, Wichita Falls

MANAGER: Geo. A. Mobley.
SEATING CAPACITY: 3,148. Permanent theater stage. Concessions by building.

REMARKS: air cooled only, fan type. Not equipped for sports events. Most of our entertainment is concerts and stage shows.

City Coliseum, Austin

SEATING CAPACITY: 4,000. Arena Floor: 108 by 140 feet. Concessions by building.

Will Rogers Memorial Auditorium, Fort Worth

MANAGER: Emmett Race.
SEATING CAPACITY: Coliseum, 10,147; Auditorium, 2,993. Arena Floor: 250 by 125 feet. Permanent theater-type and temporary stages. Ice rink. Concessions leased.

ANNUAL SHOWS: Shrine Circus, Ice Capades, Stock Show, Farm-Ranch Show.

High School Auditorium, McAllen

SEATING CAPACITY: 10,000.

ANNUAL SHOWS: Ice Vogues, Sports and Hobby Shows.

Heart O'Texas Coliseum, Waco

SEATING CAPACITY: 10,500. Arena Floor: 125 by 325 feet. Temporary stage.

ANNUAL SHOWS: Ice Vogues, Home Show, Gil Gray Circus, Holiday on Ice.

Utah

Price City Hall, Price

MANAGER: Chester Mills.
SEATING CAPACITY: 1,052. Permanent theater stage.

Vermont

Memorial Armory, Rutland

SEATING CAPACITY: 1,200. Arena Floor: 80 by 120 feet. Permanent theater stage.

Virginia

City Auditorium, Danville

SEATING CAPACITY: 2,057. Permanent theater stage. Concessions leased.

Municipal Auditorium, Norfolk

MANAGER: E. M. French.
SEATING CAPACITY: 3,400. Arena Floor: 90 by 90 feet. Concessions leased.

ANNUAL SHOWS: Holiday on Ice, Polack Circus.

MEMBER: IAAM.

Richmond Arena, Richmond

MANAGER: John E. Raine.
SEATING CAPACITY: 7,000.
EXHIBIT SPACE: 60,000 sq. ft.

REMARKS: Parking for 2,000. Railroad siding nearby. New building.

Mosque, Richmond

SEATING CAPACITY: 4,676. Stage. Concessions by building.

ANNUAL SHOWS: Ice Vogues, Polack Circus.

WRVA Theater, Richmond

MANAGER: Jack Stone.
SEATING CAPACITY: 1,264. Permanent theater stage. Building operates concessions.

REMARKS: Legit theater with stage suitable for any legit or small musical attraction.

Washington

Long High School, Longview

MANAGER: C. A. Thompson.
SEATING CAPACITY: 1,016. Permanent theater stage.

Civic Auditorium & Arena, Seattle

MANAGER: Lawrence D. Wicklund.
SEATING CAPACITY: Auditorium, 6,000; Arena, 6,500. Arena Floor: 80 by 200 feet. Permanent theater stage. Ice Rink. Concessions leased.

ANNUAL SHOWS: Ice Follies & Ice Cycles, Polack Shrine Circus, Trade, Sport, Furniture, etc. Exhibit Space: 80,000 sq. ft.

MEMBER: IAAM.

Civic Building, Spokane

MANAGER: R. H. Fletcher.
SEATING CAPACITY: 620. Temporary stage.

College of Pudget Sound Fieldhouse, Tacoma

MANAGER: Ted Droettboom.
SEATING CAPACITY: 6,000. Arena Floor: 80 by 200 feet. Temporary stage. Concessions by building. Shrine Circus, Home Show.

EXHIBIT SPACE: 20,000 sq. ft.
MEMBER: IAAM.

Spokane Coliseum, Spokane

MANAGER: Benjamin C. Moore.
SEATING CAPACITY: 8,500. Arena Floor: 130 by 225 feet. Building operates concessions. Coliseum promotes 75 per cent of events.

ANNUAL SHOWS: Ice Cycles, Ice Follies, Shrine Circus, Auto, Home, Sport and Electrical shows, Industrial Fair.

EXHIBIT SPACE: 44,000 sq. ft.

MEMBER: IAAM, AMA.

REMARKS: Air conditioning. Building now being completed.

West Virginia

Municipal Auditorium, Charleston

SEATING CAPACITY: 3,500. Permanent theater stage. Concessions leased.

ANNUAL SHOWS: Holiday on Ice, Polack Circus.

Memorial Auditorium, Fayetteville

MANAGER: Robert H. Kent.
SEATING CAPACITY: 3,106. Arena Floor: 80 by 103 feet. Permanent theater-type stage. Concessions by building.

ANNUAL SHOWS: Ice Vogues, Globe Trotters, Home, Auto.

REMARKS: Shows promoted by manager. Trade area of 300,000 people.

Memorial Field House, Huntington,

SEATING CAPACITY: 8,000. Arena Floor: 110 by 220 feet. Temporary stage. Ice rink. Concessions leased.

ANNUAL SHOWS: Holiday on Ice, Polack Circus, Home, Food, Auto.

Wisconsin

Fond Du Lac Theater, Fond Du Lac

MANAGER: John P. Isely.
SEATING CAPACITY: 1,600. Permanent stage. Concessions by building. Air conditioning.

Municipal Auditorium & Armory Ebeboygan

SEATING CAPACITY: 4,000. Arena Floor: 89 by 97 feet. Permanent theater stage. Concessions leased.

LOCAL PROMOTER: August Stubler, shows, dances, etc.

ANNUAL EXPOSITIONS: Home Shows & Sport Shows.

Milwaukee Arena, Milwaukee

MANAGER: Elmer Krahn.
SEATING CAPACITY: 12,500. Arena Floor: 105 by 226 feet. Permanent theater-type stage. Ice rink. Concessions leased.

ANNUAL SHOWS: Holiday on Ice, Ice Follies, Hollywood Ice Revue, Home and Sports shows, Shrine Circus.

Memorial Hall, Racine

SEATING CAPACITY: 1,700. Arena Floor: 50 by 90 feet. Permanent theater stage. Concessions leased.

ANNUAL CIRCUS: Clyde Bros.

Turner Hall, Watertown

MANAGER: Harley Lehmann.
SEATING CAPACITY: 1,000. Arena floor: 75 by 125 feet. Stage.

LOCAL PROMOTER: Howard Weibert.
ANNUAL EXPOSITIONS: Home and Sports Shows, Exhibit space.

Hawaii

Civic Auditorium, Honolulu

MANAGER: Al Karasick.
SEATING CAPACITY: 6,000, including 1,500 portable seats. Temporary stage.

PROMOTER: Al Karasick. Exhibit Space: 10,000 sq. ft.

REMARKS: Shown, Carmen Miranda, Xavier Cugat, Spike Jones, Lily Pons, Lauritz Melchior, Jose Iturbi, etc.

**CANADA
British Columbia**

Kimberley Arena, Kimberley

MANAGER: Wm. Heaton.
SEATING CAPACITY: 2,200. Temporary stage. Ice Rink. North Star Figure Skating Club, Ice Carnival. Kinsmen Fall Fair & Exhibition. Exhibit Space: 15,200 sq. ft.

MEMBER: B. C. Arena Managers' Association.

Nanaimo Civic Arena, Nanaimo

MANAGER: W. S. Oliver.
SEATING CAPACITY: 2,000, including 1,600 portable seats. Arena Floor: 80 by 180 feet. Temporary stage. Ice Rink.

ANNUAL ICE SHOWS: Local Ice Carnival

ANNUAL EXPOSITIONS: Fall Fair. Exhibit Space: 14,400 sq. ft.

MEMBER: Arena Managers' Association of British Columbia.

Nelson Civic Centre, Nelson

MANAGER: Jack Morgan.
SEATING CAPACITY: 1,625, including 1,000 portable seats. Arena Floor: 80 by 40 feet. Temporary stage. Ice Rink. Concessions leased.

ANNUAL SHOWS: Canadian Ice Fantasy, Home, Industrial. Exhibition Space: 33,525 sq. ft.

MEMBER: B. C. Arena Assoc.

Queen's Park Arena, New Westminster

MANAGER: W. J. Phillips.
SEATING CAPACITY: 4,460, plus 1,200 portable seats. Arena Floor: 180 by 80 feet. Temporary stage. Ice Rink. Concessions by building.

ANNUAL ICE SHOW: Local Skating Club.

Penticton Memorial Arena, Penticton

MANAGER: F. G. Madden.
SEATING CAPACITY: 2,412. Arena Floor: 80 by 180 feet. Temporary stage. Ice Rink. Concessions by building.

ANNUAL Home Show.

MEMBER: Arena Association of B. C. Trail Memorial Center, Trail

MANAGER: Reg Stone.
SEATING CAPACITY: 3,661, including 1,000 portable seats. Arena Floor: 200 by 125 feet; 80 by 195 feet. Temporary stage. Ice Rink. Concessions by building.

ANNUAL SHOWS: "Canadian Ice Fantasy." Home Show.

MEMBER: Western Canada Arena's Association, Arena Association of B. C.

Exhibition Forum, Vancouver

MANAGER: David Dauphinee.
SEATING CAPACITY: 7,080, including 2,000 portable seats. Arena Floor: 115 by 125 feet; 80 by 195 feet. Temporary stage. Ice Rink. Concessions leased.

ANNUAL SHOWS: Ice Cycles, Polack Bros.' Shrine Circus, Sports Show, Gift Show. Exhibit Space: 29,775 sq. ft.

MEMBER: B. C. Arena Managers' Ass'n.

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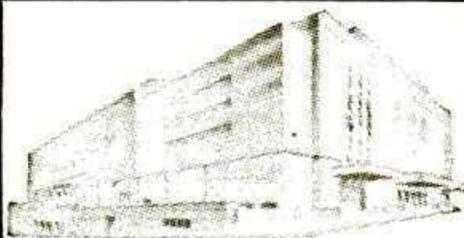
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REMARKS: Horse Shows, clay put over the wooden floor.

Georgia Auditorium, Vancouver
MANAGER: Derek A. Inman.
SEATING CAPACITY: 2,318. Arena Floor: 150 by 70 feet. Stage.
LOCAL PROMOTERS: Famous Artists, Ltd.; Georgia Recreation, Ltd. Exhibit Space: 10,000 sq. ft.
REMARKS: Motor Shows, Fashion Shows, Concerts, Roadshows, air conditioning.
Vernon Civic Arena, Vernon
MANAGER: H. W. Phillips.
SEATING CAPACITY: 3,100. Arena Floor: 80 by 180 feet. Temporary stage. Ice Rink. Concessions leased.
LOCAL PROMOTERS: Kinsmen Club, Fall Fair, Figure Skating Club. Ice Show. Exhibit Space: 7,200 sq. ft.
MEMBER: Arena Association of B. C.

Manitoba

Winnipeg Auditorium, Winnipeg
MANAGER: E. G. Parker.
SEATING CAPACITY: 4,100. Permanent stage. Concessions leased.
ANNUAL EXPOSITIONS: Builders, Sports. Exhibit Space, 15,000 sq. ft.
MEMBER: AMA

Ontario

Barrie Municipal Arena, Barrie
MANAGER: W. H. Ailsopp.
SEATING CAPACITY: 4,000. Arena Floor: 40 by 40 feet. Temporary stage. Ice rink. Concessions leased.
ANNUAL SHOWS: "Ice Fantasy," National Rodeo, Motor Show, Home Show. Exhibit Space: 14,000 sq. ft.
MEMBER: Ontario Arena Association.

Memorial Civic Center, Brockville
MANAGER: F. Archer Miller.
SEATING CAPACITY: 3,532, including 1,500 portable seats. Arena Floor: 190 by 90 feet. Stage. Ice rink. Concessions, Dominion Sports Service, Buffalo, N. Y.
ANNUAL SHOWS: "Canadian Ice Fantasy," Minto Club; Garden Bros. Circus. Annual Expositions: Motor Show, Trade Fair. Exhibit Space: 20,000 sq. ft.
MEMBER: Ontario Arena Association.

Burlington Recreation Centre, Burlington
MANAGER: I. V. Lambert.
SEATING CAPACITY: 3,200, including 2,000 portable seats on arena floor. Arena Floor: 80 by 40 feet. Temporary stage. Ice Rink. Concessions by building.

Dixie Arena Gardens, Dixie
MANAGER: John W. Dunne.
SEATING CAPACITY: 1,500. Arena Floor: 190 by 90 feet. Temporary stage. Ice rink. Concessions by building.
ANNUAL SHOWS: Credit Valley Skating Club, Dog Shows and Flower Shows. Exhibit Space: 17,100 sq. ft.
MEMBER: Ontario Arena Association.
REMARKS: Dealers' auto auction each Wednesday.

Dundas Arena, Dundas
MANAGER: Frank Westoby.
SEATING CAPACITY: (1) 1,570; (2) 1,500; total, 3,000. Arena Floor: 190 by 85 feet. Stage. Ice rink. Concessions by building.
ANNUAL SHOWS: "Ice Fantasy," Motor Show, Trade Fair. Exhibit Space: 8,000 sq. ft.
MEMBER: Ontario Arena's Association.

Galt Arena Gardens, Galt
MANAGER: A. E. Lamond.
SEATING CAPACITY: 3,500, including 700 portable seats. Temporary stage. Ice rink. Concessions leased.
ANNUAL SHOWS: Local ice show, Garden Bros.' Circus. Exhibit Space: 35,000 sq. ft.
MEMBER: Ontario Arena Managers' Association.

Goderich Memorial Arena, Goderich
SEATING CAPACITY: 1,000. Arena Floor: 180 by 80 feet. Ice rink. Concessions by building.

Hespeler Memorial Arena, Hespeler
MANAGER: Thos. A. Watkins.
SEATING CAPACITY: 2,378, including 1,200 portable seats. Arena Floor: 80 by

180 feet. Temporary stage. Ice Rink. Concessions leased.

SHOWS: Western; square and modern dances.
MEMBER: Ontario Arena Association.
REMARKS: Events coming from WWVA, Wheeling, and the CBC, Canada.

Memorial Auditorium, Kitchener
MANAGER: H. M. (Bob) Crosby.
SEATING CAPACITY: 7,500, including 1,000 portable seats. Arena Floor: 190 by 85 feet. Temporary stage. Ice rink. Concessions by building.
ANNUAL SHOWS: "Ice Cycles," Clyde Bros.' Circus, Home Show. Exhibit Space: 34,150 sq. ft.
MEMBER: Ontario Arena Association.

Milton Arena, Milton
MANAGER: C. W. Leask.
SEATING CAPACITY: 3,500, including 2,000 portable seats. Arena Floor: 70 by 170 feet. Temporary stage. Ice rink. ICE SHOW by Skating Club. Community Memorial Arena, New Liskeard
MANAGER: R. W. Thompson.
SEATING CAPACITY: 1,000. Arena Floor: 75 by 175 feet. Ice rink. Concessions leased.

Niagara Falls Memorial Arena, Niagara Falls
MANAGER: Norman K. Tustin.
SEATING CAPACITY: 3,052, 1,500 portable seats. Arena Floor: 190 by 80 feet. Temporary stage. Ice rink. Concessions leased.
ANNUAL SHOWS: "Canadian Ice Fantasy," Shrine Circus.

Noranda Recreation Centre, Noranda
MANAGER: E. M. Orlick.
SEATING CAPACITY: 5,000, including 2,500 portable seats. Temporary stages. Ice rinks. Concessions by lessee. Most events promoted thru the manager.
SHOWS: Trade Fair and Sports Show planned for next year. Exhibit Space: 50,000 sq. ft.
MEMBER: Ontario Arena Managers' Association.
REMARKS: Includes arena, curling rink, gymnasium, etc.

Memorial Gardens, North Bay
SEATING CAPACITY: 1,975. Arena Floor: 82 by 180 feet.
REMARKS: Rink only; will be replaced in 1955 with a new building.

Civic Auditorium, Owen Sound
MANAGER: Ted Steadman.
SEATING CAPACITY: 2,500, including 300 portable seats. Arena Floor: 80 by 185 feet. Temporary stage. Ice rink. Concessions by building.
ANNUAL SHOWS: Georgian Figure Skating, Garden Bros. Circus, Hockey. Exhibit Space: 15,300 sq. ft.

Peterborough Civic Arena, Peterborough
MANAGER: J. Walter Smillie.
SEATING CAPACITY: 2,000. Arena Floor: 180 by 70 feet. Temporary stage. Ice rink. Concessions by building.

Port Arthur Arena, Port Arthur
MANAGER: Edgar Laprade.
SEATING CAPACITY: 3,500, including 1,500 portable seats. Arena Floor: 85 by 185 feet. Temporary stage, 30 by 24 feet. Ice rink. Concessions leased.
LOCAL PROMOTERS: Jay Lurve, theater series; Guy Perciante, sports.
SHOWS: Thunder-Bay Figure Skating Club, Globetrotters, Westerns, dance bands.
MEMBER: Ontario Arena Association.
REMARKS: Footlights, overhead lights, spotlights, backdrop, P. A.

Arena and Community Centre, Sarnia
MANAGER: M. M. Philpott.
SEATING CAPACITY: 2,400. Arena Floor: 190 by 80 feet. Temporary stage. Ice rink. Concessions by building. Exhibit Space: 15,000 sq. ft.
MEMBER: Ontario Arena Association.

Memorial Community Building, Sault Ste. Marie
MANAGER: H. W. J. Barnett.
SEATING CAPACITY: 4,800, including 1,000 portable seats. Arena floor: 200 by 85 feet. Temporary stage. Ice rink. Concessions by building. Building sponsors almost all attractions.
ANNUAL SHOWS: "Ice Cycles," "Canadian Ice Fantasy," Garden Bros.' Circus, Homemakers' Show, Fall Fair. Exhibit Space: 5,000 sq. ft.
MEMBER: Ontario Arena Association.

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Memorial Community Center, Smiths Falls

MANAGER: G. G. Garbutt. SEATING CAPACITY: 3,000, including 1,000 portable seats. Arena Floor: 80 by 180 feet. Temporary stage. Ice rink. Concessions by building.

ANNUAL SHOWS: Ottawa Minto Follies, Garden Bros.' Circus, Trade Fair, Hockey, Dances, Roller Skating and Shows. Exhibit Space: 14,400 sq. ft.

The Arena, Sudbury MANAGER: George Panter. SEATING CAPACITY: 7,000, including 1,500 portable seats. Arena Floor: 196 by 85 feet. Ice rink. Building operates concessions.

ANNUAL SHOWS: "Ice Cycles," Shrine Circus, Home, Sports, Commerce and Industries. Exhibit Space: 35,000 sq. ft.

MEMBER: Ontario Arena Managers. Tillsonburg Memorial Arena, Tillsonburg MANAGER: Oscar H. Lee. SEATING CAPACITY: 1,600, including 1,000 portable seats. Arena Floor: 187 by 80 feet. Ice Rink. Concessions leased. Exhibit Space: 16,000 sq. ft.

MEMBER: Ontario Arenas Association. Lions Lakeshore Memorial Arena, Toronto MANAGER: Jack Churchill. SEATING CAPACITY: 1,800. Arena Floor: 85 by 200 feet. Stage. Ice rink. Concessions by building.

SHOW: Home Show. Exhibit Space: 20,000 sq. ft. MEMBER: Ontario Arenas Association. Welland-Crowland Arena, Welland MANAGER: W. J. Dahmer. SEATING CAPACITY: 2,424 plus 500 portable seats. Arena Floor: 85 by 190 feet. Ice Rink. Concessions leased.

SHOWS: Local Ice Show, Auto Show. MEMBER: Ontario Arena Association. Woodstock Community Arena, Woodstock MANAGER: Joseph J. Iannarelli. SEATING CAPACITY: 2,532, including 1,000 portable seats. Arena Floor: 179 by 79 feet. Temporary stage. Ice rink. Concessions leased.

ANNUAL SHOWS: "Rhythm on Ice," Garden Bros.' Circus, Sports Show. MEMBER: Ontario Arena Association. Walkerton Memorial Arena, Walkerton MANAGER: Earl H. Gray. SEATING CAPACITY: 1,535. Arena Floor: 180 by 80 feet. Temporary stage. Ice rink. Concessions by building.

ANNUAL EXPOSITIONS: Industrial, Winter Fair. Exhibit Space: 15,000 sq. ft. MEMBER: Ontario Arenas Association. Community Memorial Arena, Walleceburg MANAGER: Frank A. Mabey. SEATING CAPACITY: 2,000, including 800 portable seats. Arena Floor: 180 by 80 feet. Stage. Ice rink. Concessions by building. All promotions handled by manager.

ANNUAL SHOWS: "Canadian Ice Fantasies," Garden Bros.' Circus, Trades Fair. Exhibit Space: 14,000 sq. ft. MEMBER: Ontario Arena Association. REMARKS: Very good acoustics, lighting, forced draft ventilation.

Quebec Colisee, Quebec MANAGER: Emery Boucher. SEATING CAPACITY: 10,000 plus 2,000. Arena Floor: 200 by 45 feet, Temporary stage. Ice rink. Concessions leased.

ANNUAL SHOWS: Hippodrome, Hamid-Morton Circus, Provincial Fair. Exhibit Space: 200 by 85 sq. ft. MEMBER: I. A. A. M. REMARKS: Ice hockey, opera, dancing, TV exposition; specially ventilated building.

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ARMORY

NEWS REVIEW

Ice 'Follies,' 'Capades' Flash New Big Shows

Ice Follies of 1955

Ice revue produced by Shipstad and Johnson. Directors, Frances Claudel, Mary Jane Lewis and Stanley D. Kahn. Executive director, P. K. Von Egidy. Public relations, Wesley Givens. Company manager, R. J. Helm. Music Director, George Hackett. Emcee and vocalist, Paul Gannon. PRINCIPALS: Richard Dwyer, Betty Schafow, Marie Crimmins, Florence Rae, Dick Norris, Jean and Joan Pastor, Frances Dorsey, Ginger Clayton, Jack Boyle, Marcelene Jackson, Phil Skillings, Georgiana Sutton, Frick, Sonja and Franz, Kermond Brothers, the Henrys Pat Shanahan, Searecrow, Ole Erickson, Dick Mershon, Carol Caverly, Walter and Irene, and the Sad Sacks. LINE: Charlotte Altman, Frances Armstrong, Raynor Armstrong, Beatrice Biel, Greta Booker, Barbara Burbank, Patricia Fish, John Hadlich, Lynne Haggin, Patty Hall, Terry Hall, Olga Hansen, Diane Jacobsen, Jill Kirkwood, Jeannette Lambert, Betty Jo Lanches, Carol Langhout, Irene Maguire, Shirley Matteson, Doris Meyers, Kay Monegan, Nancy Morton, Joanne Mueller, Jane Olson, Patricia Ransier, Marnette Regnier, Beverly Richards, Annabelle Ricks, Lorella Rocha, Louise Rugowski, Jackie Saxton, Joanne Schalper, Margot Squire, Joanne Thibert, Betsy Todd, Trostorf, Constance Waring, Janus Waring, Darlene Wilburn, Lavonna Young, Wilma Cunningham, Lorrie De-moore, Linda Drost, Jackie Duclou, Oscar Dussault, Irene Kelly, Gaynor Galoska, Donna Jaques, Velma Lillie-top, Jill Lister, Patricia McAdams, Jan MacCauley, Margaret Milne, Don Robinson, Monique Skillings, Nancy Smith, Barbara Trostorf, Colin Beatty, Mollie Beatty, Jean Jack, Harry Taylor, James Crimmins, William Jack.

(Pan-Pacific Auditorium, Los Angeles, September 16.)

Continued from page 1

a blend of enthusiasm in their skating turns that captivates the fancy of the audience. The show is a must for moppets, especially so via a science fiction fantasy routine titled "Planet G" and "Picnic in Podunk." Both numbers feature costumed animal characters, with skater Georgiana Sutton a standout in the former.

Equal approval was voiced for star Richard Dwyer in "The Young Debonair" and "Smooth Sailing," the latter assisted by Miss Sutton. The boy displayed a wealth of showmanship, skill and poise and was deserving of the throng's response.

Among the production highlights are "Down Mexico Way," starring Ole Ericksen and Dick Mershon in blade comedy and introducing The Henry's, a father and seven-year-old son act that drew a thunderous ovation; the acro work of Marie Crimmins in "Noel" and "Just Imagine"; the Marilyn Monroe of the ice in newcomer Frances Dorsey and comedy by The Sad Sacks, the Kermond Brothers and The Scarecrows.

Perennial Mr. Frick is back, without his partner Frack again, and as usual he invites solid laughter via his uproarious turn.

Above and beyond the action itself is the sheer genius of its packaging, for which designer Helen Rose deserves the accolades for generating eye-appeal via triumphant creation of color and design. The excellent application of the dance and ballet technique to ice, and the lial astounding use of props and lighting, all went toward making this production the winner it is.

Fisher Frolic

Continued from page 20

Wood, Danny Kessler and Monte Proser.

Music men presented special gifts to Fisher, Milton Blackstone and Jenny Crossinger.

The committee handling arrangements included Julie Chester, Micky Addy, Spina and O'Keefe.

There was no information available on the amount of beer, lox, bagels and matzoh balls consumed in the two days, tho it was generally agreed to be a record amount—even for the music business.

ADMEN of every kind ENDORSE THE BILLBOARD as a top selling force

Ice Capades of 1955

Donna Atwood, Orrin Markhus, Irma Thomas, Bobby Specht, Larry Jackson, Bernie Lynam, Alan Konrad, Rosemary Henderson, Bobby Maxson, Helen Davidson, Johnny Lettengarver, Don Bearson, Ken Mullen, Ed Raiche, Willie Kall, Hugh Forgie, Stig Larson, Eddie Runyan, Sylvia and Michel. Produced by John H. Harris. Choreography by Ron Fletcher. Costumes by Billy Livingston. Orchestra conducted by Jeri Mayhall. Reviewed Wednesday, September 15, at Madison Square Garden, New York.

Continued from page 1

come up with some of the top production numbers seen on ice—in a long time. "Dra-gnet," a garish but funny take-off on the TV show—with Jack Webb doing the announcements — crackles thru-out. "Wish You Were Here" is a tab version of last year's Broadway musical, well skated and acted by the stars to dialog on taps in the manner of last year's "Brigadoon" and "Humpty Dumpty on Ice" is a delightful fairy tale sequence for the kids.

"American in Paris" is one of the strongest bits of ice ballet choreography ever in the show. In fact the only disappointing scene is "Les Patineurs" which fortunately came last, and tho it went downhill, it gave the acts a chance for curtain calls.

Big Reaction

In all of the production numbers the imaginative use of color, the sock routines and the attractive costuming in "Ice Capades" this year have broken some new ground for ice reviews. The first night audience reacted to it mightily enthusiastically.

Donna Atwood remains one of the top ice skaters in the business. She performs beautifully, and her sunny personality comes thru in all numbers, whether she is skating singly or with partner Bobby Specht. Specht, of course, is another outstanding skater, and when the two work together the pair is close to perfection.

One of the top hands of the evening went to Alan Konrad, who turned in some sock blade work on his acrobat routine. He pulled gasps from the crowd with his illusions and his series of butterflies at the end of the act. Ice acrobats Ken Mullen and Ed Raiche also thrilled the crowd with their back flips on the ice.

New Names

"Ice Capades" may have picked up one of the top teams of the year in the Swiss duo of Sylvia and Michel. The team features lovely lifts, with the girl, a looker, a real standout. Another new name in the show is Rosemary Henderson, a cute, doll-like blonde; who pleased much on her solo, and brought down the house with her pair with Bobby Maxson.

As always, the "Smoothies" were called back three times for more pair work. And "The Little Doggie" number, a two-man costume act and the only one retained from last year; pulled solid yocks. Jackson and Lynam were good with their Keystone Kops comedy bit, Lettengarver and Bearson impressed with a precision routine and Willie Kall was again the crazy, mixed-up ballerina. Eddie Runyon contributed an unusual few moments as a "straw man." Forgie and Larson proved again that badminton is still enjoyable on ice. Helen Davidson did a first-rate job with her skating chores, selling some pretty one foot spins and sit spins.

This is an impressive new icer, with many, many high spots, and mighty few dull ones. It should keep many a fan happy over the next nine months.

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YAKIMA, WASH., GETS AWAY STRONG

Attendance First Two Days Races 14,178 Ahead of Same Time in '53

YAKIMA, Wash., Sept. 25.—At the end of the first two of its annual five-day run, the Central Washington Fair here was 14,178 ahead in attendance over the same 1953 days. Pulling 30,000 opening Wednesday (22), the event got a surprising 20,870 the following day despite the fact that President Eisenhower's dedication of the McNary Dam practically emptied the city.

Manager J. Hugh King successfully tried out a new ticket selling policy by starting the advance pitch four weeks before the fair. The exposition is awarding an automobile a day on coupons attached to tickets purchased in advance.

The fair is offering a stageshow twice daily headlined by the Hoosier Hot Shots. On the program are the Great Rasini, rocket car; the Cepler Family; Ford and Harris, comedy dancers; Roby and Dell, acrobats; Boy Foy and Partner, jugglers; Dick Berg and His Hollywood Seals, and Bill Baker and orchestra. Del Lambert emcees the show booked thru Jerry Ross of Seattle.

Big Fireworks

The first two nights featured an elaborate fireworks display presented by Thearle-Duffield of Chicago and handled by Art Briese. A horse show program for three

7,700 Attend K. C. Opener Of 'Holiday'

KANSAS CITY, Mo., Sept. 25.—"Holiday on Ice of 1955 skating revue opened a five-day run Friday (10) to a near-capacity crowd of 7,700 customers in the Municipal Auditorium.

The ice show has 28 acts. The company of 125 includes 36 "Glamour Icers," a chorus of girl skaters.

One of the production numbers is "The Merry Widow," presented to Franz Lehar's immortal music. It has Jinx Clark in the title role and Rudy Richards as Prince Danilo.

Other top entertainers include Arnold Shoda, Kay Servatius, Jeanie Cheadle, Bob Sacente and Paul Andre. The show moved here from its season opener the previous week in Sioux City.

Adams Killed In Cliff Leap

VERONA, Wis., Sept. 25.—Kenneth J. Adams, 31, was killed here Sunday (19) when he failed to jump from a car that he was to plunge over a 65-foot cliff. The stunt was billed as a climax to a program of stock car races.

Drought Conditions Hurt Muskogee Fair

MUSKOGEE, Okla., Sept. 25.—The Oklahoma Free State Fair, hit by severe drought conditions for the second consecutive year, demonstrated its pulling power this week, and attendance was holding up well. M. E. Twedwell, secretary estimated that traffic thru the free outside gates was off only 8 per cent, and said that this was far below what the fair board had anticipated.

Spending at the fair, which draws most of its patronage from rural areas, was also off. Grand-

nights was started last night.

Meeker Shows, headed by Jo and Ralph Meeker, is featured on the midway with 20 major and kid rides, 6 shows, and 60 concessions. The Meekers have played the spot for eight years.

Film star Audie Murphy, in the area for the shooting of "To Hell and Back" for Republic was a guest of the exposition Friday night and awarded some of the trophies.

Manager King debuted two new buildings on the carnival midway, a Skooter, operated by Robert Bollinger of Portland, and a Dark Ride, the structure being put up by Meeker. An all metal grandstand, enlarged and improved this year to replace the old one destroyed by fire two years ago, was also put into use.

Pomona Gate Lags Behind 1953 Total

Night Turnouts Steady as 90-Degree Heat Cuts Into Daytime Attendance

POMONA, Calif., Sept. 25.—Altho the Los Angeles County Fair had good weather during the first five of its annual 17-day run, the attendance figures for that period were trailing 1953's mark by 6,902. Opening Friday (17), at the end of about one-third the stand, the exposition clocked 303,265 patrons, compared with 310,167 a year ago. Despite the lag, C. B. (Jack) Aflerbaugh, president and general manager, was confident that the attendance would pick up. A new freeway route was opened just prior to the fair.

Night attendance is holding well with the day crowds dropping because of the heat, the thermometer hitting in the 90s. In the

2 Full Houses For Autry on St. John Date

ST. JOHN, N. B., Sept. 25.—The Forum here held two full houses, a total of more than 8,000 spectators, for appearances of Gene Autry and his troupe on Wednesday (15). The stand here followed two good houses Monday (13) at the York Arena in Fredericton.

Supporting Autry and his horses Champion and Little Champ were Rufe Davis, mimic; Pat Buttram, clown; the Strongs, whip cracking and rope spinning; the Jemez Indians, ritual dances; the Cass County Boys, vocal group; Ely Sisters, tap dance and xylophone; Hubert Castle, acrobat; Lorraine Stevens, baton twirling, and the Melody Ranch Orchestra.

stand business, as a whole, was down 12 per cent. The night club grosses slid 25 to 30 per cent, and parking revenue was off approximately 10 per cent, as many patrons parked outside the grounds to save the parking fee.

Despite the tighter money situation, midway grosses by 20th Century Shows was up about 20 per cent. This was attributed to the fact that the show had increased earning power by the addition of shows and rides. A sec-

(Continued on page 51)

DALLAS PREXY EVER READY TO PLUG HIS FAIR

DALLAS, Sept. 25.—R. L. Thornton, president of the Fair of Texas and mayor of Dallas, could not resist the opportunity to slip in a plug for his favorite subject, the State Fair, in a recent hearing of the Civil Aeronautics Board in Washington, D. C.

The occasion was a hearing at which 25 leading Dallas citizens appeared to argue on behalf of additional airline services from Dallas to the Northeast. When it became Thornton's turn to speak, he was asked if it were not true that he was chairman of the board of directors of the Merchants National Bank, mayor of Dallas, and president of the State Fair of Texas. Thornton replied, "Yes, and I might say for the record that it is also the largest State fair in the world."

KAN. STATE GATE BEATS '53 BY 10%

Gate, Grandstand, Midway Takes Up 12%; Sunday 110,000 Crowd Sets New 1-Day Mark

HUTCHINSON, Kan., Sept. 25.—The Kansas State Fair closed its six-day run here Thursday (24) after pulling its second largest attendance on record, upward of 374,000 people, a substantial 10 per cent increase over a year ago. A new one-day mark was set Sunday (19) when 110,000 patrons swarmed over the grounds to see the fair, a program of stock car races by Vern Hamilton and the Barnes-Carruthers night grandstand revue.

Altho drought conditions in this part of the State are serious, most farmers came up with a good wheat crop this year, which helped spending. According to Virgil C. Miller, unaudited reports indicated the fair's income from the gate, grandstand and concessions was up 12 per cent, with much of the increase credited to the dropping of the federal amusement tax.

Overflow Crowds

The Barnes' revue, in front of the grandstand each evening, drew a full or overflow stand on five of the nights. Gene Holter's wild animal show, in for a matinee show on both Monday and Wednesday, pulled strong the first day and came back with an equally good crowd for its second showing. Tuesday's performance was marked by Secretary Miller taking top honors in the herding contest. Frank Winkley's program of big car races on Tuesday ran off to a good crowd, but the turnout for the final day, when Aut Swenson's thrill show was on tap, was just fair. Fair opened Saturday (18) with jalopy races, also produced by Hamilton, who had 94 vehicles on the oval.

Rides, brought in by Brodbeck & Schrader, were up over last year.

Shows, booked independently by the fair, rang up good grosses. The Rocky Mountain unit of "Dancing Waters" pulled over 20,000 people during the run. Other units on the midway included Joan Brandon, hypnotist; Sailor Katzy's snakes, Jack Nasworthy's athletic unit and Joe Sciortino's gal show.

Rick Roy Hurt In Fall at Puyallup Fair

PUYALLUP, Wash., Sept. 25.—Rick Roy, billed as the man who hangs himself, was injured at the Western Washington Fair here Thursday (23) when he fell 40 feet from his rigging during the evening performance.

John H. McMurray, fair manager, said that Roy suffered a broken right hip, which was not displaced, and a fractured pelvis. The performer's condition was reported as fairly good, with no indications of internal injuries in early examinations.

Roy was swinging to catch a foothold on the rigging in the first part of his act when he fell.

He was scheduled to go from here to the Fresno (Calif.) District Fair.

Aqua Assn. Elects New Officials

MINNEAPOLIS, Sept. 25.—Robert W. Blackmur was elected president of the Minneapolis Aquatennial Association at its annual meeting Tuesday. Other officers named were Otto Silha and Gordon Ballhorn, vice-presidents; John Lamb, secretary; John Diracles, treasurer; D. W. Onan, honorary chairman of the board.

Financial report showed the association collected \$82,960 from the income-producing activities of the 1954 Aquatennial. Expense was \$81,779.

Membership provided the largest income, \$39,734. Next was Aquatennial's cut of "Aqua Follies," produced by Al Sheehan, which was \$17,745. Parades netted \$11,118. The WCCO-Radio Aquatennial Show brought in another \$2,524. Concessions yielded \$3,377. Poorest income-producer was the much-ballyhooed coronation and star night which netted only \$231.61.

Tenn. State Fair Threatens Records

Enters Final Day With 15% Gate Increase; Grandstand, Midway Receipts Ahead of '53

NASHVILLE, Sept. 28.—The Tennessee State Fair this week was hoping to break its all-time attendance record, and went into its final day here today with a 15 per cent lead over 1953 gates count. Ideal weather prevailed all week, following the heavy rain that washed out opening day attractions Monday (20).

Total receipts are also well ahead of last year, according to L. E. Griffin, secretary, and several grandstand crowds during the week chalked up new records.

A revue, booked thru the Ernie Young Agency, played to good turnouts all week in front of the grandstand. Stock car races, produced by a local promoter, went off before an overflow crowd Wednesday afternoon and motorcycle races Thursday pulled a big turnout. The Aut Swenson Thrill Show, rained out of its Monday show, came back in the following day and played to a good-sized crowd. The Fireworks Corporation of America produced the night pyro displays.

Big-car races, always a strong attraction here, were ran off Friday afternoon by Al Sweeney's National Speedways, Inc., and drew a packed grandstand. The second program, scheduled for this afternoon, has chalked up a strong advance ticket sale. By noon today almost all reserved ducats were taken.

The Gooding Amusement Company, fortified by a strong line-up, including "Dancing Waters," was running well ahead of last year when the Cavalcade of Amuse-

ments had the midway here. The water unit scored big takes all week and rides were doing their usual whopping business.

The fair had its largest livestock show on record. It was necessary to build additional barns to handle the big entry list. Also strong was the women's department where entries overflowed in almost every class. Commercial space was at a premium, having been completely sold out 60 days before the annual opened. Total premiums this year amounted to \$62,000.

Wagner 10% Over '53; Two Dates Washed Out

GREAT BARRINGTON, Mass., Sept. 25.—Buddy Wagner's Auto Daredevils ran into rain twice last week, losing a day apiece at the Brockton and Barrington Fairs. Brockton was recouped nicely on Sunday (12) with hefty houses for two shows, following a washout on opening day due to Hurricane Edna.

Wagner's unit was in for 10 performances at Brockton, following successful stands at Schaghticoke, N. Y.; Leighton, Pa.; Rhinebeck, N. Y., and Chatham, N. Y., the previous week. The Labor Day stand in Leighton came on a

record fair day in perfect weather, and the stands were full.

Repeat dates played thus far this season have been around 10 per cent ahead of 1953, Wagner claimed.

The Eastern unit, headed by Bobby LaBay and Buck Cowling and featuring Lucky Walters' dynamite act, was the one washed out here on closing day Sunday (19). The second group with Ray Wagner, Buddy Brooks and John Purtil as key personnel, was showing at Maine dates and in Canada, with good stands at South Paris, Farmingham, Windsor, Springfield and Cherryfield, all in Maine.

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Weather Hits Wirth Jersey Police Show

UNION CITY, N. J., Sept. 25.—Hurricane winds and considerable rain hurt the Police Circus here Friday thru Sunday (10-12). The show, again produced by Frank Wirth, was staged in rain and gale winds Friday night. The Saturday matinee performance was washed out. On Sunday afternoon, however, some 10,000 persons jammed the stadium.

Acts were Aida, girl in the moon; the Ortons, high pole; Simru Duo, dancing on the pole; St. Leon Troupe, teeterboard; Hill's Elephants, Wilbur's Dogs and Ponies, John Tiebor's Seals, Jack Joyce's Camels and the Four Kovacs, trampoline. Clowns were Andy McLaughlin, Charles Young, Bert Turner, Dippy Diers and Al Florenz. Ernest Anderson was the equestrian director.

Lancaster, Calif., Hits All-Time High With 51,000 Patrons

LANCASTER, Calif., Sept. 25.—A new attendance record of 51,000 was set by the annual Antelope Valley Fair and Alfalfa Festival which closed its four-day run here Sunday (12). A. G. Marquardt, secretary-manager, announced. Marquardt said the event had perfect weather and the fair debuted a new grandstand, Exposition Hall, poultry building and horse barn.

Opening Thursday (9), which was Admission Day and a State and county holiday, the event featured "Welcome Neighbor" night with the dedication of the grandstand. A down-town parade, with Carolina Cotton, radio and movie performer, as grand marshal, pre-

Chattanooga Races At Record Gate Pace

CHATTANOOGA, Sept. 25.—Chattanooga Interstate Fair went into the final stanza of its six-day run here today threatening to break all attendance records. Rain hurt the first two days of the fair but the rest of the week was ideal and thru Friday night (24) the gate count was up a whopping 25 per cent. Today's weather was again ideal and, according to Mrs. Maude Atwood, secretary, a new all-time

high was expected to be set by tonight's closing.

One of the largest crowds in years turned out for the fair Friday (24), and early indications pointed to another huge turnout today.

Amusement Company of America Shows, the midway attraction, were racing well ahead of last year's gross. Rides and shows were all scoring big takes, and "Dancing Waters," in the words of Mrs. Atwood, "has taken Chattanooga by storm."

No grandstand show was held here, as the stand burned down two years ago. In its place a free platform show, booked thru George Hamid & Son, was given each afternoon and night in the infield. Acts included Pedro and Durand, Mia and Matti, Levine's Chimps, the Orioles, and a band concert.

The General Electric "House of Magic" received excellent attention along exhibit row. Unique among exhibits was the Osborn Shopping Center, a suburban town, that has taken over a good part of the fair's new general exhibit building.

SURE THING

Parties Vow Local Option N. Y. Bingo

NEW YORK, Sept. 25.—It is a sure thing that legalized bingo will go thru in most New York State communities some time next year if campaign promises are carried out as faithfully as they were in New Jersey this year.

Both the Democrats and Republicans this week inserted planks in their campaign platforms calling for local referendums on bingo. New Jersey Democrats won their gubernatorial election in 1953 by stumping for the game and promptly called local elections at which an overwhelming proportion of localities okayed bingo and raffles.

No matter who wins the New York election, the controlling party will have its bingo promise to live up to. The referendum will be on a proposed amendment to the State Constitution.

ceded the dedicatory exercises. Thursday night's grandstand show was booked by Hunt-McCafferty, Hollywood agency, and was headlined by Roberta Linn. The crowd, Marquardt said, was disappointing.

'Posters Name Michael Noch, Plan Campaign to Boost Paper

DETROIT, Sept. 25.—Michael Noch, longtime business agent of Detroit Local 94, was elected president of the International Alliance of Billposters, Billers and Distributors, which closed its three-day session at the Hotel Fort Shelby

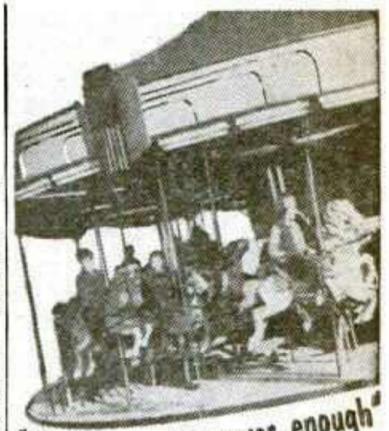
Wednesday, climaxing the Detroit's local's celebration of its golden anniversary. Noch succeeds Emil J. Conrath, of St. Louis, who filled out the unexpired term of the late Leo G. Abernathy, president for 17 years.

Other officers elected were vice-presidents Loyal Gilmour, San Francisco; Ned Becker, Westchester County, N. Y.; C. C. Garnett, Los Angeles; Emil J. Conrath, St. Louis, and Lloyd Shade, Cleveland. John J. Grady, New York City, was re-elected secretary-treasurer; John Shertel, Jersey City, N. J., sergeant at arms; Frank Isadore, Scranton, Pa.; R. C. McGuire, Decatur, Ill., and W. Van Horn, Brooklyn, directors.

The next convention, in 1956, will be held in Milwaukee. Convention opening date was changed from the third Monday in September to the third Monday in August, to avoid conflict with other dates.

A new basic law of succession was adopted, in the case of va-

(Continued on page 61)



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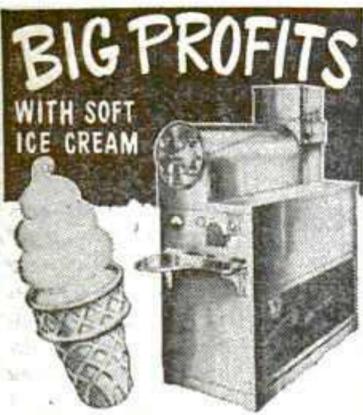
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NEW DEVELOPMENTS
Dispensers for Pop, Popcorn Introduced

CHICAGO, Sept. 25.—Eye-appeal is the big factor in an illuminated hot popcorn dispenser that has a bright red plastic top and 170 square inches of visibility to whet appetites. Dispenser features include a steel body with baked enamel finish, chrome legs, removable plastic spillage tray, plastic spout for filling bags, boxes or bowls; stainless steep hopper; insect-resistant cylinder and compact size of 14 inches square and 28 inches high. The popcorn, already popped, is received in moisture-resistant, lined 2½-peck bags which are emptied into the top of the dispenser. The popcorn is heated in seven minutes, producing five gallons per bag. Dispenser is not coin-operated—ABC Popcorn Company, Inc., 3441 West North Avenue, Chicago 47.

Pop Cooler for Easy Service . . .

COLUMBUS, O.—The Ebco Manufacturing Company is marketing a non-carbonated beverage dispenser that is designed for easy operation, cleaning and servicing. The unit is cooled by electrical refrigeration, and is thermostatically controlled to maintain temperatures on a differential of three degrees, adjustable from 34 to 40 degrees. It has a free-flowing, non-drip faucet that is also refrigerated. Square bowl design and agitator action are said to assure a perfect mix at all times.—Ebco Manufacturing Company, 401 West Town Street, Columbus 8.

Foil Plates for Eye Appeal . . .

LOS ANGELES—A variety of multi-use plates have been added to the line of aluminum foil con-

tainers being produced by Aluminum Container Corporation. They are, according to the firm, designed to add eye-appeal, absorb no moisture and have the added advantage of uniform heat conductivity in cooking. They are light and easy to store. In addition to the pans, the line includes pie plates from four to 10 inches; trays, compartmental trays and dishes.—Aluminum Container Corporation, 951 South Crocker Street, Los Angeles 21.

Pop Dispenser for Quick Service . . .

DALLAS—A dispenser is being marketed here that can deliver six ounces of blended drink in three to four seconds in any three flavors, plus plain carbonated water. Two-stage cooling enables the unit to produce a drink from 34 to 36 degrees without ice, the maker reports. Thru the use of a selector valve and low operating pressure, a consistent blend is assured. The unit is said to be able to deliver as many as 14,000 carbonated drinks from a single drum of gas. It holds the equivalent of 32 cases of drink.—Specialty Engineering Corporation, 2613 Ross Avenue, Dallas 1.

Soft Ice Cream Freezer . . .

ROCKTON, Ill.—Tekni-Craft has introduced a soft ice cream freezer that it claims can produce two flavors or one flavor and a shake base on a continuous, automatic, high volume basis. Features include foot controls, air sterilizers, automatic barometric mix feed and refrigerated and insulated mix-hoppers.—Tekni-Craft, Rockton, Ill.

Holder for Hot Dogs . . .

PLAINFIELD, N. J.—Hot dog holders for casual feeding are designed to keep the eater's fingers clean and relish from falling out of the sandwich. It measures 5½ by 3 by 1½ inches. Also in the line of disposable food service containers are heavy-duty, plastic-coated paper plates for hot, moist foods, and partitioned plates.—Sanitary Products Corporation of America, 633 North Avenue, Plainfield, N. J.

Plastic-Coated Paper Cup Introduced . . .

KALAMAZOO, Mich.—A new plastic coated paper cup has been developed by the Sutherland Paper Company. According to the firm, double coating provides an extra smooth rim and practically eliminates staining from the contents or lipstick. The handle is part of the cup—not glued on—and thus cannot come off. It also permits the serving of hot liquids without danger of burns and the readily disposable cups cut down on dishwashing. Cup comes in print designs.—Sutherland Paper Company, 243 Paterson Street, Kalamazoo, Mich.

New Dishes for Ice Cream . . .

CHICAGO—A new line of ice cream dishes, designed for give-away use by operators, is being introduced by Federal Tool Corporation. They are shatter-resistant and come in sundae and banana split shapes. The manufacturer claims they have great strength and flexibility. The sundae dish is available in 6 and 8-ounce sizes, while the split dish measures 7¾ by 4 by 2¼ inches. All are available in red, yellow, blue and green.—Federal Tool Corporation, 3600 West Pratt Boulevard, Chicago 45.

Chicken Sells At Detroit Fair

DETROIT, Sept. 25.—One of the first presentations of frozen fried chicken on a fair midway, made at the Michigan State Fair this year, was judged a success by some 4,000 patrons of the concession. The 4,000 sales were made at 97 cents (plus 3 cents tax).

Public reaction was good, according to Oscar Bank of the Oscar Bank Company, food brokers, who had the concession.

Citrus Groups Gird for Year 'Round Sales

CHICAGO, Sept. 25.—Frozen citrus fruit juices, a refreshment that gained considerable momentum at outdoor amusement centers this season, are in for accelerated promotion this winter and next summer.

Lemon Products Advisory Board, Los Angeles, has mapped out a year-round promotional campaign that will be launched this fall and continue thru next year's summer season. The board plans to use Life magazine, women's magazines, network TV and radio among other promotion schemes.

Not to be outdone, the National Citrus Merchandising Committee, representatives of Florida citrus interests, recently named Frank D. Arn, chairman of its group with directions to handle two nationwide citrus promotions.

Arn, who is also merchandising director of the Florida Citrus Commission, will manage two promotional campaigns, stressing health values in citrus fruits. The first will begin in January. During June the second promotion will suggest "Citrus Coolers for Summer Health."

P.R. Panels Set For Canned Pop At ABCB Meet

WASHINGTON, Sept. 25.—New containers for soft drink and public relations in the pop business will be two of the important discussion topics at the annual convention of the beverage trade to be held in Philadelphia November 15-18. The confab is being sponsored by the American Bottlers of Carbonated Beverages and will include the International Soft Drink Industry Exposition.

Under the heading "The Industry's Container Proposals, Plans and Problems," E. K. Walsh, assistant general manager of sales, American Can Company, will speak on "What About Cans for Soft Drinks?" R. L. Cheney, director of market research and promotion, Glass Container Manufacturers' Association, Inc., will answer in his address "What About Bottles for Soft Drinks?" A discussion period will follow.

A panel designed to improve public relations in the soft drink industry is scheduled for Wednesday morning program. Panelists will include Thomas Moore, Minneapolis, chairman; Edward Wagner, Cincinnati; George S. Derry, Philadelphia; E. Robert Anderson, Rochester, N. Y.; Wilbur H. Glenn, Columbus, Ga.

James Ryan Named Prexy At Simonin's

PHILADELPHIA, Sept. 25.—James A. (Jim) Ryan, vice-president of C. F. Simonin's Sons, Inc., has been named president of the firm and Eugene B. Simonin has been elected chairman of the board. The firm manufactures corn popping and other type cooking oils.

Ryan joined the Simonin's 30 years ago as sales manager and has been vice-president in charge of advertising since 1929. It is the first time in the history of the company, which was started in 1876, that anyone other than a member of the Simonin family has held the position of president. The new chairman of the board is the grandson of the firm's founder, Count Dillon de Simonin, a French engineer, who came to the U. S. over 75 years ago.

Okay Brewers' Entry Into Pop Business

WASHINGTON, Sept. 25.—A new source of soft drinks, breweries, may develop as the result of the new Internal Revenue Bill signed recently by President Eisenhower.

Under the old Internal Revenue Code, brewers of beer were not permitted to bottle or can soft drinks. The new law, however, permits them to operate a pop plant in conjunction with their beer plant, with some restrictions. It is necessary to first get permission and separate books must be kept for the two operations.

Some veterans in the field point out that many beer plants already have canning production facilities and could easily make a switch to the non-alcoholic beverage.

The Glass Container Manufacturers' Institute recently released figures to indicate what inroads cans have made in the beverage field. It pointed out that there are 5,500 manufacturers of glass bottles, 50 manufacturers who turn out tin cans. In 1953, a total of 1,417,598,000 bottles were shipped to the nation's bottlers and 130,000,000 cans. Of the total bottles, 152,126,000 were of the one-way variety.

Nickel Candy Still Leads

WASHINGTON, Sept. 25.—Nickel candy bars continue to be the most popular with Americans, according to a report issued by the Department of Commerce. During 1953 the 5-cent bars made up 73 per cent of the total bar sales, the department announced.

The sale of the 5-centers declined 2.8 per cent in poundage and 3 per cent in value. This decline, however, still gave the nickel bar a high place in American candy consumption. As for the 10-cent bar, volume increased almost 25 per cent in '53, but the dollar value went up only about 12 per cent.

Bar goods topped all other types of candy, accounting for 39.3 per cent of the total dollar value and 37.7 per cent of the volume. Package goods were next with 35.1 and 33.9 per cent. Specialties in the nickel and dime brackets accounted for 8.2 per cent in dollars and 5.2 per cent in pounds.

Jimmy Hetzer, top man in the Huntington, W. Va., booking agency bearing his name, spent several days in Chicago last week.

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STYMIED AT BORDER

Visa Troubles Results in 2 Fredericton High Acts

FREDERICTON, N. B., Sept. 25.—The Fredericton Exhibition offered a high act to open its grandstand show and another one to close it, because of immigration difficulties involving performers.

into the United States. The performers were stymied.

When Labor Day came both acts were not in Fredericton.

The Bill Lynch Shows on the midway offered the fair its free act, Darrell Hornbeck, the Sky Master, but he was threatened with pneumonia and was unable to put up his rigging.

It was now Tuesday (7) and the Amandis and Allen and Company were still sitting at the border in Vanceboro, Me. Cold and rain forced cancellation of the grandstand show.

By the following morning, however, George A. Hamid had sprung the delayed acts thru immigration and they arrived at the grounds.

That's how the exhibition came to have two high acts.

Chester, Va., Gate, Rides, Shows Up 10%

CHESTER, Va., Sept. 25.—The Chesterfield County Fair this year drew 20,865 people thru its outside gates, an increase of approximately 10 per cent over '53.

Shows and rides, provided by Beam's Attractions, were up about the same percentage. Concessions were off sharply, due to the State's new anti-gaming laws.

Custard Op Confab Set for Nov. 17-18

URBANA, Ill., Sept. 25.—Operators of soft-served ice cream will gather here November 17-18 for a two-day conference to be conducted by the University of Illinois.

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances, possible mailing points are listed.)

- A-1 Amusements: Walnut Ridge, Ark. A. C. of A.: Laurel, Miss. Alamo Expo.: New Boston, Tex.; Nacogdoches Oct. 4-9. American Beauty: (Fair) Hampton, Ark.; (Fair) East Prairie, Mo., Oct. 4-9. AMP: (Fair) Durham, N. C.; (Fair) King 4-9. Baker United: Robinson, Ill., 29-Oct. 2; Toledo 5-9. Beam's Attractions: Hopewell, Va.; Brookneal 4-9. Belle City: Shorewood, Wis., 30-Oct. 3. Bernard & Barry: Kingston, Ont. B. & H.: (Fair) St. George, S. C.; (Fair) Orangeburg 4-9. Big Four: Maden, Mo.; Leachville, Ark., Oct. 4-9. Big State: (Fair) Amite, La., 30-Oct. 4; (Fair) New Roads 7-10. Big Town: Malden, Mo.; Leachville, Ark., Oct. 4-9. Blue Grass: Meridian, Miss.; Childersburg, Ala., Oct. 4-9. Blue Valley: Clarktown, Mo. Bogle, F. C.: Petersburg, Tex., Anton 4-9. Borderland: Slayton, Tex.; Ralls Oct. 4-9. Buck, O. C.: (Fair) Atlanta 30-Oct. 10. Burke, Harry: (Fair) Amite, La., 30-Oct. 4; (Fair) New Roads 7-10. Burkhart: Clarksville, Ark. Capital City: (Fair) Hartwell, Ga. Central Amusement: (Fair) Weidon, N. C.; (Fair) Lewiston 4-9. Cetlin & Wilson: (Fair) Richmond, Va.; (Fair) Greenwood, S. C., 4-9. Cherokee Amusement: Sedan, Kan.; Osawatimbia Oct. 3-7; Predonia 8-9. Coleman Bros.: Middletown, Conn. Crafts 20 Big: (Fair) Fresno, Calif., Oct. 1-10. Cumberland Valley: (Fair) Dalton, Ga.; (Fair) Summerville 4-9. Davis Amusement: Medford, Ore. Dickson United: Rule, Tex. Drago Amusement, No. 1: Kokomo, Ind. Drago Amusement, No. 2: Edensboro, Ind. Drew, James: (Fair) Murphy, N. C.; (Fair) Lavonia, Ga., Oct. 4-9. Dumont: (Fair) Zebulon, N. C.; (Fair) Littleton 4-9. Dyer's Greater: Forest City, Ark.; Marianna 4-9. Ellis, Doug: (Fair) Hardinsburg, Ky. Evans United: (Fair) Alma, Mo. Ferris, Carl D.: Louisburg, N. C. Franklin, Don: (Fair) Rosenberg, Tex.; (Fair) Angleton, Tex., 5-9. Funland: (Fair) Forsyth, Mo., 29-Oct. 2. Gem City: Gadsden, Ala.; Vicksburg, Miss., 4-9. Gentsch, J. A.: Kosciusko, Miss. Georgia Amusement: (Fair) Gainesville, Ga.; (Fair) Jackson 4-9. Gladstone Expo.: (Fair) Clarksdale, Miss.; (Fair) Charleston 4-9. Gold Medal: (Fair) Gastonia, N. C.; (Fair) Petersburg, Va., 4-9. Gooding Am. Co., No. 1: (Fair) Hamilton, Ohio. Gooding Am. Co., No. 2: (Fair) Hillsdale, Mich. Gooding Am. Co., No. 3: (Fair) Huntsville, Ala. Gooding Am. Co., No. 4: Utica, O. Gooding Am. Co., No. 5: (Fair) Kenton, O. Gooding Am. Co., No. 6: (Fair) Auburn, Ind. Gooding Am. Co., No. 7: Mitchell, Ind. Gooding Am. Co., No. 8: (Fair) Carrollton, O. Gooding Am. Co., No. 9: Adelphi, O. Gopher State: (Fair) Lakota, N. D., 30-Oct. 2. Grand American: Monroe City, Mo. Great Wallace: (Fair) Chester, S. C. Greater Dixieland Expo.: (Fair) Jonesboro, La.; (Fair) Marksville Oct. 4-10. Groves Greater: (Fair) Ville Platte, La.; (Fair) Pitkin Oct. 4-9. Hanes, Bill: (Fair) Lubbock, Tex.; (Fair) Waco Oct. 4-9. Hammond, Bob: (Fair) Brenham, Tex., 29-Oct. 2; (Fair) Baytown 4-9. Happy Attractions: (Fair) Ashland, O.; Coshocton Oct. 4-9. Hartsock, Roy: Arbyrd, Mo. Helman's United: Verda, La. Heth, L. J.: (Fair) Carrollton, Ga.; (Fair) Monroe Oct. 4-9. Hills Greater: Pecos, Tex.; Roswell, N. M., Oct. 5-9. Holly Amusement: (Fair) McDonough, Ga.; (Fair) Crawfordville Oct. 4-9. Hottle, Buff, No. 1: (Fair) Donaldsonville, La.; 29-Oct. 3; (Fair) Franklinton 4-9. Hottle, Buff, No. 2: Covington, La., 26-Oct. 3. Howard Bros.: Old Washington, O.; Ironton Oct. 8-9. Ideal Rides: Indianapolis 30-Oct. 2.

- Interstate: (Fair) Moulton, Ala.; (Fair) Camilla, Ga., 4-9. I. T.: Danbury, Conn. Johnny's United: (Fair) Jackson, Tenn. Key City: Rantoul, Ill. Keystone Expo.: (Fair) Elloroe, S. C. Lane, Leo: (Fair) Wrightsville, Ga.; (Fair) Millen 4-9. Lee Am. Co.: Lanett, Ala.; Altmore 4-9. Leeright's Midway: Rule, Tex. Lewis, Ted: (Florida Ave.) Jacksonville, Fla., 27-Oct. 9. Manning, Ross: (Fair) Statesville, N. C.; (Fair) Laurens, S. C., Oct. 4-9. Marion Greater: (Fair) Manning, S. C.; (Fair) Shelby 4-9. Marks, John H.: (Fair) Hickory, N. C.; (Fair) Payetteville Oct. 4-9. Metropolitan: (Fair) Hope, Ark. Midway of Fun: Weatherford, Okla. Midway of Mirth: Harrisburg, Ark. Mighty Hoosier State: (Fair) Aurora, Ind., 30-Oct. 2. Mighty Page: (Fair) Snow Hill, N. C.; (Fair) Mebane 4-9. Milliken Bros.: Jesup, Ga.; (Fair) Hinesville Oct. 4-9. Mound City, No. 1: Lilbourn, Mo.; Ilmo 4-9. Mound City, No. 2: Charleston, Mo. Myers, Sonny, Amuse.: St. Joseph, Mo.; Holden Oct. 5-7. Nolan Amusement: (Fair) Vanceburg, Ky., 29-Oct. 2. Norton's Rides: Morton, Tex. Palmetto Expo.: Waco, N. C. Penn Premier: (Fair) High Point, N. C. Prett's Broadway, No. 1: Rock Mount, N. C.; Frederick, Md., Oct. 4-9. Prett's Broadway, No. 2: (Fair) Bloomsburg, Pa.; Frederick, Md., Oct. 4-9. Priddy: (Fair) Three River, Tex., Oct. 7-9. Proctoria Amusements: Winston-Salem, N. C., 28-30. Raines Amusement: (Fair) Danville, Ark.; Ringold, La., Oct. 4-9. Raley Bros.: (Fair) Jackson, N. C.; (Fair) Pembroke 4-9. Red Ribbon: (Fair) Athens, Ala.; (Fair) Waynesboro, Miss., 4-9. Reithoffer: Bloomsburg, Pa. Rockwell: (Fair) Claremore, Okla., 27-30. Rocky Mountain Empire: Hobbs, N. M. Rose City: Bernie, Mo. Royal American: Oklahoma City. Royal Expo.: (Fair) Waynesboro, Ga.; (Fair) Vidalia 4-9. Shan Bros.: (Fair) Eastman, Ga.; (Fair) Sanderville 4-9. Siebrans Bros.: Albuquerque, N. M. Smith, George Clyde: (Fair) Enfield, N. C.; Pittsboro Oct. 4-9. Snapp Greater: Magnolia, Ark. Southern States: Blountstown, Fla. Southern Valley: (Fair) De Ridder, La.; (Fair) Olla 3-9. Star Amusement: (Fair) Warren, Ark. State Fair: Hillsboro, Tex.; Stephenville Oct. 4-9. Stephens, C. A.: (Fair) Conyers, Ga.; (Fair) Manchester 4-9. Sterling Crown: Corinth, Miss.; Alexandria City, Ala., 4-9. Strates, James E.: Greenville, S. C.; Charlotte, N. C., Oct. 4-9. Sunset Amusement: (Fair) Newport, Ark., 29-Oct. 2; (Fair) Caruthersville, Mo., 5-10. Tassell, Barney: Brookneal (Volens-Republican Grove), Va. Tennessee Valley Amuse.: Tishomingo, Miss. Thomas, Art B.: Little Rock, Ia., 28-29; Yankton, S. D., 30-Oct. 2. Thomas Joyland: Kingwood, W. Va. Tinsler, Johnny T.: (Fair) Anniston, Ala.; (Fair) Lagrange, Ga., Oct. 4-9. Tivoli: Greenville, Miss. 20th Century: Okmulgee, Okla., 27-30; Tulsa Oct. 2-8. United Expo.: Belleville, Ill. United States: (Fair) East Bend, N. C. Val's Expo.: Augusta, Ga.; Ellington, S. C., Oct. 4-9. Velare Bros.: Rotor Ride: (Fair) Memphis 27-Oct. 3. Victory Expo.: (Fair) Iowa Park, Tex. Vivona Bros.: Sanford, N. C.; Neberry, S. C., 4-9. Virginia Greater: Murfreesboro, N. C. Volunteer: (Fair) Linden, Tenn. Wallace Bros.: Monticello, Ark. Wallace Bros. of Canada: Guelph, Ont., Canada; Simcoe, Ont., 4-9. Wallace, I. K.: (Fair) Powhatan, Va. Ward, John R.: (Fair) Jasper, Ala.; (Fair) Starkville, Miss., Oct. 4-9. West Coast: Bakerfield, Calif.; Delano Oct. 4-10. Williams Amusement: (Fair) Stuart, Va. Wilson Famous: Ipava, Ill., 1-2. Wise Amuse. Co.: Winnboro, S. C.; York Oct. 4-9. World of Today: (Fair) Fort Smith, Ark.

Beatty's Nebraska Towns Produce; Escape Storm

HASTINGS, Neb., Sept. 25.—Nebraska business showed an increase for Clyde Beatty Circus this week, with the show drawing several strong houses.

At Grand Island on Wednesday (15), the show escaped damage when a storm struck at tear-down. Some property was wrecked in the city, but circus equipment went unharmed.

Columbus, Thursday (16), was light. Kelly-Miller played there in the spring and the stores were open at night. Afternoon was one-third filled and night house was half of capacity.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Enid, Okla., 28; Duncan 29; Lawton 30; Altus Oct. 1; Frederick 2; Wichita Falls, Tex., 3. Gainesville Community: Bonham, Tex., Oct. 4; Plano 7. Hagen Bros.: Edmond, Okla., 29. Kelly-Miller: Tarkio, Mo., 28; Marysville 29; Falls City, Neb., 30; Sabetha, Kan., Oct. 1; Holton 2; Osage City 3; Ottawa 4; Harrisonville, Mo., 5; Butler 6; Garnett, Kan., 7; Burlington 8; Eureka 9. Kelly-Morris: Smithville, Tenn., 29. King Bros.: Waycross, Ga., 28; Douglas 29; Cordele 30; Americus, Oct. 1; Eufula, Ala., 2; Selma 4; Tuscaloosa 5; Russellville 6; Florence 7; Decatur 8; Huntsville 9; Columbia, Tenn., 11; Clarksville 12; Mayfield, Ky., 13; Union City, Tenn., 14; Dyersburg 15; Jackson 16. Mills Bros.: Chambersburg, Pa., 28; Altoona 29; Johnstown 30 (season ends). Polack Bros., Eastern: Mobile, Ala., 28-29; Keester Air Force Base, Miss., 30-Oct. 1; Augusta, Ga., 4-5; Toledo, O., 13-16; Utica, N. Y., 20-23. Polack Bros., Western: Marysville, Calif., 28-29; Denver, Oct. 4-10; Enid, Okla., 13-14; San Antonio 18-24. Rice Bros.-Joe Mix: Cairo, Ill., 28-Oct. 1; Quincy 4-8; Elkhart, Ind., 11-15. Richards Bros.: Calhoun City, Miss., 28; Houston 29; Water Valley 30; Oxford Oct. 1; Grenshaw 2; Sardis 4. Ringling Bros., and Barnum & Bailey: Kansas City, Mo., 28-29; Lawrence, Kan., 30; Pittsburg Oct. 1; Springfield, Mo., 2; Memphis 4; Jackson, Tenn., 5; Nashville 6; Chattanooga 7; Knoxville 8; Johnson City 9; Roanoke, Va., 11; Staunton 12; Charlottesville 13; Richmond 14-15; Norfolk 16-17. Marie O'Day's Palace Car: Johnson City, Tenn., 28-29; Knoxville 30-Oct. 2; Lenoir City 4-5; Athens 5-7; Cleveland 8-9; Chattanooga 11-14; Dayton 15-16. Oddities of the Jungle: (Fair) Dalton, Ga., 28-Oct. 5.

Lincoln, a Sunday (19) stand, played with Legion auspices, drew a good three-quarter afternoon house and the anticipated half-house business for a Sunday night.

TALENT TOPICS

Following the recent Cass Township Celebration at Pottsville, Pa., at which they were the free act, the Flying Siegrists jumped to Cobleskill, N. Y., for an engagement at the fair there.

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UNDER THE MARQUEE

By TOM PARKINSON

Col. Harry Thomas writes from King Bros.' Circus that Jack LaPearl, Benny LaForm and Al Grinka have joined clown alley. LaForm and Merle Cook have revived the clown prize fight and get laughs.

in Baraboo, Wis., and spent some time with Bill Kasiska. The act made the Marshfield, Wis., Fair where CFA Tiny Uthmeier is secretary, and it will be on "Big Top" Saturday (25).

Frank J. Bryzgel, former Ringling-Barnum ticket taker, has settled down in his home town of New Britain, Conn., where he purchased Anchor Inn, a restaurant on Broad Street.

George Hanneford Sr. advises that the George Hanneford Family will go to Hanneford Court, Osprey, Fla., following the close of the current season with the (Continued on page 73)

The Humboldt (Sask.) Journal recently carried a yarn about Mike Hoffman, who had the Hoffman Novelty Circus out of Omaha in 1928 and wintered in Humboldt until 1943.

Bill Woodcock, before making Buck Waltrip's date at Madisonville, Ky., had the Miller Elephants

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CALLED BEST OF ALL

RRSL Meet's Program, Attendance Set Highs

CHICAGO, Sept. 25.—From the standpoint of program and attendance, the September 13 annual meeting of the Roller Rink Safety League, held at Nielsen's Lounge and Restaurant here, was the best on record, according to O. E. Wirtanen, acting as secretary in the absence of R. M. Foster.

Franz Petritz was approved as league accountant and was given authority to represent the organization on any tax problems involving the Internal Revenue Service.

President H. A. Gettert presided over the meeting which was highlighted by talks by Jack Shalin, Internal Revenue Service tax expert, and Ed Kriser, North American Accident Insurance Company representative.

Shalin talked on tax problems of rink operators and wound up his stint with a question-and-answer session. Kriser explained a new automatic prepaid medical insurance plan to operators. His presentation brought on a heated discussion on the pros and cons of the plan and the possible effects it might have on the number of claims in the future. Generally, operators felt that when all details of the plan are ironed out, it will be a good thing for roller skating. Tax problems were also discussed.

Representatives of supply firms and skating publications were given a chance to introduce themselves at the meeting and "sell their products." A few operators took the opportunity to offer suggestions to supply representatives on how to better merchandise their products.

A motion by Charles Jones that 1954 league officers be re-elected was seconded by Bill Holleman and unanimously carried. It was moved by Claire Williams that O. E. Wirtanen be elected treasurer of the league. The motion was seconded by Bill Limbach and unanimously carried.

A short open forum discussion was followed by dinner for all.

In attendance at the meeting were Al W. Kish, Toledo; Mr. and Mrs. William Boyce, Oak Lawn, Ill.; Earl J. Dunn and John Walters, Mount Clemens, Mich.; Mr. and Mrs. Gerald Gillis and Merle Gillis, Saginaw, Mich.; Bill Skelly, Detroit; Frank C. Binkly and R. L. Jackson, Sycamore, Ill.; Tom Murray, Cedar Lake, Ind.; Joseph Wolak and George Wszolek, Hammond, Ind.; James Hoggatt, La Fayette, Ind.; Mr. and Mrs. Charles E. Jones, Moline, Ill.; Frank T. Tighe, River Rouge, Mich.; George Fryer, Rochester, Ind.; Edward Hoffmann, Akron, Ind.; Johnny Johnston, Hobart, Ind.; Earle Boone, Akron, Ind.; Bob Phillips, Cleveland; Mr. and Mrs. Harold Fieldman, Cuyahoga Falls, O.

Mr. and Mrs. Cletus Kolb, Pensacola, Fla.; Mr. and Mrs. H. Yager, Swank Rink, Chicago; Mr. and Mrs. Frank Moser, Planet Rink, Chicago; Frank Johnson, Granite City, Ill.; Naomi Stoppotte, Granite City, Ill.; L. W. Masseur, Farmington, Minn.; Mr. and Mrs. Paul G. Steinkopf, Shakopee, Minn.; Mr. and Mrs. John F. Scott, Carthage, Ill.; Dell Olson, DeKalb, Ill.; Charles Muffler, Morris, Ill.; Mr. and Mrs. William Limbach, Pontiac, Ill.; Mr. and Mrs. Heiser, DeKalb, Ill.; C. R. Williams, South Elgin, Ill.; M. C. Hansen, Chicago; Otto J. Klein, Streator, Ill.; Joseph F. Shevelson, Chicago Skate Company; Andrew E. Foster, Zanesville, O.; John Foster, Glassport, Pa.; Robert S. Anderson and Robert W. Gormley, LaGrange, Ill.; Mr. and Mrs. J. Harper Spencer, Flint, Mich.

Mr. and Mrs. Bill Holleman, Detroit; Mr. and Mrs. Frank Sinclair, Sterling, Ill.; Orval R. Fisher, Columbia City, Ind.; James E. Wall, Fort Wayne, Ind.; Mr. and Mrs. Perry B. Giles, Muskegon, Mich.; Mr. and Mrs. Kenneth Trueman, Marion, Ind.; Mr. and Mrs. Tracy L. Swartout, Valparaiso, Ind.; Mr. and Mrs. George Gubbins, Chicago; Mr. and Mrs. Merle Arthur, Harvey, Ill.; Mr. and Mrs. Steve Seipp, Melrose Park, Ill.; Harold L. Spaulding, Rockford, Ill.; Mr. and Mrs. Don McElhinney, Cedar Rapids, Ia.; Ledru Millsbaugh, Powell, Wyo.; Mr. and Mrs. Herbert Gettert, Davenport, Ia.; Mrs. Robert Collier, Galesburg, Ill.; Robert A. Craigin and H. Shurr, Oak Ridge, Ind.; Vi Koch, Dumont, N. J.; Hugh Medford, Indianapolis; Arlen Bannick, Bad Axe, Mich.; E. J. Kriser, Rockford, Ill.; James Manzelmann, Chicago; Franz Petritz, Rockford, Ill.; Jack Shalin, Chicago, and Alice M. Nelson and O. E. Wirtanen, Rockford, Ill.

Padula Seeks Biz Hypo Via Ladies' Night

BROOKLYN, Sept. 25.—Taking a cue from the big-league baseball teams, operator Vincent Padula is featuring a weekly Ladies' Night session at Park Circle Roller-drome here. Deal allows women to enter rink and skate for the full public session, without paying admission, every Sunday night. Park Circle, the last local roller to reopen after summer shutdown, made its season's debut last night (24).

"Something has to be done to improve Sunday night business," said Padula. "If this doesn't help, we'll keep experimenting until we find something that will."

Until last season Park Circle hypoed Sunday night b.o. by offering medals to couples who placed in weekly dance skating contests. This gimmick wore thin before last season ended and will not be tried again, at least for the time being.

Hawaiian Spot Enters RSROA

DETROIT, Sept. 25.—The Roller Skating Rink Operators' Association has left the continental limits of the United States to bring three operators into its membership. The newcomers are Charles O. Grim, George S. Horvat and Francis Y. Wong, of Rainbow Skateland, Honolulu.

At the same time the following new members were announced by RSROA Secretary Robert Martin: They are Thomas A. and Dorothy Lane, Senator Roller-drome, North Sacramento, Calif.; Myron and Myrtle Shetler, Roller-cade, Akron; Mr. and Mrs. F. J. Beal and Mr. and Mrs. J. C. Grinter, B&G Rolladium, Independence, Mo.; Charles Saunders (as an independent member operator), Redondo Beach (Calif.) Skateland, and Edna Betz (as representative member rink operator for the H. D. Ruhlman estate), Lexington Skating Palace, Pittsburgh.

AOW Prepping Race Kick-Off

ELIZABETH, N. J., Sept. 25.—Inter-rink racing in the America on Wheels chain kicks off October 9 at Hackensack (N. J.) Arena, with Jack Edwards, AOW director of speed, predicting the best season yet for the hot competitive sport. Florham Park (N. J.) Rink and the Reading (Pa.) Rink, which have participated in the AOW competitions in recent years, although they are not members of the chain, are expected to re-enter the contests this year, said Edwards.

In AOW's Southern division racing resumes October 16 at the Alexandria (Va.) Arena. Annual entry fee is \$1. In making application for entry, skaters release the chain of any liability and agree to race at their own risk.

Stanley Pumphery has been appointed assistant director of speed, in charge of the Southern division. He will work directly under Edwards.

Bowl-o-Rink Reopens

NEW BRITAIN, Conn., Sept. 25.—Bowl-o-Rink here has resumed operations for the fall, with skating scheduled every Tuesday, Wednesday, Friday, Saturday and Sunday nights, and Saturday and Sunday afternoons. The rink staged special events and an exhibition under supervision of Cy Cioni on opening night.

ROADSHOW REP

THE 1954 SEASON of the Neil and Caroline Schaffner Players comes to a close in Kahoka, Mo., October 2. By and large the season has been very satisfactory, with a few towns showing gains over 1953 and a few falling behind, the latter mostly in the drought area of Northern Missouri. In making the closing announcement, the management commended members of the 1954 cast for a job well done. With but two exceptions, the cast is the same one that opened the season in May. It is comprised of Doug Ackley, leading man; Marlene King, leading lady; Dick Wagaman, juvenile; Carolyn Poole, ingenue; Jay Bee Flesner, second business; Ed Ward, characters; Bert Dexter, comedy and specialties; Erman Gray, general business and orchestra leader; Bill Gray, light comedian, and the Dancing Armonds (Bill and Goldie), who replaced the Eagles and their marionettes when they left for school dates. During the season

the show was visited by many well-known producers, writers and other theatrical personalities, including Paul Feigay, producer of "On the Town" and other well-known Broadway shows; Ricky Leacock, producer of documentary films; Boris Kaplan, film producer, and Mitchell White, feature writer. During the season the show was the subject of many feature stories throughout its territory. The Schaffners will go to their home in Sarasota, Fla., for the winter to prepare plays for the 1955 tour. . . . The Tilton Comedians closed their tent season in Garner, Ia., September 12. The Tilton tour got off to a slow start, but business has been reported as very good since mid-July. The cast remained unchanged during the season. Recently at Dows, Ia., personnel enjoyed a visit with Mr. and Mrs. Billy Guthrie, who operate the Tilton-Guthrie Players for 20 years in Iowa before the former stepped out of the picture.

Drivin' 'Round the Drive-Ins

THE Jolly Roger Drive-In opened September 15 in Detroit, the first new theater opening in the Motor City area in about three years. Owner Nick George has installed what is said to be the first full three-channel stereophonic sound north of the Mason-Dixon line, plus "the largest curved screen tower in the world." A moving pirate ship, 60 feet long, rocks on the waves on the screen tower, and the theme of the theater name is carried out in the "galley" (concession booth). . . . A new screen, 80 by 40 feet, has been installed at the Surf Drive-In, Port Arthur, Tex., according to Edward Broussard, manager. . . . H. Ford Taylor has announced that he is installing CinemaScope at his Ford Drive-In, McCamey, Tex. . . . Mustang Drive-In, Andrews, Tex., has had

an asphalt topping applied to its surface, according to Mr. and Mrs. K. N. Greer, managers. . . . The new Deluxe Drive-In scheduled to open within the next several weeks at Rising Star, Tex. Owners are Marvin Bell, and H. Ford Taylor. It has a 300 car capacity. It is equipped with CinemaScope. . . . A Shetland pony is being given away each Monday night at Hi-Park Drive-In, San Antonio, reports Carlton H. Weaver Jr., manager. . . . State Corporation Commission has granted a charter to Scotty's Drive-In, Inc., of Norfolk County, Virginia. Firm, with maximum capital of \$25,000, is headed by Scotty Self, Arthur G. Lowden and Alvin G. Curen.

Season Starts

Continued from page 47

ating for a return to Las Vegas following the late November wind-up of her show tour.

For the future, the ice show producers see a picture nearly as rosy and bright as their own performances. "Ice Follies" operates on the theory that business will be healthy as long as effort goes into the production. "Hollywood Ice Revue" is busy building new principals and hiring leading staff talent.

"Ice Capades" management sees icers as entertainment with appeal for everyone, thus assured of success indefinitely. Harris compares skating shows with circuses, saying that while ring units appeal to kids, rink outfits appeal to all. It is Harris' opinion that the present line-up of shows will provide all the ice entertainment that will be in demand, and that as the many new buildings are opened in city after city, the present array of ice shows will make room in their routes for the newcomers. "Capades," he points out, knocks off a day or two from established stands in order to accumulate time for new towns. Other days have been picked up by making more speedy moves, the six-car train now taking the show from a Wednesday close in one town to a Thursday opening in the next.

Chalfen, of "Holiday," also holds that the icers' future is secure. The business is still growing, he states, although some individual shows probably are close to their peaks. Noting that shows may lose a little business from year to year from within the cities they play, he states, however, that the ever-increasing volume of patronage from the surrounding trade areas results in growing grosses. Wherever the people come from, they pack the arenas, and icers in general seem to be in the big time to stay.

NICK KOUNARIS and Paul Tolis, partners in the Kounaris and Tolis Connecticut Theaters, have postponed opening of their \$150,000, 950-car capacity Meriden (Conn.) Drive-In Theater until spring. The screen will measure 114 feet wide. Construction is currently under way. . . . Car capacity of the Mansfield (Conn.) Drive-In Theater, one of Connecticut's newest outdoor ventures, is being increased from 725 to 900. The theater is owned by General Theaters, Inc., West Hartford, Conn. . . . Mrs. George E. Landers, wife of the Hartford, Conn., division manager, E. M. Loew's Theaters, is in San Francisco visiting their son-in-law and daughter, Dr. and Mrs. Ben Vicas. . . . Attorney Joseph H. Shulman, of the Shulman Theaters, Hartford, Conn., and Mrs. Shulman have returned there from a Los Angeles vacation. . . . Myron Blank's drive-ins at Omaha and across the Missouri River at Council Bluffs, Ia., turned in record business September 10-16 with day-and-date bookings of Hallmark's "Karamoja" and "Half-Way to Hell." H. R. Cox inked the dates and Hallmark's ace exploiter, Dick Edge, supervised the campaigns.

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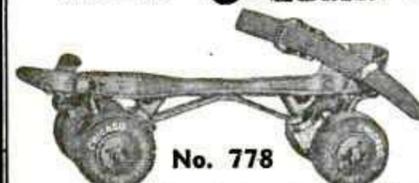
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OPERATION SNOWBALL

4th All-Year Season Starts at Rockaways'

NEW YORK, Sept. 25.—The fourth "Operation Snowball" got under way last Saturday and Sunday (18-19) at Rockaways' Playland. The Queens funspot will operate weekends all winter in its continuing attempt to build up off-season business.

Patronage was fairly light Saturday in cold and dampness, with the park staying open thru 10:30 p.m. Sunday was a total washout with rains prohibiting any kind of play.

Winter operations began in 1951, the best of three attempts. There was a string of Sundays which were sunny altho cold, following a mild October, and good business was recorded. Unfavorable weather the last two years curbed attendance somewhat.

Cold No Deterrent

Even in cold weather rides have operated profitably as long as sunshine encouraged people to get outdoors on winter weekends. Playland has operated in temperatures as low as 14 degrees.

Advertising during the off-season has seen the park take one-column spaces of 50 lines depth, proclaiming, "What, still open?" The Playland clown answers, in the ads, "Yes!" Outdoor ads consist of snipes and about three dozen permanent locations with various-sized paper. Their appeal is aimed not at railroad travelers, Richard Geist says, but at motorists.

The park operates everything this year, a sharp increase in scope over the first winter when only kiddie rides were kept open the

year 'round. Roughly 60 persons are used in operation, of which 44 are on the permanent payroll. Many of those on the all-year crew double as ride operators during the winter, and another 16 come in on weekends. During the summer season part-time people swell the work staff to over 150.

The park this week re-signed Walter Kaner Associates to handle publicity and promotion again for the seventh straight year. Recent activities in which the agency and Dick Geist of the park participated were a Teen-Queen contest last week, and today's appearance of TV child star Brandon De Wilde.

Volpes Score With Industrial Picnic Schedule

McKEESPORT, Pa., Sept. 25.—The Volpes' Rainbow Gardens here enjoyed a good season, stressing major industrial outings. The compact spot's policy has been to host one major picnic at a time, turning over the entire layout to the single group.

The park site has been owned by the Volpes for 11 years and the swimming pool then was leased out. Deciding to enter the park business in 1948, they expanded the equipment and built a drive-in theater. Other early additions were a kiddie train, Merry-Co-Round, Scooter and kiddie rides.

More recently the park added a small-sized Coaster, designed by Ed Vetel Jr. and built by Mal Tailon. There are two Ferris Wheels, a line-up of games and the 400 by 200-foot swimming pool. There are eight major rides and five kiddie devices.

President is Louis Volpe. Joseph Volpe is treasurer.

Michael Noch

Continued from page 57

cancy in office, whereby the executive board will make an appointment of a successor to hold office until the next biennial convention. This replaces the former method of succession by virtue of office.

A recommendation for a campaign to secure essential uniformity of basic conditions in contracts was adopted. This is not intended, Noch pointed out, to interfere with local autonomy, but if of especial interest to traveling shows, in all fields, including the legitimate theater.

Objective is to deal with such issues as "fringe benefits" which have appeared in contracts in some areas.

"Basic conditions like these are fundamental to all organized labor," Noch said. "Even management has been encouraging us to seek uniformity." Shows and others have faced considerable differences in detailed provisions from one territory to another.

A major accompaniment of show business significance was the adoption of plans for a major educational campaign to encourage the use of outdoor media in the promotion of shows of all types, including legitimate theaters, circuses and other traveling shows, and motion pictures.

Outdoor theaters were given special attention in this connection, because, Noch pointed out, they mean a new type of arrangement between the showman and the union, and because their methods and outlying locations require an entirely new approach in outdoor advertising coverage.

The Billposters will spend several thousand dollars on this in-

Kiddie Park's Promotions Seen Builders

ROCKVILLE CENTER, N. Y., Sept. 25.—Roadside Rest Kiddie Park suffered a 10 per cent decline in business during the summer season but anticipates a good fall and winter on the basis of three winning promotions.

Ray Heatherton, the Merry Mailman of TV, appeared on two consecutive Saturdays and attracted a goodly crowd at each. And today is Kiwanis Day with all rides being offered free from 9 a.m. to noon. Hundreds of new moppet faces have been in evidence on the special days and it is expected that repeat visits will be paid on off-season weekends.

Bernie and Bob Finkel dropped their zoo price from 25 cents to 15 for this season, but held to a 9-cent kiddie ride ticket when most other kiddie parks went to a dime. The dime price is planned for 1955.

The zoo equipment is on the selling block, the Finkels said, due to the impending loss of their lease on that area. Included are many nursery rhyme displays and enclosures. This was the Finkels' third season. It operates five kiddie rides and a major Merry-Co-Round.

Pa. Spot Wins With Westerns

NUANGOLA, Pa., Sept. 25.—Playing its fourth season and featuring live Western stagelights, Playland Park here has been doing well, according to Owner Philip Fitelson. Spot is in the anthracite district between Wilkes-Barre and Hazelton.

The 80-acre tract includes a four-acre lake for boating, fishing and swimming. More than 2,000 persons can be seated in front of the 25 by 40-foot outdoor stage. The main food concession stand and most of the games are owned by Fitelson. There are three kiddie rides which are owned by the park but they have been leased out for three years. At the ballroom, schedules provide for square, modern and polka dances.

The park has a children's zoo with a number of buildings built on fairytale themes. More buildings are to be added for next season.

Because of economic conditions in the anthracite coal region, Playland held down admission prices at the park this season, and as a result the attendance has reached an all-time high.

The Western shows are booked thru Jolly Joyce Agency, Philadelphia; Mickey Notron, Reading, and Harry Cooke, Lancaster.

Fishbein Operates As Weather Holds

CAROGA LAKE, N. Y., Sept. 25.—The Circle L Ranch here is staying open on weekends as long as weather permits, Owner A. Fishbein stated this week.

On Labor Day the funspot had clear weather and good business, but receipts were even better on the day before, Sunday (5), he said. Pulling a good play was Nu-keeno, a game somewhat like bingo but using cards marked like playing cards. Fishbein said that because the public participates in selecting the card called, the game gets the nod.

stitutional advertising program which will promote its own media, a move comparable to the advertising undertaken by the American Federation of Musicians in behalf of live music several years ago.

Palisades Beats '53 With Booking Crew, Tax Relief

New Color Scheme, Tulip Bulbs To Beautify Funspot for 1955

PALISADE, N. J., Sept. 25.—Palisades Amusement Park's booking crew, whose outings were credited with roughly 12 per cent of the past season's gross by owner Irving Rosenthal, will be going out again in three weeks, canvassing companies, schools and institutions in a 75-mile radius of the park.

Between the stepped-up booking activity and the federal tax relief, Rosenthal said, the gross far exceeded that of 1953. He said business would have edged ahead of last year's despite the tax relief, due to the new booking practice of sending out a four-man team which works on commission.

The park sells flat-rate outings, offering two-way bus transportation, box lunches, and ride tickets. With daily free acts and dancing being offered, the groups also enjoy these features of the park.

Cut-Rate Cards

During August and September several million cut-rate cards were distributed in the metropolitan area, both door-to-door by an agency and thru the mails by the park. The cards were exchangeable at the gate for seven capacity

rides plus gate admission, for a half-dollar. Returns on these cards were about 8 per cent, Rosenthal estimated, enabling a mid-season slump to be overcome.

Designer Jack Ray visited recently to begin planning next year's color scheme.

The ride lineup will be virtually the same in 1955 with the exception of the Hey-Dey, which will be gotten rid of to make room for a new device. Both Eric Wedemeyer, from whom Rosenthal bought a Roto-Jet after a trial run, and Mickey Hughes, Hot Rod cars importer, are looking for European rides at present. Hughes will bring in two kiddie rides, one of them a Cadillac ride.

12 Varieties

The park will blossom out in tulips next year, it was said. Thousands of bulbs have been ordered and 12 varieties will be planted to bloom for the summer season.

The park closed Sunday (12) with the State's Democrats, led by Gov. Robert Meyner, holding their annual outing. Republicans had their annual get-together washed out on the previous day.

Muskogee Fair

Continued from page 56

ond Kids' Day with bicycle giveaway, was scheduled for Sunday (26), the final day.

Featured night grandstand attraction was a revue booked thru the Music Corporation of America. The show was well received, but turnouts were off. Performers included Tito Guizar, Bobby Winters, Dolly Barr, Johnny Long's ork, and Merriam Sage's line of girls. The same performers were featured in the night club show.

Auto Races, brought in by Frank Winkley's Auto Racing, Inc., were run off before reduced attendance. A program of big-car races Sunday (19) was down 20 per cent. Winkley has stock sprints in this afternoon and winds up Sunday afternoon with a 100-mile stock car marathon. The fair-produced rodeo, held three afternoons was down about 18 per cent.

Despite the drought, the fair had one of its best livestock shows this year. Particularly impressive were the big entries in the Hereford, Jersey and Angus classes. The crop exhibit was off, due to heavy losses of corn and other farm products.

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- MINIATURE TRAIN . . . 34 ADULT CAPACITY
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Salt Lake Sights Record Attendance

Huge Kids' Day Sets Up Big Gate Lead; 140G Gross Is Seen for 'Holiday on Ice'

By HERB DOTTE
SALT LAKE CITY, Sept. 25.—A record-breaking attendance loomed for the nine-day Utah State Fair here Friday (24) as the event entered the seventh day of its nine-day run.

At the close of the first six days, the gate stood at 164,814, compared to 136,618 to the same point last year, when the event finished with 210,787, less than 7,000 under the record 217,239 set in '52.

With three big days to go, the event was rated a cinch not only to top last year's total but to eclipse the '52 record.

Bumper Kids' Day

A bumper Kids' Day Monday (20), which produced a 49,380 gate, played the major part in giving the fair its big attendance lead. The whopping turnout was sparked in a large part by the personal appearance of the Cisco Kid.

The Kid's p.a., sponsored by a dairy company which picked up the tab for the intensive promotion, as well as for his appearance, brought out huge numbers of youngsters, clutching milk bottle tops which were honored for admission. Cisco Kid stood from 12:15 p.m. until 7 p.m. passing out small autographed pictures to admiring moppets.

Even with the bottle top-holders admitted free, children's paid admissions for the day exceeded last year, and the accompanying turnout of parents upped the day's gate receipts sharply over last year.

Weather Hits

The big attendance lead the fair set up in the first six days was

50,000 Goal Is Aimed at By Greenville

GREENVILLE, N. C., Sept. 25.—Three kiddies' days plus free acts and fireworks will be offered this season by Norman Y. Chambliss, in an attempt to boost the Pitt County Fair attendance to 50,000. The six-day event begins October 11.

This is Chambliss' sixth year as manager, and the fourth year on the midway for Prell's Broadway Shows. The Hamid agency is supplying the acts. Premiums total \$3,600.

Tuesday (12) and Friday (15) will be white children's day and Wednesday (13), colored children's day. Kids will enter free thru 6 p.m. on tickets provided thru their teachers. All other times they will pay 30 cents. Adult admissions are 65 cents, and parking is a quarter. Rides and shows will be scaled at a dime for kids on their special days. Fireworks displays are scheduled for Tuesday thru Friday at 9 p.m.

Vinton, Ia., Nets \$1,479 on '54 Run

VINTON, Ia., Sept. 25.—The 1954 Benton County Fair turned in a net profit of \$1,479.46 which swelled the fair board's funds so that it may be possible to construct a new cattle or swine building on the fairgrounds. The board previously had \$5,079 in the treasury.

Receipts were about on par with '53 with a take of \$15,381, compared with 15,459 last year. Expenses amount to \$13,901, compared with \$13,704 in 1953. For the first time in several years the 1954 fair was in operation four full days and a new attendance record for one day was set, with 17,047 persons on the grounds.

made despite rain that all but washed out Wednesday night's (22) wrestling matches in front of the grandstand and thinned Thursday's (23) turnout. Weather turned clear and warm Friday (24) and prospects were for more of the same thru the close.

"Holiday on Ice," perennial Coliseum attraction, opened Friday night (17), on the eve of the fair's opening, with a record \$75,000 advance sale. With the Coliseum, which seats 3,400 for an icer, scaled from \$2 to \$3.75, J. A. (Art) Theobald, fair manager, predicted it would gross \$140,000 in 15 shows. Last year, with a smaller advance, it grossed \$127,000 in the same number of performances.

Makes Many Changes

A successful mining engineer who later turned to public relations before becoming fair manager, Theobald has made many changes in his six years as manager.

The sum results, besides increased attendance which in recent years has always exceeded Salt Lake City's population of 182,000, are broader participation

(Continued on page 63)

Blackfoot, Idaho, Tops '53 Gate, Midway Receipts

Grandstand Crowds Also Up as Event Gets Ideal Weather

BLACKFOOT, Idaho, Sept. 25.—The Eastern Idaho State Fair, which closed Saturday night (18), was on the receiving end of good weather each day of its five days and topped its excellent 1953 run in every department.

Attendance exceeded last year by 5 per cent, surpassing expectations of officials who figured it would be quite an achievement to match the '53 gate.

Midway Up

Ride and show grosses of the Siebrand Bros.' Shows were more than 5 per cent over the 1953 take. Grandstand business also showed gains. A Barnes-Carruthers revue played to capacity every night and on two nights 500 extra seats were placed on the race track to accommodate the overflow.

Entries in almost every classification also were higher than last year, according to Mrs. Ruth Hartkopf, fair secretary. Tents were used to house the overflow of cat-

(Continued on page 63)

Puyallup Overcomes Early Gate Deficit

PUYALLUP, Wash., Sept. 25.—Despite a slow start, the Western Washington Fair this week surged ahead of last year and went into the second half of its run with a gate count of 200,498, some 3,819 more patrons than for the same period in '53. Event opened Saturday (18) and by the closing on Sunday night it needed 21,380 to catch up with last year. This was accomplished in part the following day when a new record 40,555 came thru the turnstiles.

Annual was still 19,377 behind as of Tuesday night (21) but the Wednesday turnout and subsequent crowds pulled the figures up ahead of '53.

Attendance last year was 346,422, a record that is tottering on the basis of the mid-fair check. Weather and general conditions have been none too good for show business. In addition to rains thru-out the summer, there were lumber industry strikes only recently settled after a three-month duration.

Fun Zone Up

These factors seemingly have affected the Western Washington Fair only slightly. Earl O. Douglas, who directs the carnival midway under John H. McMurray, the fair's manager, reported business for the first two days on a par with 1953 and the record Monday showed a 22 per cent increase in receipts over the same day a year ago.

The fair debuted a new section of grandstand that cost \$500,000 and conforms with the other sections. It also increases the seating capacity, giving the stand a total of 12,500. The cost of the construction was borne by the fair, which receives no financial help from any source, city, county or State.

The fair charges \$1 admission and \$1.50 for reserved grandstand seats. The show staged each afternoon and night during the run cost about \$90,000 with each act seen in New York, Miami or some other center before being signed by either McMurray, Jim Blair, director in charge of entertainment, or C. A. (Chick) Hogan, director and assistant director of entertainment. Cy Tailon is handling the

emcee duties for his 18th year and George Prescott announces the rodeo events which interspersed the vaude acts and non-pari-mutuel horse racing program. Max Frolic conducts the band.

The show line-up includes the Song Brokers, Happy Kellems (fifth year here); Toni Novello, the almost human monkey; Joe Novelle and his Dalmatians, Dwight Moore's Mongrel Revue; Romanos Brothers, tumbling comedians; Lola Dobritch, slack wire; the Novellos, trapeze and unsupported ladder; Kumar, plate spinner; the Ghezzis, knockabout; the Rhodins, aerialists; Gene Detroy and the Marquis Family, chimps; the Triskas, high wire, and Rick Roy, aerialist. Fireworks each night were presented by Pacific International Fireworks Company, Tacoma, Wash.

With attendance moving ahead of its record year, Manager McMurray bemoaned only one fact. The rain during the pre-fair season had prevented flowers from growing around the infield.

SHOWERS, COLD CURB BARRINGTON BUSINESS

GREAT BARRINGTON, Mass., Sept. 25.—Altho missing its 130,000 attendance record of 1953 by a substantial margin, the Barrington Fair rolled up a healthy pari-mutuel handle last week and set a one-day attendance record of 22,312 on Saturday (17).

Weather for the Ed Carroll promotion was the poorest in 14 years. Carroll and Jeff Harris, who managed the midway operation, were satisfied with the results, they said.

Besides the attendance mark, Saturday also registered a one-day record racing handle of \$443,923. Total handle for the week was \$1,751,396 or about \$129,000 short of last year's record. Nine races were run daily from Monday thru Saturday (13-18) with purses totaling \$50,000.

Weather Unfavorable

Inclement weather bogged down the mid-week operation of the 113th annual event after a good opening on Sunday (12). Showers

Reading Drops 34% Due to Washouts

Final Gate Totals 188,524; Big Cars Put Off One Week Because of Rain

READING, Pa., Sept. 25.—Already reeling from having one of its biggest mid-week days washed out, the Reading Fair fell off 34 per cent at the gate after its closing day Sunday (19) was also smacked by rain. Whereas the final day in 1953 had drawn better than 36,000 persons, this time the weather was so disagreeable that no count was kept.

Final attendance was given as 188,534 to which is added the few hardy souls who turned out to take advantage of the final day's free gate. Some 500 paid to see an evening concert by the Band of Irish Guards to mark the first time Reading had run on closing Sunday night, for a total of eight full days.

Comparison of attendance with last year's is as follows:

	1953	1954
Sunday (12) ...	39,456	46,512
Monday	9,547	8,436
Tuesday	40,195	42,246
Wednesday ...	42,960	3,509
Thursday	28,372	12,212
Friday	51,369	53,372
Saturday	38,682	22,247
Sunday	36,142	No gate

TOTAL 286,723 188,534

Record Harness Purses

Rain washed out two afternoon Grand Circuit harness programs and one evening grandstand show. The washed-out races were Wednesday's and Thursday's (16-17) and make-up races had three futurities run on Friday (18) and a record one-day total of \$54,264 in purses being paid. Wednesday's grandstand show was called off.

Rain also fell during the windup of the Saturday night (18) stage-show, the Hit Parade Revue featuring Peg Leg Bates and the crowning of Rosalie Fonte of Reading as Miss Reading Fair.

Heavy showers on Sunday morning (19) caused postponement of the AAA big car races. Fair president John S. Giles said the card would be held next Friday evening (1).

Detroit Sets \$7,500 Net

DETROIT, Sept. 25.—Post-closing reports from the Michigan State Fair this week indicated a net profit of \$7,500 for the year, following payment of all outstanding bills. Total expenses, which ran close to estimates, were \$667,500, while total receipts from all sources were about \$675,000.

After two days of mid-week rain, the weather cleared on Friday and the gate jumped, but showers fell on Saturday and Sunday was a washout. It was noted that on days when weather permitted, the gate figures were good, three times topping last year's. Unsettled labor conditions, especially in the area's vital textile industry, resulted in cautious spending, however. Grandstand entertainment was hard hit, as was the Cetlin & Wilson Shows midway.

Cincy Carthage Annual Clicks; Gross, Gate Up

CINCINNATI, Sept. 25.—Ideal weather and what Secretary Clarence A. Peters termed an excellent entertainment program brought out approximately 100,000 people to the Cincinnati Carthage Fair, September 15-18, which came close to the all-time record attendance figure established in 1952. Paid attendance was about 64,000 and the fair finished well in the black. Peters voiced the belief that the annual was one of the few Ohio fairs to register gains in attendance and profit this year.

Drawing well as principal grandstand attraction was George Arnold's Hollywood Ice Revue. Supplementing the revue were Al Ross and Dianne, clown act, and the Saturn high act which also did balancing and adagio turns during afternoon performances. All attractions were booked thru the Gus Sun office, Springfield, O., which has held the contract for years. Running and harness races were offered between acts during the afternoons, while a horse show held the same spot at night.

Gooding Amusement Company No. 1, piloted by John Enright, was back on the midway, and despite the fact that it operated one day more last year, occasioned by the 1953 sesquicentennial celebration, succeeded in rolling up a gross well ahead of last year's. In on a 75-25 per cent contract with the fair, the annual showed a \$1,000 increase in its share of the gross.

From nearly every standpoint, said Peters, this year's fair was one of the best ever held locally. Every inch of exhibit space was sold and the floral and wildlife exhibits were termed outstanding. Also lauded as attractions were a foreign car parade on opening day put on by local people, a county school band concert in for a day, and a trout fishing feature that pulled plenty of attention.

Edmonton, Calgary To Add Tent Show

EDMONTON, Alta., Sept. 25.—As part of Alberta's golden jubilee observance next year, a locally-produced midway tent show will be presented at the Edmonton and Calgary summer fairs, according to C. E. Gerhart, minister of municipal affairs.

The show, to be produced and promoted by Albertans, will be of professional caliber and will feature Alberta talent. During the summer, cities, towns and villages will have a jubilee theme to their exhibitions, stampedes and fairs, Gerhart said.

(Continued on page 63)

JUMPS THE GUN

Dallas Major Shows To Bow a Day Early

DALLAS, Sept. 25.—The 1954 State Fair of Texas will get a "head start" when two of its major attractions open the night before the fair officially begins.

"The King and I" in the State Fair Auditorium and "Ice Cycles of 1955" in the Ice Arena are scheduled for 24 performances at the 1954 exposition. Both will open Friday, October 8, the night before the Texas-Oklahoma football game, which is always a sellout in the 75,504-seat Cotton Bowl Stadium.

Fair executives reason that both shows will sell out for the Friday performances just as they have always sold out for Saturday night, Sunday afternoon and Sunday night shows on the big Texas-Oklahoma weekend, thus adding one more potential sellout for the two shows.

Heavy Advance

Advance sales for the shows have been exceptionally heavy, and the feeling is that "King" may have what it takes to break the all-time indoor theater box-office record set at the fair in '50 by "South Pacific" by the same Rodgers and Hammerstein writing team. "Pacific" grossed a total of \$394,422 in 24 performances at the 1950 Dallas fair.

Fair expects to have one of its finest midway line-ups in history with Cliff Wilson again handling the shows and with an especially strong line-up of rides augmenting the more than 30 permanent rides on the midway. The fun zone will feature the new "Flying Cars" ride from Riverview Park in Chicago.

Dallas will be the second spot in the country where this new ride will be in operation. The midway will also have the Velare Bros. Rotor and the Sky Wheels. The "Round-Up" will also be on hand. There is a possibility that there may be one or two other new major rides as well.

Show Line-Up

In the show department the "Hall of Presidents," wax museum of Hank Loosley, has just been booked for the midway.

The Joie Chitwood thrill show has been booked for 24 performances in front of the grandstand.

Chitwood will have three performances on Saturday, October 16, Rural Youth Day, when more than 100,000 farm and ranch kids are expected to be on hand.

Dennis Day, radio and television star, will appear in the big free show in the Cotton Bowl on East Texas Day, October 19, along with the precision dancing-marching Apache Belles from Tyler Junior College.

This show as well as four others will be climaxed by fireworks provided by Thearle-Duffield, Inc., of Chicago.

The fair's annual "Texan of Distinction" award will go this year to Maurice T. Moore, chairman of the board of Time, Inc., publisher of Time, Life, Fortune, the new Sports Illustrated magazine and several other publications. The award, made to native Texans who have distinguished themselves on a national scale, has in previous years gone to the president of Chrysler Corporation and the president of Standard Oil of New Jersey. Moore is a native of Deport, Tex.

The fair has also announced that the Religious Festival, which will take place on the final evening of the fair in the Cotton Bowl, will have as its speaker Congressman Walter Judd, former medical missionary to China and an expert on Far Eastern foreign policy.

Blackfoot Big

• Continued from page 62

tle entries. There were 30 per cent more 4-H entries than last year.

Plan New Building

A notable new feature was the competition of big-horse hitches, with four six-horse hitches, several four and two-horse hitches, and one eight-horse hitch entered.

The fair plans to build an 80 by 120-foot building to house youth exhibits in time for next year. The building will enable the fair to keep abreast of the increased number of entries in the youth division, Mrs. Hartkopf pointed out.

Weather Cuts Turnouts at Evansville, Ind.

EVANSVILLE, Ind., Sept. 25.—The second annual Tri-State Agricultural and Industrial Exposition closed its gates Wednesday after a 5 per cent drop-off in attendance. Bad weather in the form of heat and heavy rain kept patrons away from the fairgrounds, which are located at nearby Dade Park Race Track.

Event, which is sponsored by The Evansville Courier, opened Friday (17) to rain. Sunday, normally expected to be a big day, was hot in the morning but a brief thunder shower, following by threatening weather, chased many patrons home. Monday, upwards of three inches of rain virtually washed out most activities on the grounds.

A WLS show, featuring Homer and Jethro, was the attraction Monday night but the rain held down the crowd to a few hundred and the performance was staged on the mezzanine of the big grandstand instead of the stage. Other attractions during the week included a revue, featuring Frank Parker on Saturday night; Roy Acuff on Saturday afternoon and night; Lulu Belle and Scotty on Tuesday evening, and wrestling on Wednesday night. Pat Flynn's rides provided the midway attractions.

According to C. J. Becker, secretary, livestock entries were 100 per cent ahead of last year's maiden run. Champion animals were on hand from State fairs in Illinois, Indiana, Kentucky and Ohio.

York Termed Good Tho Weather Hurts

Concessions Up; Gate, Grandstand Dip; Complete Plans for New Exhibit Bldg.

YORK, Pa., Sept. 25.—Poor weather cut into the gate and grandstand receipts of the York Interstate Fair last week but the event was a success in every way, Samuel S. Lewis, president and manager, reported.

While the take in some departments declined, records were set in others. Harry D. Immel, concessions manager, reported an income of \$116,613, \$265 more than last year, for a new mark. By closing time Saturday night (18) Immel had \$24,569 in deposits, \$1,284 more than a year ago.

Lewis claimed a growing interest in the fair, noting that some 10,000 separate exhibits were included. Premiums awarded this year totaled a record \$19,450.

Plan New Building

No time was lost following the closing of this year's event before Lewis announced that a new exhibit hall, 120 by 250 feet, would be constructed in time for next year's showing. The building will be of brick, steel and concrete construction. A site west of the Madison and Richland Avenue gate was chosen.

The model all-weather stage was credited with holding the grandstand show gross to around the \$100,000 figure. Booked by Frank Wirth and produced by John Lonergan, the shows featured Patti Page, the Mariners and Sammy Kaye and his band.

The Wirth "Hi Neighbors!"

revue featured a 24-girl line; D'Arco and Gee, comedians; Fedi and Fedi, dancing dolls; Four Martells and Mignon, adagio; the six New Yorkers, vocalists and John Barry, emcee.

Acts were Jack Joyce's Camels; Nana Woolford's Dachshunds; Eight Johnsons, teeterboard; Hildalys, aerialists; Aida, girl in the Moon; Four Kovacs, trampoline; Six Sons of Morocco, tumblers, and the Therons, cyclists. The 20-piece Spring Garden Band played the show.

Gate, Midway Up at Allegan

ALLEGAN, Mich., Sept. 25.—The Allegan County Fair battled rain, heat and cold but still wound up its seven-day run here Saturday (18) with a slight attendance bulge over last year. Turnouts were topped only in '52 when the fair set its all-time record.

A new record attendance was set for the annual's Sunday (12) religious services. The following day Ward Beam's thrill show did fair business in view of an all-day rain and a power failure that evening that held up the show's starting time. Rain during the best part of the week held down attendance but when the skies cleared for the final Friday and Saturday, turnouts jumped. No shows were lost to the weather but two race programs were delayed. The Barnes-Carruthers' grandstand revue played to good grandstand with two shows on the final two days. John Reid's Happyland Shows were up 20 per cent but concession business was off.

Barrington Biz

• Continued from page 62

was introduced. Chief speaker was Don Tuttle, farm expert of WRGB-TV and WGY, Schenectady, N. Y. More than 140 winners, delegates and parents of winners attended.

Visiting during the week were Gov. Christian A. Herter, Lt. Gov. Sumner Whittier, and other political leaders. Broadway comic B. S. Pulley was a guest in Carroll's box at the races Wednesday (15).

Al Martin acts at the Barrington (Mass.) Fair included the Heerbink Trio, Paul Rogers, Connie Welde, Bobby Whaling and Yvette, Gretonas Family, Brick Brothers and Mr. Murphy, Aerial Ortons, Welde's Bears, Five Antaleks and Flora Zaccini. Chet Nelson's band cut the show.

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Rough Weather Holds Brockton to 136,326

BROCKTON, Mass., Sept. 25.—Total attendance at the Brockton Fair hit 136,326 despite the complete loss of the opening day to the fringe action of a hurricane, and rain or other inclement weather on practically every day of the eight-day event which closed last Saturday (18).

Of the total, 94,085 attended on three days, with a scant 42,241 spread over the remaining five. Opening Sunday (12) provided the biggest crowd, a total of 37,677.

Daily figures released by Secretary Frank Kingman follow:

Saturday (11)	rain
Sunday	37,677
Monday	11,217
Tuesday	25,677
Wednesday	13,732
Thursday	7,807
Friday	9,485
Saturday	30,781

TOTAL 136,326

Weather a Factor

Sunday, Tuesday, children's day and the closing Saturday were well populated and good for all fair units. Except for the weather, opening Saturday would have been good and the remaining days would have attracted many more people. Running races with pari-mutuel

Salt Lake Sights Record

• Continued from page 62

in the fair and great support by the farm element and the business community.

Entries Climb

He has wooed and won the support of farmers, and this is reflected in the continued increase in entries in the livestock department, more and better grade of county exhibits, and in the presentation of a well-balanced show.

This year, swine entries were double those of '53. There were no fewer than eight out-of-State dairy herds entered. In almost every classification entries were up.

It was Theobald who inaugurated the free grandstand show; free except for reserved seats. There were two reasons for this, the 20 per cent federal tax which had been in effect at the time, plus the fact that the grandstand had not been a winner, perhaps because of the competition from the ice show in the Coliseum.

With the outside gate pegged at 75 cents for adults and 25 cents for children, Theobald has made the policy pay off thru increased gate attendance. He has aimed for varied grandstand attractions. Thus, this year he offered horse show events three nights, wrestling one night, Jimmie Lynch's Death Dodgers for four shows, a parade, Armed Forces demonstration, and the like, plus the Zaccini cannon act at all shows.

Well-Balanced Show

Theobald has broadened the base of the show by developing

new features and adding to the old ones. The current run offers a hobby show, an Armed Forces Show, Utah-at-Work Show, a Do-It-Yourself Show, many different contests, and a highly interesting Mineral Show, along with the regular departments of the well-balanced fair.

His scheduling of events has something going on at all times. To top it all off, he used Count (Gopo) De Bathe, clown, in walk-arounds to delight the youngsters and quiet music over the grounds' p.-a. to lend a restful air to the well-maintained, attractive grounds.

GRANDSTAND PRICES SHAVED AT TRENTON

TRENTON, N. J., Sept. 25.—All grandstand admission prices have been shaved from 25 to 50 cents for the New Jersey State Fair. President George A. Hamid said this week, and fees at the main gate and parking lot will remain unchanged. The eight-day event begins tomorrow.

Daytime prices in the stands will be \$1, \$1.50 and \$2, compared with last year's \$1.50, \$2 and \$2.50. For night shows the scale is 50 cents, 75 cents, \$1 and \$1.25, whereas last year it was 80 cents thru \$1.50.

At the front gate the admission for adults will be 60 cents in the daytime and 80 at night. Kids pay

25 and 50. Grandstand price for children on Monday and Friday afternoons will be a quarter.

On the week's program are the Jack Kochman thrill show and fair queen contest on the opening afternoon and the Phil Spitalny All-Girl Orchestra at night, and the Irish Horan thrill show on Monday (27).

A revue will be offered nightly before the grandstand, and harness racing will be run Tuesday thru Friday (28-1). Singer Johnnie Ray will appear with the revue Wednesday night, and on Saturday afternoon (2) Capt. Tommy Walker will crash a plane into a frame house on the track infield. World of Mirth Shows will provide the midway.

GEORGIA STATE FAIR
MACON, GA., OCTOBER 18 THRU 23
SOME SPACE OPEN FOR CUSTARD, PHOTO, PITCH, ROOT BEER, GADGETS, ETC., OR WHAT HAVE YOU.
FAIR'S INDEPENDENT MIDWAY.
GEORGIA STATE FAIR
P. O. Box 739, Macon, Ga.

FAIRFIELD COUNTY FAIR
Lancaster, Ohio
Day and Night, October 12th, 13th, 14th, 15th and 16th.
Largest County Fair in Ohio
Want small Concessions. No shows, no lunch stands.
Write T. B. Cox, Concessionist.

Nashville Up 37% For Gooding Org

'Dancing Waters' Tops 12G for Week; Revue, Miller Show Garner Big Crowds

NASHVILLE, Sept. 25.—For the second straight week the Gooding Amusement Company was racking up whopping grosses. Business here at the Tennessee State Fair this week, including Friday (24), was a substantial 37 per cent ahead of last year's gross, when a railroad show was in here. The rides and shows moved here from the Tennessee Valley Fair, Knoxville, where they topped last year's midway takes by upward of 41 per cent.

A strong back-end line-up, led by "Dancing Waters," was racking up big earnings. The water unit took in \$2,800 Friday (24), and by the close of the fair tonight, a total week's gross of \$12,500 was anticipated.

Closely following the fountain show was the Gooding Revue, managed by Joy Purvis, and on the heels of this unit were Irvin Miller's "Brownskin Revue," Rivero's Climb of Death, Leo Carroll's Glop Show, and Art Conners' Side Show. All told, there were 21 shows in the line-up, 28 rides and a Penny Arcade, for a total of an even 50.

Rain early in the week cut into business somewhat. Rain Monday

Reading Fair Re-Inks C-W

READING, Pa., Sept. 25.—Before Cetlin & Wilson Shows moved out of here after the Reading Fair's final day, Sunday (19), the organization was again awarded the midway contract for 1955. When the show returns here next year it will be for the 18th consecutive year.

A jamboree held in the girl show top during the week here netted \$1,250 for the National Showmen's Association. Bill Moore, concession chief, served as emcee and acts from the Hamid grandstand show provided the entertainment.

Hold Last Rites For Tommy Tucker

WINNIPEG, Sept. 25.—Funeral services were held here Monday (20) for Anthony (Tommy) Tucker, 35, ride foreman at Rendezvous Park, who died Thursday (16) of polio. He had been with E. J. Casey Shows and the Casey amusement park for the past nine years.

He was survived by his widow, Bertha; a son, Robert, and a daughter, Betty; his mother, a brother and three sisters.

Crafts Plans 1955 Idaho-Utah Unit

SALT LAKE CITY, Sept. 25.—Orville Crafts will keep one of his units busy in Utah and Idaho next year, Crafts disclosed here this week at the Utah State Fair, where he is providing the midway attractions for the first time.

After the close of the current stand, Crafts will store part of the equipment at the fairgrounds here, using it as a secondary winter quarters while maintaining his base at North Hollywood, Calif.

The equipment stored here will serve as the nucleus around which he will frame the unit to play exclusively in Utah and Idaho next year. The unit, to be managed by Frank Sutton, will consist of seven major rides and as many kid rides, Crafts indicated.

Crafts lined up at the fair currently consists of 12 major rides

(20) Kids' Day, hurt, but despite the inclemency, rides and shows topped last year's moppet outing by \$1,200.

Show received good publicity breaks here. The Monday (20) edition of The Nashville Banner carried a six-column picture of "Dancing Waters" in full color. Other breaks also appeared daily in the local press, as well as on radio.

Unit was managed by Hal Eifort, with Starr DeBelle doing the press. Floyd E. Gooding, owner, was on hand for the closing day.

Water Spec Shows Midways Can Buy, Make Money With Costly Units

NEW YORK, Sept. 25.—Carnivals have soundly demonstrated this season that they can carry top-flight entertainment units and make a buck in the process. A case in point is the routing of several units of Dancing Waters, a novel water spectacle currently earning for its promoters the highest weekly gross income in the history of the industry.

Bought initially by some as a class presentation—the frosting on the midway cake offered fair managements—the fountain display has proved itself a real entertainment value with diverse appeal and operating flexibility that has enabled it to top midway earnings consistently.

Mrs. William T. Collins Enters SLA Contest

CHICAGO, Sept. 25.—Mrs. William T. Collins, wife of the owner-operator of the William T. Collins Shows, is the latest entry in the contest, sponsored by the Showmen's League of America, for the selection of Miss Outdoor Show Business of 1954. Mrs. Collins is the show's office secretary.

Her entry raises to 18 the total number of candidates to date. The others are Ginny Lowry, Polack Circus, Western Unit; Alice Moorehouse, Boyle Woolfolk Agency; Lorane Hampel, National Speedways; June Reynolds, World of Today; Evie Belew, Royal American Shows; Mrs. Art Signor, 20th Century Shows; Geraldine Feneck, Wallace Bros.' Shows of Canada. Ann (Mrs. Louis) Rice, Amusement Company of America; Margie Wallenda, Polack Circus, East-

em Unit; Ginny Scott, Paul Marr Agency; Annabelle Pogeman, 105 Ranch Rodeo; Lida De Valle, Marcus Glaser Agency; Joy Purvis, Gooding Amusement Company; Joan Nix, Moore's Modern Midway Shows; Doris Fritz, Continental Shows; Peggy Mulrine, Snapp Greater Shows.

and 10 kiddie rides, embracing all of the units normally carried by his Fiesta Shows and part of the Crafts 20 Big Shows, managed by Frank Warren. There are also a Frink Show and Freak Animal Show in the line-up.

Crafts obtained the contract for the fair here on an outright buy, the result of bidding highest. After six days of the nine-day run, Crafts observed that his line-up of 24 attractions is more than the spot warrants.

The fair's gate thru the first six days was racing ahead of last year, with a bumper Kids' Day Monday (20) accounting largely for a big gate lead. Crafts' grosses, in line with the increased gate and due to strong line-up, also was estimated at far ahead of last year to the same point.



LATEST ENTRY in the Showmen's League of America contest to select "Miss Outdoor Show Business of 1954" comes from the Nebraska State Fair. Mrs. Helen Wadhams is assistant to Secretary Ed Schultz at the Lincoln annual.

Pomona Midway Up Despite Gate Drop

POMONA, Calif., Sept. 25.—Daytime revenue at the Harry Illions' World's Fair Midway of the Los Angeles County Fair, was cut by the hot weather but cool evenings take brought the figure up to show an increase over last year. Compilation of takes at the end of the first five of the 17-day run showed the zones ahead 13 per cent during the first three days and 6 per cent Monday and Tuesday (20-21).

Illions directs the World's Fair Midway for the exposition. His rides are supplemented this year by those of the Frank W. Babcock United Shows, which has adult rides on the Illions tract and in

the two Kiddielands. Babcock's manager, Larry Ferris, is directing his firm's equipment operation.

One attraction on the midway was reported down approximately 45 per cent, while ticket sales on a ride showed it was over 30 per cent ahead of last year.

The fair opened Friday (17) with the day's attendance beating that of last year. However, during the five days, the 1954 turnstile clocking has been over that of comparable days last year only on two occasions. Attendance for the period was 303,265 against 310,167 for the same days in 1953.

The days have been hot with the mercury hitting into the 90s. However, cool evenings have showed business spurts to keep the money ahead of the comparative period.

Va. Greater Holding Up in Drought Area

HERTFORD, N. C., Sept. 25.—Virginia Greater Shows put 12 rides, 8 shows and about 40 concessions into the Eight-County Fair at West Point, Va., last week and came out of it okay altho money was reportedly a bit tight for all. Weather was perfect all week.

Attendance was satisfactory, it was reported, but careful spending by patrons held down the grosses somewhat. It was the seventh year in a row for the Masucci outfit here. Since starting its Southern trek the show has played in territory which has suffered a dry spell but business has not been below expectations.

Joining at West Point were J. Norris with three concessions, Frank Donato, two, Raymond Goad, two, Martin Barry, two, Pete Rossi, two and the following with one each; Lyman Truesdale, R. Hoffman, Cecil Purvis, G. Hawn, Mitchell Lovett, S. Lehman, Joe Juliana.

Also coming on were A. G. Hillman's grab, S. Purcella's grab, Cecil Purvis' Ferris Wheel, Rollo-Whirl

Veterans United Goes Into Barn

HUTCHINSON, Minn., Sept. 25.—Veterans United Shows have moved into winter quarters here after an okay season. Show wound up its tour at the Douglas County Fair, Waterloo, Neb.

term on midways as a novelty attraction.

Weekly gross earnings for the waters display have been reported as high as \$15,000 and \$16,000—an awful lot of money for a couple of tons of water, a bed of nozzles and a skilled operator. And this kind of money has been ground out in competition with some pretty high-powered units, many of which have the potent advantage of thundering patlys.

By its very nature a slow starter that the public has to sell itself on, the water spec needs a build-up period that will allow it to pyramid a gross as the week's end approaches. Its chief advantages

(Continued on page 69)

12 HOURS, 3 GALS.

I. T. Borrows Diesel Display To Run Wheel

FLEMINGTON, N. J., Sept. 25.—An alert exhibitor saved I. T. Shows from the loss of a Ferris Wheel for a day at the Flemington Fair, when motor trouble indicated the ride would have to be shut down.

He convinced them to try a small two-cylinder, air-cooled Pette engine that he was showing as a demonstrator. The 558-pound unit reportedly was in operation for 12 continuous hours at the ride, consuming three gallons of No. 2 fuel oil.

Krekos' San Jose \$\$ Ahead of '53 Totals

SAN JOSE, Calif., Sept. 25.—Total receipts of the combined West Coast Shows and West Coast Exposition Shows at the 10th annual Santa Clara County Fair here were over those of 1953, Mike Krekos, executive manager of the organization, said. The exposition closed its annual run Sunday (12).

The combining of the two shows, West Coast, under the management of Eddie Hellwig, and West Coast Exposition, directed by Eddie Harris, marked the second time this year the attractions were put together to play a spot. The equipment was moved in here from the California State Fair & Exposition in Sacramento in a fast move. Closing in the capital city at midnight, the shows moved 135 miles and were ready for operation when the fair gates opened officially Monday night (13).

The lot was laid out by Harry

Myers, general manager of the two carnivals. It ran approximately 1,500 feet in depth and had about 10 rides less than were featured at the State Fair, where Foley & Burk Shows had five. Rides for the Santa Clara County Fair date was set at 40, including kid rides. The Caterpillar was not installed but a Flying Saucer and Round-Up were used for the first time. Three shows, Horror, Snake Girl and Gorilla, were in the zone. There were 125 concessions.

Total revenue was boosted both by increased crowds, the fair setting a new daily attendance record Friday (17), and a larger contingent of riding devices.

Shows split at the close of the run with West Shows going to the Madera District Fair in Madera and the Exposition unit to Walnut Creek. The shows will combine Tuesday (28) for the Kern County Fair in Bakersfield.

BAD REPORTS MEAN LITTLE, LEWIS SAYS

YORK, Pa., Sept. 25.—Sam Lewis, president and general manager of the York Interstate Fair, showed little patience with reports that earnings along his midways this year were down considerably. Lewis said he personally had heard no complaints and pointed to nearly \$25,000 in advance payments for locations at next year's event, a record, as an indication that operators regarded the event and its potential favorably. "Anyway," he added, "some of these guys are in the habit of saying business is bad even when it actually is better than the year before."

MIDWAY CONFAB

J. C. Weer, former show owner, writes that en route to his Miami home from the Midwest he stopped off in Cocoa, Fla., where he was saddened to hear of the recent death of Mrs. Lee Avery, a veteran of 60 years in outdoor show business. He reports that Mrs. Avery started at 14 with the John Robinson Circus and for the past 35 years she and her husband had cookhouses and novelty concessions on a number of midways. Weer also reports he visited with Mel and Guy Dodson and Mr. and Mrs. Ed King in Savannah, Ga.

Irene Denton, wife of the owner-manager of Gold Medal Shows, was guest of honor at a birthday party at the Rutherford, N. C., fair. Husband Johnny presented her with a diamond ring. Guests included Essie Harris, Sis Campi, Marguerite Anderson, Frances Piercy, Shirley Sparks, Marie Claman, Rena Stevens, Mom Stevens, Mable Stienfeldt, Midge Jamison, Frances Carr and Mickey Sakobie.

Bob McCarty writes from Newark, N. J., that Slim Wolfe, in town for a short visit, reported business poor in the East because of the weather. Wolfe now has 21 donkeys in his donkey baseball game; Big Sheriff is confined to his room at the Comet Hotel, Newark, and would like to hear from friends; Little Becky, vet legal adjuster, entertained Squawk Riley and Flannel-Mouth Hunter at his home in West Orange, N. J., recently, and Marie and Roland Starks, concessionaires formerly with the Desbro Shows, have left the road to operate the Fairmount Diner, Syracuse, N. Y.

Harold M. Kilpatrick, former billposter and now booking the sex picture, "I Want a Baby" in the Carolinas for H. G. Aronson, of Charlotte, N. C., writes from his Bessemer City, N. C., home that he will close his season at Saluda, S. C., September 24. Kilpatrick's last season on the road was with Dodson's World's Fair Shows. . . . Hattie Wagner, who has been living on her private car at Mobile, Ala., since the closing of Cavalcade of Amusements, has leased a house in the western section of the city and will move there next week. She gives her present address as P. O. Box 66, Mobile.

Terry Marshall, former showman and now operating a tavern on South Broad Street, Mobile, Ala., writes that he recently installed one of the new Frankfurter Rotisserie machines manufactured by Bell Engineering Company, Lynn, Mass. Deal was handled thru Walter B. Fox, who is representing the manufacturer in the Mobile territory. . . . Mike Dessen, former circus and carnival agent, and now in the real estate business in Mobile, Ala., recently spent some time cutting up jackpots with Walter B. Fox at the latter's Mobile apartment. Other recent visitors to the Fox abode included Robert L. Lohmar, Charlie Crichton, S. A. Ratliffe and Johnny Adams.

Ralph Lockett, office secretary of the World of Today Shows, was a recent Chicago visitor, stopping off en route from Spencer, Ia., to Parsons, Kan. . . . Mr. and Mrs. Frank Thomas, operators of the Capitol Hotel, Frankfort, Ky., were guests of J. L. Machamer, secretary of the Amusement Company of America, at the Kentucky State Fair, Louisville. Mrs. Machamer returned with them for a short visit before rejoining the show at Chattanooga.

Virginia Greater Shows at West Point, Va., was visited by Harry Wilson, of Vivona Bros. Shows; Bill Sanders, of American Tent & Awning Company and personnel from the George Clyde Smith Shows, laying over at Warsaw, Va.

During the recent Royal American Shows' date at Tulsa, Okla., a regular visitor on the lot was Jackie Darling Winn, girl show operator, who has been at her home there for the past nine weeks recovering from injuries suffered in an automobile accident at Veedersburg, Ind. She reports her recovery nearly complete and plans to attend the forthcoming Muskogee (Okla.) Fair.

Johnny Denton, owner-manager of Gold Medal Shows visited the John H. Marks' Shows at the Albermarle, N. C., fair. . . . Bill and Gladys Tompkins, of Rocky Mountain Empire Shows, picked up a Lincoln Cosmopolitan in Saluda, Colo.

The James E. Strates Shows took delivery at Syracuse of an Intermediate, All-Steel Roller Coaster, according to Dick Phelps of Overland Amusements. The firm also makes the Kiddie Hook & Ladder ride.

Mrs. Pearl Grinnell, former trouser and the mother of the Grinnell midgets, is now located at 7110 Gonzales Street, Houston, and would like to hear from old trouser friends.

James Rapple, advertising-publicity agent for Vivona Bros. Shows, recently enjoyed a visit from Mrs. Rapple and son, Jimmy. The Rapples spent a week together. . . . Mrs. Sandy Sears returned to the B. & H. Amusement Company after visiting her daughter, Mrs. James Koontz, in Dayton, O., recently. . . . Mr. and Mrs. Tex Dowdy visited Mrs. Dowdy's family in Columbia, N. C., recently. Mrs. Dowdy is The Billboard agent on the B. & H. show.

Harold Hesch, who managed Bob Parker diggers in Canada this season, was in Chicago Tuesday (14) following the Quebec City fair. Mrs. Hesch spent several weeks with the Parkers at their Delavan, Wis., summer home while her husband was north of the border. . . . Chuck Magid, concession manager on Gold Medal Shows, was scheduled to be released from a Winnipeg hospital last week and planned to move to his mother's home in that city.

Kenneth Smith, truck driver on E. E. (Ernie) Farrow's Wallace Bros. Shows, escaped serious injury Monday (13), when the semi-trailer he was driving turned over in Janesville, Wis. Smith was driving a ride truck thru the town when it rolled on a curve and crushed a parked car. . . . Tom and Kate Smith, retired circus performers, visited the management and personnel of Dyer's Greater Shows during the org's stand at Savanna, Ill. The Smiths now reside in Maquoketa, Ia. Also visiting there was Harry Becker retired cook-house op.

Rosalie Gattis, who with her husband, Glen, operate concessions on the Cumberland Valley Shows, entered Vanderbilt Hospital, Nashville, September 20 to undergo eye surgery. She would like to hear from friends. . . . Pfc. Jerry D. Vinson, son of Bill and Gladys Tompkins, who recently joined the Rocky Mountain Empire Shows, is in Germany with the Army.

Don Gilbert, operator of the Side Show on West Coast Shows, reports good business at the Sacramento fair. Line-up there included Dolores Coronado, fat girl; Paul Auckley, torture; Dorothy Irvin, sword box; Pat Paris and Jingle Lin, impalement; William Hale, fire eater; Mickie Mignon, penguin girl; Lanya, electric chair; Lady Rose, kiss of death; Vivian Smith, doll house and human heart. Don Gilbert and Don Quinn did the talking with tickets handled by Earle Davis, Louis Pimental, Eddie Festner and Bill Smith.

Bill Berkeley is now with "Hell's Belle's" on the Pike in Long Beach, Calif.

Crafts Exposition Notes: Mrs. Catherine Warren is bringing her son, John Franklin Warren II, to join husband, Warren, who manages the show. . . . Vincent Kuro-patwa, agent for The Billboard, is painting searchlights and other gear for the Fresno stand. . . . Mr. and Mrs. Beal now have their dope show on and Mrs. Pauline Arthur joined with her gorilla. . . . Barney Corey framed two 20-foot square bear pitches at San Mateo. . . . Mrs. Ruth Fisher, who has a pitch, was
(Continued on page 69)

WANTED FOR
Frederick, Md., Oct. 4-9; Greenville, N. C., Oct. 11-16; South Boston, Oct. 18-23; four more Fairs to follow.

RIDES—Dark Ride, Fun House and Glass House.
 SHOWS—High-class Attractions, Unborn Show, Fat Show. Anna Ballou wants Sax and Trumpet Players for "Club Babalu." Salary for sure. Ticket if I know you. Monroe Bros. wants some Freaks for Side Show.
 Johnny Barro wants Girl Riders for Motordrome.
 CONCESSIONS—Hanky Panks of all kinds, Eating and Drinking Stands, Photos, Novelties, American Palmistry and Derby Racer. All answers to
SAM E. PRELL, Rocky Mount, N. C.

GREENWOOD FAIR
 October 4 to 9 inclusive, Greenwood, S. C.

PIEDMONT INTERSTATE FAIR
 October 11 to 16, Spartanburg, S. C.

CAN PLACE—Eating and Drinking Stands and all legitimate Merchandise Hanky Panks.
 WANT—Any Ride not conflicting as Round-Up, Scrambler, Spitfire, etc. No Kiddie Rides needed.
 CAN PLACE—A few experienced Workingmen in all departments for season closing middle of November. All address
CETLIN & WILSON SHOWS
 This week, Virginia State Fair, Richmond, Va.

WANT FOR EASTERN NEW MEXICO STATE FAIR, ROSWELL, N. M., OCT. 5-9

SHOW HAS FIVE WEEKS AFTER ROSWELL. ALL MONEY SPOTS.
 CONCESSIONS: Want Custard, Cookhouses, Grab, Ice Cream, Foot Long, Pronto Pups, Corn Dog, Frozen Custard, Chocolate Dip, Ice Cream Sandwiches and all legitimate Concessions.
 Have opening for one Bingo. Will sell "X" on Long and Short Range Shooting Galleries. Will book Hanky Panks of all kinds. (No exclusives.) Six Cats, Set Outfits, Buckets, any Alibi Outfit for stock.
 SHOWS: Want Shows of all kinds, Class House, Fun House, Motordrome (Art Spencer, am depending on you), Arcade. (Cliff Knox, wire if coming; Nasworthy, come on.)
 RIDES: Dodgem, Ferris Wheel, Round-Up, Pony Ride, Boat Ride, Sky Fighter, Roller Coaster or Dipper. Those joining now will be given preference on location.
 I will be on Fairgrounds, Roswell, N. Mex., from Sept. 27 to Oct. 4 to locate you. Show plays Reeves County Fair, Pecos, Tex., Sept. 27 to Oct. 2. Wire or call
H. P. HILL, Roswell Fairgrounds or Hotel Nixon, Roswell, New Mexico

WANTED FOR GREAT DANBURY FAIR, OCT. 2-10

Funhouse or any Novel Show that is new. Must be clean. Also want for Mineola to follow

NOW BOOKING CONCESSIONS FOR MINEOLA

Looking forward to Mineola being the biggest thing ever. Midway to be in back of grandstand among the exhibits, instead of a mile away across the racetrack as it was last year.
 Foreman wanted for Ferris Wheel, Octopus and Chairplane to begin next week for balance of season. Start now, good pay. Wire or call
PHIL ISSER, GREEN HOTEL, DANBURY, CONN.

RALEY BROS.' EXPO.

NO GRIFT ANYTIME

WANT FOR THE GREAT ROBESON COUNTY INDIAN FAIR, PEMBROKE, N. CAR., WEEK OF OCT. 4. SIX DAYS AND NIGHTS.

30,000 attendance last year. Shows with own outfits. Rides not conflicting. Place any Legitimate Concessions. Will sell exclusive on Scale and Novelties. Frank Allen wants Annex for Side Show. Chesterfield County Fair, Pageland, S. C., follows Pembroke. Jackson, N. C., this week. Send all wires to Weldon, N. C.

HAROLD RALEY, Mgr. ETHEL RALEY, Secy. FRANK DICKERSON, Gen. Agt.



The SLA SALUTES THESE Miss OUTDOOR ... who assist in a truly

JOSEPHINE HAYWOOD

"Miss Outdoor Show Business of 1953"

"I would like to take this opportunity to extend my heartiest congratulations and best wishes to all the entrants in this, the 1954 contest.

To all of you, I can only say that I hope each and every one realizes the great service you are rendering for the Showmen's League of America . . . I know that showmen everywhere are taking their hats off to you.

To the winner . . . whoever you may be: May you enjoy your prizes and cherish this wonderful occasion as a 'once-in-a-lifetime' honor. I shall never forget the honor that was bestowed on me last year . . . and I know you, too, will feel the same way."

Where Does the SLA "Vote Dollar" Go?

All proceeds of the "Miss Outdoor Show Business Contest" go to the Welfare Fund of the Showmen's League of America. Thus, not a cent of it is spent for any social activity, nor a penny for the maintenance and operation of the League.

What Is the Function of the Welfare Fund?

It provides the money necessary to aid needy showmen . . . men in dire circumstances who urgently need care or assistance and who, in most cases, have no other place to turn for help in their hour of need.

Does the Fund Provide Medical Care?

It does for those showmen who have no funds of their own to obtain a doctor or pay for medicine. Each year the League is called upon — many times as a last resort — to provide money for such vitally needed care.

Will the Fund Pay for Hospitalization?

Yes, it not only does but will and has paid for the hospitalization of those showmen without financial resources of their own. In such cases, the League acts with great speed to insure quick admittance to a hospital.



June Reynolds
World of Today Shows



Joy Purvis
Gooding Amusement Co.



Lida DeValle
Marcus Glaser Booking Office



Geraldine Feneck
Wallace Bros.' Shows of Canada



Margaret Mulrine
Snapp Greater Shows



Anne Rice
Amusement Company of America



Margo Wallenda
Polack Bros.' Circus (Eastern)



Annabelle Pogeman
105 Ranch Rodeo



Ginny Scott
Paul Marr Booking Office





WONDERFUL WOMEN . . . Candidates for SHOW BUSINESS of 1954 great cause!

Support YOUR Choice!

Send your votes in early:

- Books in on or before Oct. 15 will each receive 50 bonus votes.
- Books in after Oct. 15 but before Nov. 15 will each get 25 bonus votes.

ACT NOW . . . IT WILL HELP YOUR CANDIDATE

Queen Contestants also benefit by sending in membership applications early:

- Each application received on or before Oct. 15 will give a candidate 500 bonus votes.
- Applications received after Oct. 15 but before Nov. 30 will give candidate 250 bonus votes.
- Coronation Ceremonies to be held during the 1954 Banquet and Ball at the Sherman Hotel, Wednesday, Dec. 1, 1954.

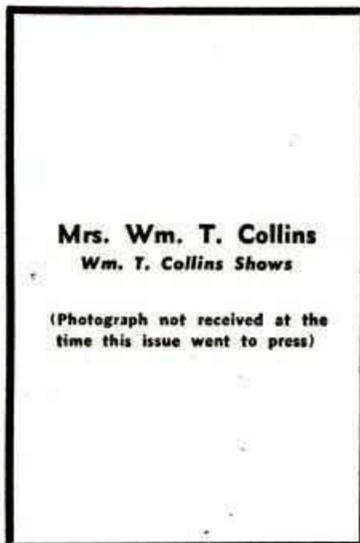
A DELAY ON YOUR PART MAY COST YOUR CANDIDATE THE TITLE . . . AND MANY PRIZES. ACT NOW!

CHARLES ZEMATER, Chairman

NED E. TORTI • MAURICE OHREN • JACK DUFFIELD
Deputy Chairmen

SHOWMEN'S LEAGUE OF AMERICA

54 W. Randolph St. Chicago



Joan Nix
Moore's Modern Midway



Doris Fritz
Continental Shows

Does the League Provide for Burial?

Ever since its inception, the Showmen's League, thru its Welfare Fund, has provided burial for showmen who died without sufficient funds. To date, the League has given burial to in excess of 100 showmen. To be in a position to provide burials at reasonable cost, the League with foresight many years ago purchased its own cemetery plot — Showmen's Rest in Woodlawn Cemetery, Chicago.

Are the Demands on the Welfare Fund Growing?

Each year in the past five years requests for aid from the Showmen's League have mounted. Moreover, not only has the number of cases climbed but so, too, have the costs involved, for, as can readily be understood, it costs more now for hospitalization, doctors, medicine, and burial than it did five years ago when the dollar had a greater value.

Where Has the League Obtained Its Welfare Funds?

Always, from drives — or contests, such as the "Miss Outdoor Show Business Contest," never from membership fees. That is why your support of this contest is urged . . . so that the League will have the funds so that it can continue to be a helping hand to the distressed showmen.



Mrs. Art Signor
20th Century Shows



Helen Wadhams
Nebraska State Fair



Lorene Hampel
National Speedways, Inc.



Alice Morehouse
Boyle Woolfolk Agency



Ginny Lowry
Polack Bros.' Circus (Western)



Pamela Leonard
Chas. Zemater Theatrical Agency



Evie Belew
Royal American Shows



THE MIGHTY GEM CITY SHOWS

MISS-LOU DISTRICT FAIR, VICKSBURG, MISS., OCT. 4-9; FOLLOWED BY THE SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA.; DECATUR COUNTY FAIR, BAINBRIDGE, GA., AND NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA.

SHOW CLOSES AFTER THESE REMAINING FAIRS FOR TWO WEEKS, THEN INTO OUR FLORIDA WINTER ROUTE. Get in on the big money. Join now for preference at the above annuals and in Florida.

SHOWS

Will book Fun Houses or Glass Houses, Monkey Show, Big Dog, Little Horse or any worth-while Grind or Bally Shows.

CONCESSIONS

Will book Prize-Every-Time Games of all types, such as Fish Ponds, String Games, Ball Games, Coca-Cola Bottles, Duck Ponds, African Dip, Pitch Games of all kinds and Center Games or legitimate Concessions of all kinds.

DIRECT SALES

All Food and Drinks open, such as Candy Floss, Snow Cone, Ice Cream, Custard, Jewelry and Direct Sales of any type.

ATTENTION, ALL SHOWS AND CONCESSIONS THAT ARE PLAYING MID-SOUTH FAIR, MEMPHIS, TENN. YOU CAN PLAY VICKSBURG, MISS., THE FOLLOWING WEEK, SPACE WILL BE HELD FOR YOU.

WIRE:

NO GYPSIES

THOMAS D. HICKEY, Mgr.
c/o WESTERN UNION, GADSDEN, ALA.

PHONE OR WIRE:

DON GRECO, Con. Mgr.
REICH HOTEL, GADSDEN, ALA.

NO RACKET

Abbott to Speak At Show Folks' Memorial Services

SAN FRANCISCO, Sept. 25.—Sam Abbott, of The Billboard's Hollywood office, will be the guest speaker at the annual Memorial Services of the Show Folks of America, San Francisco Chapter, Charlotte Porter, SFA president, announced. The services will be held December 5 with the annual banquet and ball on the following day.

No chairman has yet been named for the Memorial Services but it is expected that Harry G. Seber, veteran showman, will again direct the activities. Mike Krekos, executive manager of the West Coast Exposition Shows, is the chairman of the banquet and ball committee.

Abbott's subject for the services will be "No Known Survivors."

GOLD MEDAL Shows

GREAT PETERSBURG FAIR

Petersburg, Va., Oct. 4-9

RIDES — Can place Caterpillar, Rocket, Flyoplane, Rockoplane and Rolloplane.

SHOWS — Monkey Show, Unborn, War Show, Snake Show, Monkey Drome, Fun House and Glass House.

CONCESSIONS — Hanky Panks of all kinds, all Eats and Drinks open, Water Games, Photos.

CAN PLACE Ride Help of all kinds who drive semis.

Contact **JOHNNY J. DENTON**, Gold Medal Shows, Fairgrounds, Gastonia, N. C.

ROSS MANNING SHOWS

Laurens, S. C., October 4-9

TWO OF THE BIGGEST KID DAYS IN SOUTH CAROLINA

CONCESSIONS — Long and Short Range, Novelties, Eats, Drinks, Hats, Coke Bottle, Ball Games, Hankies, Cork, Balloon Dart, Buckets, Fish Pond

SHOWS — Wildlife, one more Girl Rider for new Motordrome.

Booking now for Rome, Ga., Fair, Oct. 11-16, combining with Gold Medal Shows. Gold Medal "ad" this week. Kingtree, S. C., White Fair, Oct. 18, and "The Little World's Fair," Trenton, N. C., week Oct. 25. Space limited for this one.

Write or Wire

ROSS MANNING
VANCE HOTEL, STATESVILLE, N. C.

PENN PREMIER SHOWS

OCTOBER 4-9—GOLDEN BELT FAIR—OCTOBER 4-9
Henderson, N. C.

Over Ten Million Pounds of Tobacco Already Sold.

CONCESSIONS—Place Hats, Novelties, Glass Pitch, Derby Racer, Ball Games, Palmistry, Eating Concessions or any other Concessions. Harry (Buster) Hotel Westbrook can place one Wheel and one Grind Store. Call Sheraton Hotel. Address all mail and wires to

LLOYD D. SERFASS

High Point, N. C., or phone Fairgrounds.

BROOKNEAL FIREMEN'S FAIR

ALL NEXT WEEK—OCT. 4 THRU 9

With the best tobacco crop in 7 years, plus around-the-clock working of the local factories, makes this event unusually attractive for Concessions and Shows. Can book all kind of legitimate concessions except Eats. Beautiful new grounds offers plenty of space for shows.

PERSON COUNTY FAIR

ROXBORO, N. C.—OCT. 11 THRU 16

With a new \$20,000 exhibit building, plus many new promotion ideas, makes this fair an outstanding booking for Concessions and Shows.

FOR SPACE CONTACT

Steve Decker, c/o Beam's Attractions
HOPEWELL, VIRGINIA—SPRING LAKE FAIR GROUNDS.

BEAM'S ATTRACTIONS

Want experienced Caterpillar-Forerunner (not using tunnel), also Second Men for Caterpillar, Spitfire, Merry-Go-Round and Kid Rides. Report immediately. Need other capable Show Help. Rides and Concessions and some Shows to operate in a winter park in Florida from November thru March. Winter work will be given all capable, sober Help. Contact

STEVE DECKER

SPRING LAKE FAIR GROUNDS

HOPEWELL, VIRGINIA

FESTIVAL OF THE HILLS

Ironton, Ohio, October 6-9, on the Streets

Parades, Free Acts. Want a few Hanky Panks, small Grab, one small Show, Photos, Age, Scales, Live Ducks, Fish Pond.

HOWARD BROS.' SHOWS

WEEK SEPT. 27 TO OCT. 2, FAIR, OLD WASHINGTON, OHIO.
No phone calls, wire Cambridge, Ohio.



FOR SALE

Chairplane, perfect condition. Can be seen in operation, \$950.00. Evans 12 Boat Venetian Swings, \$450.00. Ocean Wave, without Motor, \$450.00 All portable Rides.

C. H. TOTHILL

Olcott, New York

PHONEMEN

One of the leading Indoor Circuses offers an excellent opportunity to men who wish to become promotional managers. If you are of good character and possess clean habits—and ARE WILLING TO LEARN our system—we would like to hear from you. Experience not as important as your willingness to learn. Our excellent route of repeat dates offers you year round work at high weekly earnings. (Do not phone or wire, just write us a letter telling all about yourself. Address

TOM PARKER, CLYDE BROS.' CIRCUS
Masonic Temple, Des Moines, Iowa

WANT TO BUY

ROLL-A-WHIRL RIDE

J. A. BLASH

706 1/2 N. First St. Arcadia, Calif.

DOC WILLARD WILSON

Comes round about way much, too little news, Tough Times, Take Easy. We coming—make all even. Why not heard faster? Stop Worry, Doc—All go right place make plenty fun our way. Please to Tampa phone Pronto, Amigo. **EDUARDO, TONY and JOSE** P.S.: News go Our Peoples—Seven fast say will come—Tell Gracia, We alright plenty.

VOLUNTEER SHOWS

WANTS FOR Perry County Fair, Linden; Gibson County Colored Fair, Trenton, and Humboldt Fall Festival. **HANKY PANKS AND FLAT STORES OF ALL KINDS.** Any kind of Grind Show.

ELMER REID, Mgr.

Linden, Tenn.

\$50.00 REWARD

For location of 14 ft. Balloon Dart Game and stock, value \$1000.00, stolen from my truck. Last seen in Harrington, Del.

WALTER B. COX

Care Strates Shows
Greenville, S. C., this week; then Charlotte, N. C.

FOR SALE

Kiddie U-Drive Car Ride and Kiddie Merry-Go-Round; both new this season. Partners disagree. Located Belmar, N. J., Beachfront. Cash \$4,500.00.

R. D. T. AMUSEMENTS
137 Atlantic Ave. Manasquan, N. J.

INTERSTATE SHOWS

WANT FOR MITCHELL COUNTY FAIR, CAMILLA, GA., OCT. 4-9; TRI-COUNTY FAIR, ENTERPRISE, ALA., OCT. 11-16; THEN THE BIG ONE, PIKE COUNTY FAIR, TROY, ALA. ALL SHOWS TILL NOV. 13.

SHOWS: Have top, front, banners for Side Shows, want Manager with Acts for same, or will book one with own equipment, very small P.C. Will book Minstrel Show with own equipment. Good opening for Fun House, Glass House, Motor Drome, Monkey, Wildlife, Snake or Grind Shows. Want Girl Shows with own equipment. **CONCESSIONS:** All Hanky Panks open, also Photos, Glass Pitches, Jewelry, Novelties, Hats, Gadgets, Age and Weight, High Striker. All Eating and Drinking Stands open, also Long Range and Short Range Galleries. Will book for small P.C. Roller Coaster, Spitfire, Octopus, Caterpillar, Rockoplane or any Flat Ride not conflicting. Can use few more Kiddie Rides. Replies to

H. B. ROSEN

LAWRENCE CO. FAIR, MOULTON, ALABAMA.

P.S.: B. J. Collins, get in touch with me if you are at liberty.

JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

Last Call for Jackson County Fair, Scottsboro, Ala.; Randolph County Fair, Roanoke, Ala. Both spots always winners.

CONCESSIONS WANTED—Will sell exclusive Six Cats. Can place Buckets, Photo, Short Range, Ball Games, Dart Games, Coke Bottles, Hi-Striker, Fun Gallery, Penny Pitch, Penny Arcade and Basketboke. **SHOWS WANTED**—Monkey, Fun House or any clean Grind Show. All replies—phone or wire:

JOHN PORTEMONT, Jackson, Tenn.

AMERICAN LEGION FAIR

CARUTHERSVILLE, MO., OCT. 5 TO 10

WANT Cookhouse, Grab, Foot Longs, Custard, Ice Cream and Shake-Ups that can operate in Missouri. Can place Longs and Short Range, Derby, High Striker, African Dip, Fish Bowls, Live Ducks, Roman Targets, Hats, Jewelry and Ball Games. Can place Buckets and Six Cats with Hanky Panks; Age and Weight exclusive open. Can place Shows with own equipment, also Fun House and Motordrome. Will book non-conflicting Rides.

SUNSET AMUSEMENT CO.

Newport, Ark., Fair, this week; Caruthersville, Sunday, Oct. 3.

P.S.: Have space for gadgets.

JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

WANT FOR LA GRANGE, GA., FAIR, Oct. 4-9

SENSATIONAL FREE ACT

Want for balance of season—Fun House, Glass House and Mechanical Show.

Contact **JOHNNY T. TINSLEY, Mgr.**
ANNISTON, ALA., THIS WEEK.

WANT TO SWAP

Single OCTOPUS, FLYING SCOOTER & CATERPILLAR

For Kiddie Rides, or what have you? Rides in good condition. Now working. FOR SALE: Dark Ride, now operating Pomona Fairgrounds. Closing October 4.

Frank W. Babeck United Shows 501 S. Los Angeles St.
Hotel Baltimore LOS ANGELES, CALIF.

WANT

FOR TRI-COUNTY FAIR, MANCHESTER, GA.; BARNESVILLE, GA., TO FOLLOW. **CONCESSIONS:** Long Range, Water Games, Novelties, Hat Bands and Bumper. Want Agents for Count Stores and Pin Stores. **RIDES:** Place Octopus, Spitfire, Rolloplane and Live Ponies. **SHOWS:** Big Snake, Mechanical City, Zonette, Tony & Eddie and Antonette, contact Jo-An. Want Girls for Girl Show.

C. A. STEPHENS, Conyers, Ga., this week

RED RIBBON SHOWS

Wayne County Fair, Waynesboro, Miss., October 4-9; Yazoo County Fair, Yazoo City, Miss., October 11-14; four more Fairs to follow, then two military pay days.

Want Concessions of all kinds. Open midway. Jewelry, Photos and Hanky Panks. Good proposition for Bingo. Small privilege or percentage. Want Shows with outfits, 25% to office. Out all winter. Florida dates.

BOB MEYERS, ATHENS, ALA., FAIR, THIS WEEK.

IT'S NOT TOO LATE TO GET THE BOAT . . .
IF YOU ORDER NOW!
 Six Cats, 2 styles . . . \$12.00 & \$15.00
 Slot Roll-downs—One of the hottest items of the year.
 Over 30 Under 11, 7' tables \$50.00 Ea
 Buckets, hexagon shape, hottest ever made . . . \$5.00 Ea
 We have 25 other Hanky Panks ready to ship. Anything from a Red Plastic Marble to a Baseball.

RAY OAKES & SONS
 P.O. BOX 4344 TAMPA, FLORIDA
 Telephone 80-2121

GIRLS WANTED GIRLS
 Girl Novelty Acts, Exotics, Dancers, Musicians, Waitresses for Night Club. Steady work. Good pay. Big tips.
 Contact
TOMMY THOMAS
 Club Mardi Gras Key West, Fla.

FOR SALE
 CRAZY HOUSE, 2 stories, 28 ft. semi open to 52 ft. front. Mirrors and peck boxes upstairs. Downstairs dark, loaded with tricks and gadgets. Mechanical Clown works out front for bally. Compressor, lights, P.A. set. Ready to go. Can be seen operating at Dairy Cattle Congress, Oct. 2-9.
R. E. LAUGHLIN
 c/c Electric Park Waterloo, Iowa

Strange and Weird Attractions
 Shrunk Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder Free.
TATE'S CURIOSITY SHOP
 3858 E. Van Buren St. Phoenix, Ariz.

WANTED
 Tilt or Octopus, '46 or later, with or without truck. Cash deal. Contact
RUSSELL LOWER
 c/o John Marks Shows
 Per route; after Nov. 1 address Star Route C, Fort Myers, Fla.

PARAKEETS
 Price for Concessions. Live delivery. Perfect birds guaranteed.
 Orders by air day received. Write or wire for latest price list.
BLUE RIBBON PARAKEET FARM, Dept. 5
 2814 Adams St., Hollywood, Fla. Ph.: 2-7412

HUBERT'S MUSEUM
 228 W. 42nd St. New York, N. Y.
 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

AT LIBERTY
 (AFTER OCTOBER 9th)
 General Agent & Contracting Agent
 Have appearance, do not drink, thoroughly experienced (Circus, Carnival, otherwise), know territory, have good car, go anywhere. (Auspices, yes). Interested only connecting with organization that appreciates first-class man. Wire, phone or write **BILL J. COLLINS**, Tilden-Hall Hotel, Room 509, Bloomington, Ill.

CARNIVAL WANTED
 For Annual American Legion Fall Festival
 September 27 through October 2, 1954, Lake City, Ark.
SHORT PYLAND
 Phone: 3252

WANTED TO BUY
 Latest model 8-Tub Short Arm Octopus and Trailer for cash. Must be in good condition. State year and price.
State Line Rides
 546 25th Street Rock Island, Illinois

60" SEARCHLIGHT CARBON
 Our Low, Low price—\$3.75 per can. Spare parts, lamp mechanisms and complete 60" searchlight units for sale.
PUBLICITY SEARCHLIGHT CO.
 52 West 53rd St., New York 19, N. Y. PLaza 5-6980

FLYING SCOOTER FOR SALE
 Bargain. Must be sold. Can be seen in operation with Cetlin & Wilson Shows, Richmond, Va., until Oct. 2.
MR. YOFON

MIDWAY CONFAB

Continued from page 65

visited by her daughter, Mrs. Enos, and her son-in-law at San Mateo. The Enoses are from Richmond, Calif.

Howard Judd, of Crafts Exposition Shows, is confined to the Woodland (Calif.) Clinic with a broken back suffered when a Roller Coaster car rolled back over him while he was working the ride. Personnel of the show recently bought Judd a radio to ease his long stay there which is expected to extend from four to six months. . . . Sporting new house trailers on Johnny's United Shows are Mr. and Mrs. Jeff Griffin with a 33-foot Travelmaster; Ray and Ginger Murray, 30-foot Duo; Junior and Mary LeMay, 27-foot Alma; Bill and Marguerite Dubocq, 25-foot Ironwood, and Jim and Bev Boley with a 25-foot Schultz.

T. H. Strong, owner-manager of Strong's Amusement Company, is recovering from a severe case of poison ivy.

Merle Beam, Beam's Attractions, left the show in the hands of his wife and Steve Decker at the Chesterfield County (Va.) Fair to return to his school principal duties at Windber, Pa. . . . Odell and Polly Kelley arrived in Richmond, Va., to join J. C. Corbett for the Virginia State Fair. . . . Mr. and Mrs. John Kashey visited Rita Sauvager and Edna Mahoney on their way thru Richmond to join the James E. Strates Shows in Shelby, N. C. . . . Richard Boreau has left the road and is sitting out the fall season at Hampton, Va.

Bobbe LeRoy back in Richmond, Va., after a business trip to Galesburg, Ill. . . . Former cook-house operator Harry Frank is remodeling his Richmond restaurant. His establishment is the meeting place for visiting showmen. . . . Burgess Ramos visited the George Clyde Smith Shows during its Warsaw Fair date. . . . Dave Sanyour visited Ban Eddington on his way to join his Penn Premier Shows at the Davidson County Fair, Lexington, N. C.

Carl J. Lauther recently took his 10-in-1 Show to the Johnny T. Tinsley Shows after closing a good summer trek with Happyland Shows in Michigan. The Lauther

Water Spectacle

Continued from page 64

in the competitive picture are its appeal to all ages and classes and the fact that it can grind successfully thru the dullest working hours.

Publicity Vital
 Any new shows arriving on the nation's midways in the future would have to have similar qualities to make a solid impact. But no matter what the offering it is unlikely that any notable success would be achieved without the sizable helpings of advertising-publicity that the water spectacle has received in virtually all instances.

Once it is rolling, the show can pretty much hold its own. The spontaneous applause it earns is assurance of invaluable word of mouth boosting. But it takes publicity, and lots of it, to spark its beginning.

The public's acceptance of the attraction along with legitimately being able to point to it as "new" has pleased those operators who have it. Apart from the money angle, show managers have pleased their fair contacts by bringing in the novelty.

Most operators seem to agree that Dancing Waters will maintain its current pace for at least another year. But already they are concerned over the need for replacements in the future. It may be that they'll find something with the grossing potential of the spec but it is unlikely to have its super qualities — mechanical perfection and minimum personnel.

convoy made the 1,000-mile jump from Allegan, Mich., to Thomaston, Ga., without incident. . . . Joseph Lehr, spot worker, info he worked the Bridgeton, N. J., fair with Bert Iverson and plans to also work the Richmond, Va., fair with Iverson. Spot Pinsonault, George (Fat) Harris and Red Lewis are also scheduled to make the Richmond date.

Canada Shows Get Radio PR

FREDERICTON, N. B., Sept. 25.—Carnivals in Canada are coming in for some hefty radio publicity. On the evening of August 30 a 15-minute talk was given over the Maritime network of the Canadian Broadcasting Corporation about Jimmy Sullivan's Wallace Bros. Shows. On the evening of Labor Day the network got the same treatment on the Bill Lynch Shows to spotlight the Lynch opener at the Fredericton Exhibition.

Both programs were narrated by Fred H. Phillips, for many years The Billboard correspondent and outdoor show business writer. The Wallace Bros.' talk is to be re-broadcast on a national network from the Toronto headquarters of the CBC.

Krekos Party Earns \$1,200 For 2 Clubs

SAN JOSE, Calif., Sept. 25.—A show-within-a-show staged by the West Coast Shows and West Coast Exposition Shows playing the seven-day Santa Clara County Fair here earned \$1,200 to be divided equally between the Pacific Coast Showmen's Association in Los Angeles and Show Folks of America in San Francisco.

The fund raising event was held Thursday night (16) after the shows, which were combined for this engagement, were closed for the day.

Sam Dolman served as the chairman with Mike Krekos, Harry Myers, Eddie Harris and Eddie Hellwig as co-chairmen. Bobby Cohn, general agent of the shows, emceed.

The event was attended by presidents of both organizations. Hunter G. Farmer, PCSA prexy, is a member of the West Coast concession staff, and Charlotte Porter, SFA leader, was on hand from the Bay City. PCSA Past President Everett W. Coe, West Coast business manager, also attended.

Sam Landesman was the caterer with Buff Duncan, Sam Laski and Virgil Lattiker acting as bartender. Barbara Hellwig was the treasurer. Sammy Sheridan, known as "The Little Mayor of the San Francisco Exposition," donated 10 cases of beer.

Entertainment was produced by Duke Navarro of the Show Folks committee.

Virginia Greater

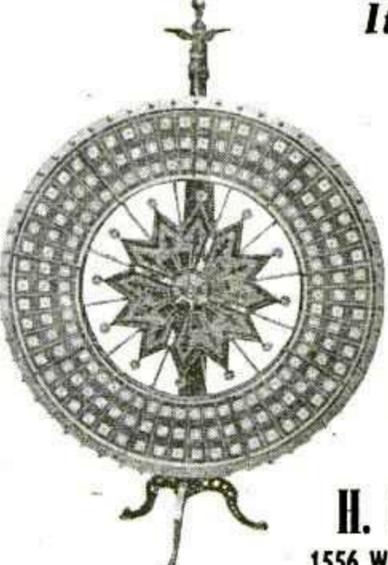
Continued from page 64

and Little Dipper, Ward Graves' live pony and mule ride, F. T. Mc-Lane's Caterpillar, Pete Rossi's Fifi Revue, Cash Miller's platform show, Wally White's Snake Show with White taking over the Circus Side Show for the balance of the season, P. Sousa's novelties, and Mr. and Mrs. Sam Cooper's mitt camp.

Myron Levy joined with his sound truck and will handle advance billing and the duties of mailman and The Billboard agent, left vacant by the departure at this spot of H. W. (Hap) Arnold.

Bill Sanders, of the American Tent & Awning Company, Norfolk, had 12 tents in the air here for the fair association's exhibits.

It's the Original!
EVANS' JUMBO DICE WHEEL
 THE FINEST EVER MADE
 Here's Chuck Luck in its most popular form. Richly ornamented and trimmed. Evans' Original Jumbo Dice Wheel has the extra brilliant, irresistible flash that wins top takes every season anywhere! A jewel for dependable performance. 60" and 32" diameters for prompt delivery at reasonable prices. Write NOW for catalog.
 Shipped anywhere in the United States.
H. C. EVANS & CO.
 1556 W. CARROLL AVE., CHICAGO 7, ILL.

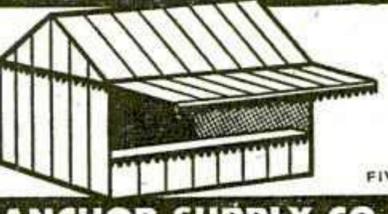


WANTED FOR ORANGEBURG COUNTY COLORED FAIR
 OCTOBER 4TH THRU 9TH; AND SIX BONA FIDE FAIRS TO FOLLOW IN THE HEART OF THE COTTON BELT.
 SHOWS—Animal, Monkey, Jungle, 10-in-1, Colored Girl Show.
 RIDES—Spitfire, Rocket, Octopus, Roll-o-Plane and other Major Rides not conflicting.
 CONCESSIONS—All Hanky Panks open, no ex. Also want Direct Sales, Demonstrators, Photos, Frozen Custard, also two Cook Houses. These are good spots for eating outfits.
 Want Free Act for six weeks' work, high pole act preferable.
 Want to buy 20 x 30 Show Top, must be in good condition.
 Want Musicians and Performers for Colored Revue. Eagleston Monkey Show, come on. Blackey Woods, contact.
W. E. (JOHNNIE) HOBBS—B. & H. AMUSEMENT CO.
 ST. GEORGE, S. C., THIS WEEK.

FOR SALE
CLYDE GOODING'S KIDDIE LAND
 OWING TO ILLNESS OF MY BROTHER I AM COMPELLED TO SELL HIS PROFITABLE KIDDIE RIDE BUSINESS LOCATED AT 10748 WEST PICO BLVD., LOS ANGELES, CALIF. FOR INFORMATION CALL TUCKER 5151 OR WRITE: 523 West 6th St., Los Angeles 14.
M. M. GOODING, GUARDIAN

WANTED WANTED WANTED
East Orange Chamber of Commerce Fall Fair
 For LAKE BARTON SECTION IN ORLANDO, FLORIDA, NOVEMBER 1 THRU 6
 This big event starts the winter season here. Over 200,000 people in immediate area. Military Pay Week. . . . Your chance to make your winter expenses here.
 WILL BOOK—INDEPENDENT OR ORGANIZED RIDES AND SHOWS.
 RIDES—Want Merry-Go-Round, Ferris Wheels, Tilt, Octopus, Fly-o-Plane, Roll-o-Plane, Loooper, Spitfire, Caterpillar, or any good Major Rides. WANT KID RIDES with flash and paint.
 SHOWS—Will book Fun House, Glass House, Drome, Monkey Show, Snake Show, Side Show or any well framed Grind Shows. Cannot use Girl Shows here.
 CONCESSIONS—All Concessions are open. Will book Hanky Panks, Popcorn, Floss, Novelties, Grab Stands, Foot Long, French Fries, Scale, Age, Long Range, Short Range, Jewelry, Hats, or others of this type. NO PC OR FLATS . . . NO GYPSIES.
 WANT FREE ACT—Will book good Free Act. Send photos and materials at once, quote lowest price.
 Write or Wire—Fair Secretary
EAST ORANGE CHAMBER OF COMMERCE FAIR
 525 HIGHLAND AVE. SUITE 6 ORLANDO, FLORIDA

ANCHOR TENTS
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ANYTHING IN CANVAS
 Manufacturing Show Canvas for Over Fifty Years.
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SONNY MYERS AMUSEMENTS
 CAN PLACE FOR ST. JOSEPH, MO., THIS WEEK, AND THE GREAT HOLDEN, MO., STREET FAIR NEXT WEEK.
 Agent for Scales, Cork Gallery, Duck Pond, Pitch-To-Win, Hoop-La or any legitimate Concessions. Can also place any Show of merit. Contact
BILL DILLARD
 3012 N. 10TH STREET ST. JOSEPH, MO.

MILLIKEN BROS.' SHOWS
 Jessup, Ga., week Sept. 27th, center of town, main street location; then Liberty Co. Colored Fair, Hinesville, Ga.
 Can use Hanky Panks of all kinds. Rides that do not conflict with 6 we already have. No flats, P.C. or camps, every thing works up to 25¢, no more. Agents for office owned Hanky Panks. All replies to
MILLIKEN BROS.' SHOWS

WANT FOR MISSISSIPPI FAIRS
 Merry-Go-Round Man who can up and down. Good salary. No drunks. Can use Hanky Pank Concessions for Picayune, Miss., Fair, Oct. 4-9, one of the biggest County Fairs in the State. All replies to
JACOB PRYOR
 Rt. 3, Box 75-B, Biloxi, Miss., or come on to Picayune.

WANTED WANTED WANTED
 Hanky Panks that do not conflict. Will book Photo, Bingo, Mechanical Show or Fun House. Ride Help on all Rides. Must drive semi; sober. Drunks, stay away. Malden, Mo., Sept. 27 to Oct. 2; Leachville, Ark., Oct. 4 to 9; Manila, Ark., Oct. 11 to 16; then per route.
BIG FOUR AMUSEMENTS
 ON MAIN ST., NEW MADRID, MO.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

all FAIRS—NO P—ONE PUMPKIN—PROMOTIONS

30th ANNUAL—4 DAYS & NITES
YORK COUNTY AGRICULTURAL FAIR
YORK, S. C., OCT. 4-9

THE GREAT—3 COUNTY
FAIR and LIVE STOCK SHOW
HAMLET, N. C., OCT. 11-16

THE 35th ANNUAL
GREENVILLE COUNTY AGRICULTURAL FAIR
3 DAYS OF HORSE RACING
GREENVILLE, S. C., OCT. 18-23

5th ANNUAL DAIRY SHOW AND
3 COUNTY
AGRICULTURAL FAIR
McCORMICK, S. C., OCT. 25-30

OCONEE COUNTY
FAIR and COTTON FESTIVAL
SENECA, S. C., NOV. 1-6

THE GREAT ANDERSON
FAIR
ONE OF S. C. LEADING FAIRS
ANDERSON, S. C., NOV. 8-13

ALL BONA FIDE FAIRS—NO TENT EXHIBITS—NO BORROWED PUMPKIN
NO PROMOTIONS—NO PENDING DATES—JUST FAIRS

BINGO TO
JOIN AT ONCE

GLASS PITCH
These Are Your
SPOTS

EAT AND DRINK
STANDS
None Better Spots

OPEN
MIDWAY

—POPCORN AND APPLES FOR HAMLET FAIR—

STRING GAMES—BALL GAMES—DUCK AND FISH POND—PHOTOS—BASKET-BALL—DIGGERS—ROTARIES—SIX CATS—BUCKETS—COKE BOTTLES—FOOT LONGS—HOOPLAS—HATS—PITCHMEN—FRENCH FRIES—HI STRIKER—LONG RANGE—SHORT RANGE—CIGARETTE GALLERY—FEW GAMES OPEN—JOHNNY CARUSO WANTS AGENTS—MITT CAMPS—COOK HOUSE FOR BALANCE OF SEASON.

BEN WOLFE JOHNNY CARUSO ERNIE SYLVESTER BOB OVERSTREET
Owner Bus. Mgr. AGENT Secy.
WINNSBORO, S. C., THIS WEEK — WIRE OR CALL BEN WOLFE
P.S.: WILL BOOK WHEEL TO DUAL WITH MINE—ALSO RIDES NOT CONFLICTING.

JACK GALLAGHER—McSPADEN—CALL ME

GOLD MEDAL Shows

COOSA VALLEY FAIR

Rome, Ga., Oct. 11 thru 16

Can Place for This Outstanding Date

RIDES—Rocket, Caterpillar, Rockoplane, Kid Rides that don't conflict.

SHOWS—Unborn, Monkey Drome, Glass House, War Show, Grind Shows of merit.

CONCESSIONS—Hanky Panks of all kinds, Eats and Drinks open, Photos, Derby and Popcorn.

Contact GEO. HARR, Greystone Hotel, Rome, Ga., now.

MIGHTY PAGE SHOWS

WANT WANT

COOKHOUSE TO JOIN ON WIRE

Mebane, N. C., Fair, Oct. 4-9; followed by the Great Ahsokie Colored Fair.

CONCESSIONS: Want all types of Hanky Panks, Water Games of all kinds, Eating and Drinking Stands. SHOWS: Wildlife, Motordrome, Mechanical. RIDES: Want live Pony Ride. RIDE HELP: Foremen for Tilt and Dipper. Can always place useful Ride Help in all departments. Top salaries. All replies:

W. O. (BILL) PAGE, SNOW HILL, N. C., FAIRGROUNDS.

NOTICE TO TEXAS SHOWMEN

I will book a complete set of Rides for week Oct. 26 at Stephenville, Texas—100th year centennial—4 days and 6 nights. City park location. Wire or call, do not write.

C. A. GOREE

AZLE, TEXAS (PHONE 4-J-2)

FOR SALE—Old Big Parker Merry-Go-Round, two abreast, 40 ft., as is, \$1,000.00 cash.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

Want for Meridian, Miss., and Tuscaloosa and Montgomery, Ala., to follow. CONCESSIONS: Cookhouse (Fred Miller, get in touch), Eating and Drinking Stands, Age and Scales, Novelties, Glass Pitches, Long and Short Range Galleries, Snow Balls and Candy Floss. All Concessions open. SHOWS: Organized Girl Show. Grinders or Managers for Monkey and Snake Shows, have complete outfits. Also Manager for Motordrome, have complete outfit with cycles or will book your outfit at a liberal percentage (Elmberg, get in touch). RIDES: Live Pony Ride or any Ride that does not conflict. WANT ELECTRICIAN WHO CAN HANDLE CATERPILLAR DIESELS. HELP: Foremen for Ferris Wheel, Caterpillar, Fly-o-Plane and Ride-o. (Hank Lockett, get in touch). Can place Hanky Pank Agents for office-owned outfits. Ep Glosser would like to hear from Agents. Contact

SAM LEVY

HOPE, ARK., THIS WEEK.

WANT—AGENTS—WANT

For Tri-State Colored Fair, Memphis, Tenn., Oct. 5-10.

Capable Agents for Skillos, Line-Up, Peek Stores, Wheel. Will book one Wheel or any kind of Hanky Pank. All address:

DOLLY YOUNG

CHISCA HOTEL, MEMPHIS, TENN., NOW.

Fairs—Fairs—Fairs GEORGIA AMUSEMENT CO. Fairs—Fairs—Fairs

Bufts County Fair Jackson, Ga., Oct. 4-9
Will book Concessions of all kind that work strictly stock. Sell exclusive on Bingo, American Mitt Camp, Apples and Corn, Pan Game, Floss and Snow, High Striker. Shows: Will book you for 10%. Can use one Flat Ride. Can always use useful Show People.

All replies H. H. SCOTT, Gainesville, Georgia

Baseball Batting Range and Miniature Golf Course

FOR SALE

Located in New York City. Money-maker for working partners. Long lease. Price \$40,000.00—Cash Required, \$30,000.00.

BOX D-73

c/o THE BILLBOARD

CINCINNATI 22, O.

CLUB ACTIVITIES

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Sept. 25.—President Charlotte Porter handled the gavel at the Monday (13) meeting. Other officers attending included Oscar Mattley, treasurer; Albert Roche, corresponding secretary, and Bonnie Townsend, recording secretary.

Members mourned the death of Alice Stone, who passed away September 13.

Frances Weidmann was appointed chairman of the anniversary party which is tentatively scheduled for late October or early November. Mike Krekos is chairman of the banquet and ball which will be held December 6. Memorial services are set for December 5.

Members present after absences included Fred Bodah, Helen Artz and Pearl Clark. A "show-within-a-show" was held by the combined West Coast Shows in San Jose, Calif., Thursday (16) with a good turnout.

Show Folks of America

1839 W. Monroe St., Chicago

CHICAGO, Sept. 25.—A monument and markers are being planned for the enhancement of Show Folks Rest at Glen Oak Cemetery.

Hazel Burns, chairman; Carolyn Thacker, co-chairman, and members of the location and building fund committee announced plans for an October bazaar.

President's Party in honor of Peggy Richards, was scheduled for Saturday night (25) with bunco, cards, table and door prizes and refreshments.

National Showmen's Association

317 W. 56th St., New York

NEW YORK, Sept. 25.—The Eligibility Committee has recently approved the following applications for membership: Ben Cohn, Richmond W. Cox Jr., Charles Howard Glasson, Louis Koblick, James Leahy, Louis Occhinto, Arthur B. Porter and P. Jack Wilkinson, all sponsored by Louis Light of the World of Mirth Shows. Lou is about to put thru his 50th new member and is eligible to receive his gold life membership card.

Others approved for membership are Jack Gross, sponsored by Arthur Roy Gries, and Edward A. Devlin and Harry Dorman, sponsored by Max Tubis.

On the sick list is Henry (Slim) Fein who is still confined to St. Clare's Hospital in New York City. Charles Rauchfuss, who has been confined to the hospital for many months, has been discharged and is recuperating at his home.

Vice-President Gerald Snellens visited the clubrooms for one day and brought in many ads for the 1954 Year Book as well as getting rid of his quota of Award Books. Treasurer Harry Rosen has already secured a number of ads for the Year Book, and as its chairman, advises this will be one of the best.

President Joseph McKee, announces that the first meeting of the fall season will be held in the clubrooms on Wednesday evening, October 13, and all members will receive within a short time a bulletin giving all the dates and events to come. Mail is being held at the office for some members whose addresses we do not have.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Sept. 25.—First meeting of the fall season is scheduled for October 7. Work on the program for the annual banquet and ball is under way. A special meeting of the board of directors was held September 23 to pass on 82 membership applications and other business.

J. C. McCaffery is still in serious condition. Lou Keller is confined

Lone Star Showmen's Club of Texas

DALLAS, Sept. 25.—The last meeting until after the State Fair of Texas, was presided over by President Edna Hacker. Pearl Vaught delivered the treasurer's report and Grace Tinder read the minutes. Jule Conners read the invocation and Bonney Allard handled the sergeant at arms duties.

It was announced that T. C. Sands, operator of a Dallas electrical firm, had the winning ducat on the car giveaway and in return presented the club with a donation. The ticket was drawn at a special September 6 meeting in the clubrooms. Mabel Welshman and Millie Cepak were to be hostesses but Mrs. Welshman was rushed to Baylor Hospital. She is now home and doing okay, according to latest reports. Mrs. Capak was also unable to attend as a fire destroyed their home and most of their possessions. Both, however, saw to it that the promised food was on hand for the party.

Renee Gordon attended the party, her first appearance since last January. John Carroll and Art Kobbler are reported on the sick list. George Duval is ill in Denver. Louis Charninsky is still in the hospital following surgery.

June Reynolds sent in the proceeds from a bingo party held on World of Today Shows. Bobbie Peck McGough was hosting Billie and Jack Pannell. Johnny Obluck is back from a visit to Chicago and Milwaukee. Kathy and Red Kearns and their two boys are also home again after a Chicago sojourn. Claire and Henry Barrett passed thru Dallas en route to Oklahoma City to do advance work for Polack Bros.' Circus.

As a follow-up to last year's successful drive for the Damon Runyon Cancer Fund, the club this year has launched a campaign for the Heart Fund. Pearl Vaught, 3105 Forest Avenue, Dallas, is heading up the drive.

President Hacker and Corine Greer plan to visit the Jimmy Libermans at their Kosher restaurant in Longview, Tex., before going to Memphis.

Next meeting will be at 8 p.m. October 25 and the first box supper is set for Halloween.

to his home. Mel Harris is up and about. Lou Torti is confined at Mayo Clinic at Rochester, Minn. No news on Harry Atwell.

Club's treasury was aided by a jamboree on Thomas Joyland Shows at the Crown Point, Ind., fair. Joe Sciortino provided the entertainment and Ep Glosser handled the auction assisted by Eddie Edwards.

Secretary reminds that the convention dates are November 28 thru December 1. Memorial services and president's party are November 28; annual meeting and election November 30; banquet and ball on December 1, and installation of officers on December 2.

Chick Schloss is back in town after closing with Wallace Bros. Shows of Canada. Keith Wheeler of ACA Shows stopped in for a visit as did Lou Leonard, Andre Dumont, Walter F. Driver, Chick Bohdan, Mike Taflan, Charles Zemater Sr., Oliver Barnes, Sollie Wasserman, Whitey Woods, Jack Hawthorne, Dave Picard, Hy Neitlich, George W. Johnson, Harry Duncan, William Carsky, Jack Davis, Jimmy Morrissey, B. J. Mansfield, Noble Case, William Hetlich, Cecil Meyers, William Meyers, Dave Goldfen, Charles Drobnyk, Jack Matthews, Walter Rickton, Roy Sampson, Fred G. Malley, Charles N. Engel and Ben Morrison. Lou Leonard, Bob Parker, Harold Hesch, Tom Sharkey and Silent O'Brien left for the South.

THANK YOU

VICTOR (JIMMIE) FERENZI

Girl Show Revue Owner
for your Buick automobile purchase.

"Save Money With Johnny"

JOHNNY CANOLE

Alltoona, Pa.
Phone 9347 or 3-0003

Tulsa Heat Wilts RAS

OKLAHOMA CITY, Sept. 25.—Royal American Shows railed here to open at the Oklahoma State Fair today, after a still date in Tulsa that produced little business. Heat, with temperatures that soared well above the 100-degree mark kept people away from the Barton circus grounds lot all week.

All RAS shows and rides were set up for the Tulsa stand but the heat, with little cooling off at night, kept patrons at home.

Show moved in just ahead of the Tulsa State Fair which opens October 2.

W.G. WADE SHOWS

Now Contracting
for the 1955 Season
RIDES—SHOWS
AND CONCESSIONS

G. P. O. Box 1488
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ALL TYPES OF WHEELS

Mds.
Big Sixes
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Wheels
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Ask for 1954
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Operated by
Joseph Mandel

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CONCESSION, CIRCUS, CARNIVAL

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TENT & AWNING

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One of America's Largest Builders

of Fine Show Tents.

201 E. Water St. Norfolk 10, Va.

BILL SANDERS

GIRLS—GIRLS—GIRLS

Hedy Jo Starr wants Girls for French Follies Girl Show. Six outstanding Fairs with Gem City Shows. Enlarging for these spots. All girls who have worked for me before, get in touch at once. Exotic Dancers of all kinds. Kim Larue, calle me at once. All winter's work in clubs. Already have agent working on spots. Best of pay.

HEDY JO STARR

GADSDEN, ALA.

WANTED

Pretzel Dark Ride Foreman. Wm. White, Geo. Foth, Whitey Hewitt, answer. Top salary.

LEE AMUSEMENT CO.

Lanett, Ala., this week; Atmore follows.

FOR SALE

7-Car Tilt-a-Whirl, used 7 years, \$6500.00; Allan Herschell Little Dipper, three years old, \$5500.00; 12 late model Dodgem Cars, floor and ceiling, \$7000.00; Baby Airplane Ride (6 planes), \$500.00; Thomas Eze-Way Custard Machine, large size, used two seasons, \$600.00. Above equipment in excellent condition. If interested, may be seen Fair Park, Little Rock, Ark.

T. A. FUZZELL

5300 Edgewood Rd. Little Rock, Ark.

WANT CARNIVAL

for the
GREATER OKLAHOMA LIVESTOCK SHOW

Enid, Okla., October 25-29. Contact

J. B. HURST, Secy.

Box 1066, Enid, Okla.

new mother

The love that makes a doll her baby is the beginning of motherhood for a little girl... the start of love-giving that will make her strive and fight for the security of those she loves as long as she lives.

Take care of your doll-baby, little girl. It is one of the world's most precious playthings.

The security that springs from love is the very heart of our living. It is a privilege known only in a country such as ours, where men and women are free to work for it.

And when we live up to the privilege of taking care of our own, we also best take care of our country. For the strength of America is in its secure homes all joined in a common security.

Let America's security be found in your home!



Saving for security is easy—on the Payroll Savings Plan for investing in United States Savings Bonds.

This is all you do. Go to your company's pay office, choose the amount you want to save—a couple of dollars a payday, or as much as you wish. That money will be set aside for you before you even draw your pay. And automatically invested in United States Series "E" Savings Bonds which are turned over to you.

If you can save only \$3.75 a week on the Plan, in 9 years and 8 months you will have \$2,137.30.

U.S. Series "E" Savings Bonds earn interest at an average of 3% per year, compounded semiannually, when held to maturity! And they can go on earning interest for as long as 19 years and 8 months if you wish.

If you want your interest as current income, ask your banker about 3% Series "H" Bonds which pay interest semiannually by Treasury check.

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WANT FOR ALEXANDER CITY, ALA., FAIR

OCT. 4-9, 6 DAYS, WITH 5 TOP FAIRS TO FOLLOW IN GEORGIA AND 1 IN FLORIDA

CONCESSIONS

Eating Stands of all kinds, any kind of Hanky Pank Concessions, also Novelties, Scales and Photos. No Grift Concessions. Can place Concession Agents for office-owned Short Range and Slum Jewelry Spindle, must drive truck.

SHOWS

Side Show, Drome and any well-framed Grind Show not conflicting.

RIDE HELP

Foremen for Wheel and Merry-Go-Round. Also Second Men for all Rides, must be licensed semi driver. Positively no drinking allowed. Long season, also work in Florida during winter. Can use good Man for Front Gate and Light Towers. All replies:

E. L. Young, Mgr., Sterling Crown Shows
CORINTH, MISS., THIS WEEK.

VIVONA BROS. Combined SHOWS

Can Place for NEWBERRY COUNTY FAIR, Newberry, S. C., week October 4; YORK COUNTY FAIR, Rock Hill, S. C., and all Fairs closing Charleston, S. C., Colored Fair, November 13.

CONCESSIONS—Hanky Panks of all kinds. Will sell Exclusive Novelties, Hats. Danny Dell can place high class Wheel and Grind Store. Tony Masiello wants Dancing Girls. Want Help on all Rides—must drive semis. Address **Sanford, N. C., this week**

20TH CENTURY SHOWS

30 CAR RAILROAD SHOW ON TRUCKS

ATTENTION, ALL FAIR MEN

CONTRARY TO THE RUMORS AND THE WISHFUL THINKING OF MY COMPETITORS, THE 20TH CENTURY SHOWS HAVE NOT BEEN SOLD. WE ARE NOW CONTRACTING FOR THE SEASON OF 1955.

WANT TO BUY FOR CASH—ROCK-O-PLANE, OCTOPUS, FLYING SCOOTER AND FUN HOUSE. MUST BE IN GOOD SHAPE. CONTACT

E. D. McCRARY, Mgr.

Okmulgee, Okla., Sept. 27-30; Tulsa, Okla., Oct. 2-8.
PERMANENT ADDRESS: 3308 Broadway, San Antonio, Tex.

L.J. HETH Shows

WANT NOW AND FOR THE FOLLOWING FAIRS:

CARROLLTON, GA., WEEK SEPT. 27
COVINGTON, GA., WEEK OCT. 11
CORDELE, GA., WEEK OCT. 25

MONROE, GA., WEEK OCT. 4
TIFTON, GA., WEEK OCT. 18
QUITMAN, GA., WEEK NOV. 1

SHOWS: Side Show, Motor Drome, any Show not conflicting. RIDES: Boat Ride, Spitfire, Roller Coaster. HELP: Can always place sober Ride Help who are licensed semi-trailer drivers. CONCESSIONS: Cookhouse, Arcade, Custard, Pronto Pups, Foot Long, Scales, Hanky Panks of all kinds. FOR SALE: 8 Octopus Seats, stored in Birmingham, Ala. All replies:

CARROLLTON, GA., NOW; MONROE, GA., NEXT WEEK.

WANT

FOR JACKSONVILLE, FLA., SEPT. 27-OCT. 9, and ALL WINTER IN FLORIDA

CONCESSIONS — Popcorn, Candy Apples (Abe, contact), Hanky Panks of all kinds only. Rides that do not conflict.

TED LEWIS

Florida Ave. Jacksonville, Fla.

BIG ELEPHANT

For lease on account of disappointment. Big Babe, 9000 lb. cow, very gentle, does nice act. Southern States preferred, for one week or all winter. Wire

C. A. VERNON
(Fairgrounds) Belleville, Ill.

BOBBIE SICKLES OR CAIN

Get in touch by wire if at liberty

HELMAN UNITED SHOWS
VERDA, LA.

AGENTS WANTED

For Six Cats and Count Store.

Address S. B. WEINTROUB
c/o J. A. GENTSCH SHOWS
Kosciusko, Miss., this week.

AGENTS WANTED

For Count and Pin Store. Also Buckets and Hanky Agents.

ROCKY COX
Fairgrounds, Enfield, N. C.

HUTCHENS MODERN MUSEUM

Wants for Newport, Ark., and Caruthersville, Mo., Fairs. Acts and Attractions (Aleen Allen, answer). Other attractions, answer. Newport, Ark., this week.

J. T. HUTCHENS
c/o Sunset Amusement Co.

VANCEBURG, KY., FAIR

Sept. 29, 30, Oct. 1, 2. Nelsonville, Ohio, Firemen's Fall Festival, Oct. 4-9.

Want Shows and Concessions.
FRED NOLAN
Vanceburg, Kentucky



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BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANT FOR CHILDERSBURG, ALA., WEEK OCT. 4; FOLLOWED BY HOUSTON COUNTY TRI-STATE FAIR, DOTHAN, ALA.

CONCESSIONS: Hanky Panks, Prize Everytime Concessions of all kinds. Wondar Bar, Grab, Arcade, etc. SHOWS: Can place Snake, Monkey, Wildlife, Animal or any good Grind or Bally Show with own equipment and transportation. All wire

C. C. GROSCURTH, Mgr.
Meridian, Miss., this week; then per route.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANT non-conflicting Rides. Shows with own outfits. Hanky Panks of all kinds. No Ex. Due to disappointment can also place Bingo.

Firemen's Fair, Lewiston, N. C., October 4-9; Carolina Yam Festival, Tabor City, N. C., October 11-16; Marion County Fair, Marion, S. C., October 18-23; Loris County Fair, Loris, S. C., October 25-30, and balance of season. All contact

SHERMAN HUSTED
Legion Fair, Weldon, N. C., this week.

SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

Can Place for WASHINGTON COUNTY FAIR, Sandersville, Ga., and COFFEE COUNTY FAIR, Douglas, Ga., followed by Six Florida Fairs

Photos, Novelties, Short Range, Jewelry and Hanky Panks of all kinds. All replies to

SHAN WILCOX
Eastman, Ga., this week; Sandersville next week.

WANT FOR CHATHAM COUNTY COLORED FAIR

Pittsboro, N. C., Week October 4

Ball Games, Pitch-Till-You-Win, Cork Gallery, Balloon Darts, Penny Pitch, Candy Floss, Six Cats, Buckets, Swinger, Hoop-La, Snow Cones, Penny Arcade. Colored Girl Show, Snake Show, Monkey Show, Wildlife. Want general Ride Help, Truck and Tractor Drivers, Agents for office Hanky Panks. All Replies

GEORGE CLYDE SMITH SHOWS
Fairgrounds, Enfield, N. C., this week; Fairgrounds, Pittsboro, N. C., next week.

GLADES AMUSEMENT CO.

Week October 4, Lake City, S. C.—American Legion Festival. First show inside city limits in six years.

Will book Animal, Illusion or any other well framed Show. Can use a few more Slum Stores, Mug Outfit, Fish Pond, Hi-Striker.

JERRY SADDLEMIRE or JOHN KEELER
CONWAY, S. C., THIS WEEK.

Wilmington Packs Mills Top 3 Times

Show Owner Tells Plans to Winter At Jefferson, O.; Baltimore Okay

BALTIMORE, Sept. 25.—Mills Bros.' Circus scored three-show business at Wilmington, Del., Saturday (18) and played to more good business here on Tuesday (21).

Meanwhile, Jack Mills, manager and co-owner, announced that the show will go into winter quarters at Jefferson, O. The season ends at Johnstown, Pa., Thursday (30) after 24 weeks and 4,963 miles. At Greenville, O., where the show formerly wintered, Darke County Fairgrounds facilities no longer are available because of construction there of a new coliseum.

At Phoenixville, Pa., Wednesday (15), under Kiwanis auspices, the afternoon performance drew a near-full house and the night house was three-fourths filled in cold, cloudy weather.

The Wilmington lot was in suburban Price's Corner and auspices was the Delaware Association of Police. In the morning the Mills elephants were to take part in a Republican party parade along with the governor of the State. Arriving at the starting point, the

Hildebrand Acts At Buffalo Named

BUFFALO, Sept. 25.—The Knights of Columbus Circus, managed by Frank B. Hildebrand, was presented at the Saddle and Bridle Club here for three days ending Saturday (18). Performers included:

The Auraras, balancing; Tuckers, trampoline; Harold Barnes, wire; Prince El Ki Gordo, cats; Rudy Rudynoff, horses; the Del Morales, perch, and the Widamans Elephants. Clowns were Dime and Connie Wilson, Jim Snell, Bozo Brenner and Willie Swain. The LaBlonde Troupe was out of the show.

On the staff were Jeanttee Hildebrand, producer; Preston Lambert, announcer; A. T. (Tex) Rumsower, superintendent; Marie Rumsower, tickets; Marjorie Berg, treasurer; Joe Murphy, door, and John E. Leckie, organist.

Hagen at Anniston

ANNISTON, Ala., Sept. 25.—Hagen Bros.' Circus, in the final days of its season, played to half and near-full houses here Wednesday (15). It was several days ahead of the county fair.

Ringling Adds Wk., Sets Late Closing

CHICAGO, Sept. 25.—Ringling Bros. and Barnum & Bailey Circus reached out this week to add another week's route to the season, making the new closing date November 28.

Earlier, the show was planning to shutter November 21, after making Virginia, the Carolinas, Georgia, some of Alabama and a few more Georgia dates before turning into the Florida home stretch.

The additional week will bring Mississippi into the show's orbit for about three dates and will add a couple of stands to its Alabama plans. The changes were made before contracting agents were too far along and no re-contracting will be necessary.

The lengthening of the season was generally interpreted as an indication the tour is going well for Ringling-Barnum. The decision by

bull men found no one else, so they started along the parade route alone. A few minutes later the candidates arrived and found no elephants or school band. Then the bulls were brought back, and after the governor filled in with a brief speech, the school band arrived and the parade kicked off.

At 11 a.m. the circus drew a three-quarters house. The afternoon show was a full house and the night performance was nearly filled. To balance the day, a Democratic candidate rode an elephant at night. The big business was earned despite dull, cool weather and a late rain.

Rain began in the afternoon at Baltimore on Tuesday (21), but the house was near full. With heavy rain at night, the show drew a three-quarters house.

ORRIN DAVENPORT TELLS ACT LINE-UP

Kansas City, Wichita Programs Include Beatty, Malkos, Zavattas

CHICAGO, Sept. 25.—Orrin Davenport this week announced make-up of the performance for his upcoming Kansas City Shrine show. Included are Clyde Beatty's cats, Cole Bros.' elephants, the Zoppe-Zavatta riding act, the Flying Malkos (4), and Jack Joyce's camels.

Davenport said that the Wichita edition would be almost identical with the Kansas City show. The Wichita stand is the week of November 7, and the week in Kansas City starts on November 15. After those two annual dates, the Davenport show will shutter as usual until after the holidays, re-suming January 16 at Saginaw, Mich.

A run-down of the personnel shows:

Peterson's Dogs and Alarnd's Pigs, Joyce's Camels, Young China Troupe, Ting Sing Lui Troupe, Helen Haag's Chimps, Johnny Welde's Bears, Rietta's sway pole, Corinne Dearo, Grace McIntosh, Jo-Anne Day, Joe Lempke's Chimps, Jimmy Troy, Antalek's perch trio, Irma and Rio's Dogs, Ruby Haag's Dogs, Tokayers and Donwallys, Harry Thomas, the Ortons' sway pole, the Zoppe-Zavatta riding and ladder acts, Ingrid Meredith, Sherman Broth-

John Ringling North was made shortly after the show's big score in Chicago and during its rain-swept success in Wisconsin.

New Closing Date

The new closing date is one of Ringling-Barnum's latest. Only in 1942 has the combined show stayed out later and that time the final day was November 30. This year's finale will make a three-way tie with 1946 and 1948 for November 28 closings. The only other year in which the show stayed out so long was in 1938, when the closing of the Al G. Barnes-Sells Floto Circus with Ringling-Barnum features was November 27. In earlier years of the Ringling-Barnum show it usually closed early in October, and November business was rare until the mid-1930's.

COURT RECESSES TO SEE PARADE

DURHAM, N. C., Sept. 25.—The lure of a circus parade was too much for His Honor here. When King Bros.' Circus paraded down Main Street and past the courthouse, Judge A. R. Wilson ordered a recess so the court personnel and participants could see the procession.

Geo. W. Cole Closing Early

CHICAGO, Sept. 25.—Reports here this week were that the George W. Cole Circus had canceled some late stands and will close earlier than originally expected. However, the closing date was not announced.

The show, managed by Herb Walters, has been doing fairly well much of the season and has been in Mississippi. It is expected to return to its regular winter quarters at Hugo, Okla.

ers, Ernie Burch, Carl Marx, Jimmy Davison, Cole Bros.' elephants, Flying Malkos, Chai and Somay, Paul Jerome, Ed Raymond, Valencianos Troupe, Triskas' high wire troupe, Beatty's lions and tigers, Bill Bentledge, Henry Boers and Helen Siegrist.

Iowa Business Good For Ringling-Barnum

IOWA CITY, Ia., Sept. 25.—Ringling Bros. and Barnum & Bailey Circus played to generally strong business in Iowa this week, with a Sunday (19) stand at Ottumwa scoring a turnaway at the afternoon performance.

Davenport, Friday (17), had cloudy weather and football opposition. Nevertheless, Ringling-Barnum pulled a half house in the afternoon and a near-full house at night. Burlington followed on Saturday (18) with warm, clear weather and two three-quarter houses.

In Des Moines, the show did a

Elephant Trainer's Widow Celebrates 102d Anniversary

KANSAS CITY, Sept. 25.—The widow of Stewart Craven, one of the pioneer American elephant trainers, danced for guests at her 102d birthday party here this week. She is Mrs. Lilly Craven Larwill, who first joined a circus 84 years ago.

Her son, C. S. Craven, 84, played on a harmonica while she danced. About 200 persons attended an open house for her. She was with Cooper & Bailey Circus, prior to Bailey's joining Barnum, and with Adam Forepaugh Circus prior to the Forepaugh-Sells combination.

Gil Gray in Texas

SAN ANGELO, Tex., Sept. 25.—The Gil G. Gray Circus played to big crowds at a baseball park's grandstand here September 16-18 under Shrine auspices. The show drew near-full houses except for Friday (17), when high school football competition cut in.

KING WINS STRONG WEEK IN CAROLINA

Give 3 at Jacksonville; Dillon Strawed; Others Give Near-Capacity Crowds

CONWAY, S. C., Sept. 25.—King Bros.' Circus enjoyed some of the best business of its season this week, with tobacco and cotton crop money on hand and some needed rain in drouth areas.

Arnold F. Maley, co-owner, said the week was topped by Jacksonville, N. C., where the circus gave three performances.

At Dillon, S. C., on Thursday (16), the afternoon show was near full and the night was strawed. Auspices was the Rescue Squad. Whiteville, N. C., followed on Friday (17) with a near-full afternoon and full night house under combined Shrine and Lions auspices. Parade crowd was large. A woman was killed when her auto rammed an elephant truck; no blame was attached to the show or circus driver.

Fayetteville, N. C., the Saturday (18) stop, came thru with two near-full houses, with cotton selling and the tobacco market at its peak. Hagen Bros. was there September 6.

On Monday (20), Kinston, N. C., gave a three-quarter afternoon and full night. Then came the big Jacksonville date. The afternoon there Tuesday (21) was a turnaway. At night the regular performance was another turnaway while the extra, second night show was three-fourths filled. Rain began late at night and caused no damage to the business.

Wilmington, N. C., with Jaycees auspices, came up Wednesday (22) with a three-quarter afternoon and a 95 per cent house at night. The show changed lots at the last

Barnum Fest Earned \$5,043

BRIDGEPORT, Conn., Sept. 25.—Final reports on the 1954 Barnum Festival celebration in July, announced by treasurer John Shenton, show receipts of \$51,956, expenditures of \$46,912 and a profit balance left of \$5,043.

The annual five-day event is held in honor of the late P. T. Barnum of Bridgeport. Four years ago expenditures were \$17,000; three years ago \$18,500, and two years ago \$27,000.

Betty Bancroft was slightly injured when the knife board fell on her as she was concluding her part in the knife-throwing act of the Side Show at Burlington. Emmett Kelly worked a book shop there and other clowns made a supermarket appearance. In Iowa City, several clowns and acts made a hospital show.

Meanwhile, at Omaha, where the show plays Sunday (26), a newspaper ad reading "today" was run a week early by accident and reportedly several hundred people were on the lot seven days in advance.

Kelly-Miller Okay In Most Ia. Stands

CARROLL, Ia., Sept. 25.—Al G. Kelly & Miller Bros.' Circus was finding good business at most stands in Iowa. Some afternoon shows were light but most night performances attracted big crowds.

At Cherokee on Thursday (16) the circus pulled two three-quarter houses. Schools were dismissed for the occasion. Weather was misty. Storm Lake, Ia., on Friday (17) had a light one-quarter afternoon because of rain plus a three-quarters house at night.

Denison, the Monday (20) stand, had only a half house in the afternoon, altho schools were dismissed. Cold weather at night didn't hold

them back, however, and the show was nearly filled. The Denison Bulletin ran a long editorial recalling old circus days and boosting this one.

At Carroll on Tuesday (21) the afternoon house was big. Schools were dismissed for the afternoon. A three-quarters house turned out at night despite a forecast for frost.

Charles E. Karnes, a rigger, was injured before the night show in Carroll, when he fell from atop a pole and struck his head on a trampoline. The Kelly-Miller circus is expected to stay out until late October.

Local engagement will break a jump for the Hamid-Morton organization between Toronto, where it is appearing for its 22d consecutive year, and Atlanta, where the show will play its 15th year. Both are Shrine dates. George O'Donnell, Cleveland, and Les Massey, Memphis, arrived in Montgomery early this week to handle the ticket sales and program for the local engagement.

James Rushin, manager of the Jefferson Davis Hotel here, has been named by the recently formed Southern Enterprises, Inc., to handle the bookings for the new arena. He also has Liberace and the Spike Jones unit coming in late in October.

Hamid-Morton For Montgomery

MONTGOMERY, Ala., Sept. 25.—Omer J. Kenyon, general representative of the Hamid-Morton Indoor Circus, was here this week to line up Jaycees sponsorship for the H-M show's appearance at the 8,500-seat State Coliseum here October 27-31, with two performances daily. It will be the first circus to play the new arena, which was completed 18 months ago.

James Rushin, manager of the Jefferson Davis Hotel here, has been named by the recently formed Southern Enterprises, Inc., to handle the bookings for the new arena. He also has Liberace and the Spike Jones unit coming in late in October.

Appearing in Byron Gosh's All-American Circus at Crossville, Tenn., were Sgt. Charles E. Grafins, soldier of fortune and club swinging; Frank Cain, clown; Bixler and Bixler, whips; Allen and Lee, acrobats; George Geddis' dogs, and the Wyoming Duo, roping, plus doubling and others for a 15-day display program. Barth and Maier, perch act, has closed its fair dates and were to join the Gosh show at Brownsville, Tenn.

Continued from page 59

Clyde Beatty Circus. He reports there has been no change in make-up of the acts. He continues working the horses while his son, Tommy, does the comedy.

John Ruff, former circus musician who now operates a camp in Minnesota, is vacationing in Quebec. . . . Ringling story man Frank Braden authored a by-line piece for The Perry, Ia., Chief about R. M. Harvey, pointing out that Harvey brought F. A. Boudinot, present Ringling agent, into the business.

Dale and Lois Ann Madden are at their home in Lake City, Ia., after a six-month tour of Canada with the Odyson Circus.

Irv Romig, Ricky the Clown, of Detroit TV, is leaving his regular Sunday program to do a 10-minute, five-day-a-week TV show. New seg is scheduled to bow September 27.

UNDER THE MARQUEE

By TOM PARKINSON

Harvey Hoffman, of The Davenport (Ia.) Times, wrote a feature about Allen J. Lester, Ringling press agent, in advance of the show's stand there. Spread includes a photo of Lester at a typewriter and mentions his father, William Lester, who retired as contracting agent a few weeks ago.

Bert and Corinne Dearo have been playing fairs with one of the E. R. Braly Circus units. After closing in Tupelo, Miss., October 9, they will go to New York, then to Chicago, where Corinne will be on "Super Circus" October 24. . . . F. E. Schmitz and A. Morton Smith, of the Ward-Bell Circus, caught Polack Bros. in Vancouver recently to confer with Harold Ward and Gus Bell about their new show for 1955.

The Aerial Alcidos, Edna, Louie and Wilfred, played Westview Park, Pittsburgh, recently, where Edna visited with her aunt and uncle, Mr. and Mrs. Grover Cheek. . . . Barbara Winters, of the Flying Valentines, celebrated her birthday while the troupe appeared at the Maryland State Fair. Among those in attendance from the grandstand show were the Aerial Barretts, Beltings and Company, Billy Nichols and Company, members of Shrayder Follies, and Johnny Galvin, emcee. . . . Willie C. Clark, clown and foot juggler with the Hagen Bros. Circus, hit the pay dirt recently at Tuscaloosa, Ala.

The Juggling Jewels and King Reynolds, wire walker, have wound up 15 weeks of indoor circus work at Yarmouth, Eng. They will forego a planned tour of the continent and leave for New York by boat October 12 to make dates already lined up for them by Stanley W. Wathon.

Mary Lawrith and Sylvia Gregory, of the King show, motored to York, S. C., to visit the grave of Chester Gregory.

T. Dwight Pepple, general agent for Polack Western, celebrated a birthday Tuesday (21) with an observance at the Atwell Luncheon Club, Chicago. . . . Johnnie Marietta spent the day with Clyde Carlton, John Brassil and Ray Long when the Ringling No. 1 car was in Pittsburg, Kan.

The San Antonio members of CFA reactivated the Alfredo Codona Tent at a meeting Wednesday (15), with R. F. Hartman being elected president. He reports the tent is planning a number of activities for its coming circus season. The meeting was at the Harry Hertzberg Circus Room of the public library.

Don C. Hayman, Beatty press agent, who closed in July when he was called back by the newspaper chain for which he is promotion manager, writes that he is at Bristol, Pa., directing circulation work for papers at Bristol, Doylestown and Levittown. He expects to visit Clyde Beatty on winter dates.

King Bros.' stand in Rock Hill, S. C., became a reunion of troupers who used to be with the late Ray Rogers' Wallace Bros. and Barnett Bros. circuses. With some being on the King show and some coming from around York, S. C., where the Wallace show wintered, 29 veterans of the show exchanged visits.

F. A. (Babe) Boudinot and Charles Turner, Ringling-Barnum agents, were in Detroit this week for the convention of the International Alliance of Billposters, Billers and Distributors. Otto Krueger, of the Chicago local, also was among those attending.

Albert White, Ringling Bros. and Barnum & Bailey, reports that Baby Thelma Williams, fat girl, was taken to a Madison, Wis., hospital for treatment of pneumonia, and now reports she is greatly improved and will return to the show shortly. . . . Franz (Unus) Furtner is back in the program after being out several days with a sprained wrist. . . . The Joseph J. McCarthys have returned to Sarasota for a vacation after which they will start work on 1955 wardrobe. Mrs.

Johnny Martinez has taken over the wardrobe duties of Mrs. McCarthy on the show. . . . Sherrill Hose joined in Chicago. . . . Frankie Saluto is thinking of going into business with his rabbits. . . . Otto Griebling, now in Rochester, Minn., would like to hear from friends. . . . Anita Hauttenrauch has taken over the sale of tickets for the personnel bus. . . . Dick Slayton, Side Show manager, stopped a freight train alongside the third section at Fond du Lac. . . . Antoinette and Angelo Bisbini are the proud sister and brother of a boy born to their parents in Sarasota September 9. . . . Walter Guice, clown and former bareback rider and bar performer, is making a cotton net for Charles Zemater, Chicago agent. It is going to be used as a decoration. . . . Joe Browning, trumpet player in Merle Evans' band, had to leave the show again because of a diabetic condition. . . . Trevor Bale, tiger trainer, recently purchased a station wagon and now makes the jump nightly at the colse of his act and accompanied by his young son, Elvin. Birthdays were observed by Baby Thelma Williams and Nevada Smith.

Buck Leahy recalls that Eddie Jackson was press agent for the Neil Burgess County Fair Show, that Otto Griebling was in Harry La Pearl's acrobatic act, that Henry Kyes had the band with Guy Bros. Minstrels, that Jake Mills was in Snyder Bros. Circus band, that Tom Veasey had the Wier bulls on the Keith circuit, that Laurence Cross was with Burlington Bros., that Skinny Goe was with Gentry Bros., that Shorty Flemm and Jack LaPearl were with "Peck's Bad Boy," that Leonard Simmons and Tom Kennedy were ahead of Kay Bros. Circus.

Stanley Book, aerialist, was in Detroit recently and got an okay from his eye doctor. . . . Ben Thomas, 24-hour man on King Bros., has a new panel truck for his chores, including marking the route. . . . Tommy Pettus makes the King parade and clown alley. . . . Richard Michael has a new trailer on King Bros. . . . Bruce Hall is making King's parade.

Phil Maxwell, of The Chicago Tribune promotion department and owner of the Naperville, Ill., newspaper, penned a tribute to circusdom for his paper shortly after catching the Ringling show in Chicago. . . . Beverly Kelly interviewed Emmett Kelly on Cedar Rapids, Ia., radio stations WMY and KCRG ahead of Ringling's date there.

From Ringling-Barnum, Albert White writes that Tommy Short, of the concession department, became a father September 10 when a daughter was born to Mrs. Short at Frankfort, Germany. . . . Mrs. Ray Ollech, of the wardrobe department, remained in Chicago and will go to Sarasota at the end of the season. . . . Senorita Carmen has named her new snakes "Side Show" and "Midway." . . . Slim Harris, cashier for concessions, fractured an ankle when he leaped out of the way of a train. . . . Personnel gave a baby shower for Mrs. Johnny Kirk, show nurse, at Des Moines. . . . Walter Yong, of the Yong acrobatic troupe, drew a cartoon of Larry Wilcox' bus with the caption, "There's always room for one more." . . . John E. Vincent, male nurse, has joined. . . . Buzzie Potts, former clown, writes he is awaiting the show's stand in Durham, N. C., where he has the Melbourne Hotel cigar stand. . . . CFA C. W. Tiede, Racine, Wis., brought toys for the youngsters on the show. . . . Thelma Williams Armand, of the Side Show, is still in Methodist Hospital, Madison, Wis. . . . Making a hospital show at Ottumwa, Ia., were Gene Lewis, Frankie Saluto, Charlie Bell, Jimmie Armstrong, Duane Thorpe, two Yong Brothers and Bill Ballentine. . . . Bob Finkheim and Felix Edwards gave a party in Des Moines, with Rolly and Airy, the Mroczkowsis, the Felix Adlers, Duane Thorpe, Bill Ballantine, Ann

Mace and Horace Loms attending. . . . Eileen Slater celebrated a birthday.

Henry Kyes, Polack Eastern unit scribe, advises that Hammerhead O'Dwyer and Vaughn visited en route from fair dates. . . . The show blew the opening afternoon show at Charleston because of rain. . . . Cresso went 90 miles out of the way because of a faulty sign. . . . There will be plenty of night driving as Polack people try to reach Sarasota for a day before the Orlando date. . . . The Wallendas are getting ready for Mexico and South America. . . . Several Polack acts will make the Evansville, Ind., date after Teaneck, N. J. . . . Eva Walker closes at Augusta to make theater dates.

A. L. (Tommy) Thompson writes from Kelly-Miller circus that Terrell Jacobs and Larry Carlton painted a huge banner to welcome trumpet player Dick Lewis back to his home State of Iowa. . . . Jimmy Rossi went to Norman, Okla., to enter college and Benny Rossi returned to school in Mexico, Mo. Rex Rossi remains with the concert on the show. . . . John McLaughlin was replaced at drums by Roy Godfrey. . . . Fan Paul Hoy sat in with the band at Rock Rapids, Ia. . . . Visitors included the Noel Van Tilburgs, of the Minneapolis Shrine show; Marvin Hulick and Ace Newton who recalled Wild West show days with Pinky and Mabel Barnes.

Ringling visitors included Amelia (Sue) Adler, Tommy Adkins, Walter Graybell, Larry Griswold, the Edward Freeman family; the Rev-

erend Callahan; Bill and Ada Spaulding; Slim Somers; Frank Cain; John Facer; Tom and Kate Smith; Howard Suesz; Johnny Gage; Buddy Raye; the Kriel Family; Herm and Mary Linden; Bill Jacoby; Lee Norris; Paul and Amy Hoy; Eric and Betty Wilson; Verne and Betty Fussell and Dr. B. J. Palmer.

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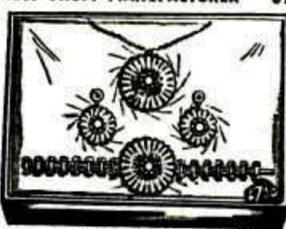
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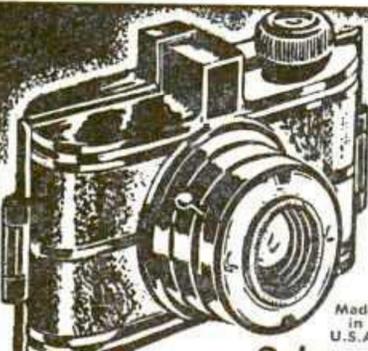


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Concessionaires and gift and specialty shops looking for ways to attract the eye of customers should contact Lewis P. Weil, Philadelphia. This firm has a miniature electric fountain which requires no plumbing connections and may be placed anywhere near an electric outlet. The fountain comes in three sizes—13½, 15 and 16 inches in diameter—and may be had in clear or ruby crystal, copper finished in green or satin chrome. The fountain is merely filled with water and plugged into any electrical outlet. Green plants or flowers may be placed in it as a floral arrangement. Motion of the water and the sound of the splashing water together with the floral arrangement make a display which will attract interest.

The Lindgren-Turner Company, Spokane, is showing something new in Christmas decorations for doors and windows. It has a complete assortment of wreaths, holly and other decorations which are self sticking and may be affixed with little effort. Three dollars will bring a sample assortment retailing for \$10 or more. Agents and distributors are invited to write for territories.

An unusual item is being offered by the Harvey Lewis Fur Company, Minneapolis. It has four lambskin rugs which are ideal for any room in the home and come in red, green, blue, beaver, grey, brown and white. The size is approximately 35 by 40 inches. Dealer price is \$6.35 each and the retail value is \$18. A sample is \$6.85 postpaid, and on orders of three or more deduct 35 cents from the price of each. These rugs are sold on a money-back guarantee. Lewis Fur also has earrings and bracelets which are made of genuine mink at \$9 per dozen, but if you order two dozen or more the price is \$8 per dozen. Minimum order: six samples for \$4.90 postpaid.

A new "at-a-glance photo card pak" is being featured by Hansen Sales, Chicago. The small compact folder at once brings to view up to 18 credit cards, snap shots, drivers' licenses, Social Security cards, passes, identification cards, etc. It is made of grained genuine vinyl is attractive, compact and opens and folds quickly and easily. Available in tan, red, green, blue and brown. Priced at \$4.80 per dozen or \$43.20 per gross. A sample card-pak with initials and address (three lines) will be sent for \$1, or two plain samples for \$1 postpaid.

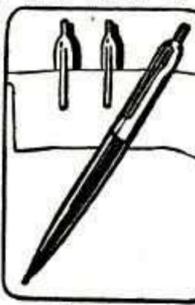
Novelty workers and specialty salesmen who have not seen the Som-Um-Brella Hat should make it a point to write G & S Manufacturing Company, Nashville. The firm has what it claims is the smash hit for 1954 in this hat which looks like a small umbrella and is adjustable to fit the head. A spokesman

says the hat is ideal for outdoor spectator sports, fairs and carnivals. It is water repellant and made in bright assorted colors with white. Retail for \$1.95 each and the dealer's cost is \$14.40 per dozen. Large quantity buyers can get a better price.

The Plasticast Company, Chicago, has a machine which does plastic laminating and which is priced as low as \$35. This machine will earn \$18 an hour in your own home and make good profits laminating business, Social Security, identification and credit cards of all kinds. It will also make photos, passes, clippings, plaques, etc. Literature and a sample of what the machine can do will be sent upon receipt of your name on a 2-cent postcard.

Lee Johnson Pens Company, Palo Alto, Calif., has what it claims is the first gigantic ball-point pen on the market. This is a 12-inch automatic retractable ball-point pen with instant drying ink. A sample dozen is \$6, but a gross will be sent for \$48. The firm requires a 25 per cent deposit and the balance c.o.d.

IT'S SENSATIONAL The NEW 3 in 1



3 Ball Point Pens in Handy Plastic Pocket Protector . . .

Writes 3 different colors: Red, Green and Black. Case in assorted colors: Red, Blue, Green and White. Uses Paper - Mate Refills.

per dz. sets \$9.00
Sample \$1.00.

Special price in gross lots. A SURE-FIRE SELLER FOR AGENTS 25% Dep., Bal. C.O.D. Distributors Wanted—No Open Accounts.

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Miracle Water Production

This beautiful red plastic vase, 3¼" high and 3¼" diameter, mysteriously produces water again and again although apparently empty. It will fill 6 or 7 shot glasses. The effect, when demonstrated, is amazing. Furnished completely boxed with instructions.

Sample, \$1.50
One Dozen, \$9.00

Postpaid if amount in full accompanies order; Jobbers' and Distributors' inquiries invited. Terms 2%, 10 days to rated firms; unrated firms 25% deposit, balance C.O.D.

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PLASTER NU-NAK NOVELTIES
Waycross, Ga. (Airbase)
Phone: 2403

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Description	Gross
12" Coolie Hat	\$18.00
12" Coolie Hat	21.00
3½" Telescope w/Compass	17.00
3½" Metal Band Jap Binoculars	42.00
3½" x 1½" Metal Band Jap Binoculars	40.00
4" Novelty Monkey	3.00
5" Novelty Monkey	3.25
9" Novelty Monkey	8.75
12" Novelty Monkey	16.50
12" Foz Hat Monkey	27.00
10½" Stuffed Monkey	36.00
13½" Stuffed Clown	56.00
12" Pastel Feather Doll	65.00
15" Pastel Feather Doll	33.00
9" Negro Feather Doll	12.50
8½" Rubber Inflated Chick	30.00
11" Rubber Inflated Horse	20.00
12" Rubber Inflated Fawn	22.00
13" Rubber Inflated Fawn	24.00
13" Rubber Inflated Weiner	24.00
Dog	36.00
16" Rubber Inflated Bunny	36.00
21" Rubber Inflated Horse	60.00
4½" Snake Bowtie	12.00
7" Rubber Bashful Monkey	10.00
7½" Pop Gun	15.00
8½" Pop Gun	15.00
26" Repeating Pop Gun	100.00
16" Saber w/Holster	34.00
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Swagger Cane Gro. 8.50
Circus Print Balloon
11 inch Gro. 5.00
Plush Bear, 30 inch Doz. 24.75
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WINNER!

over all other jewelry!

YOU CAN'T HELP BUT WIN with these . . .

HAND-PRONGED RHINESTONE MASTERPIECES

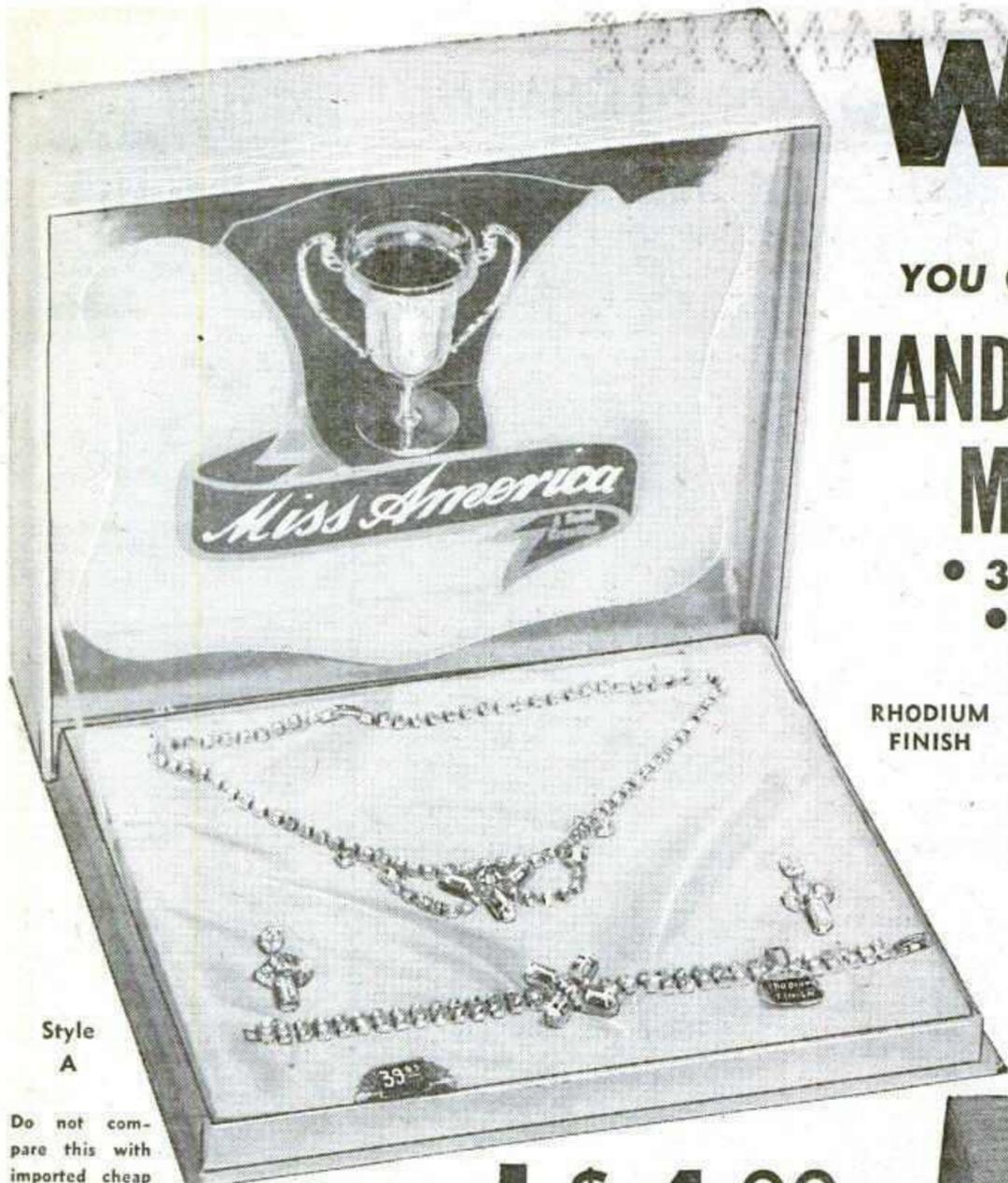
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Ready for Xmas selling . . . Here's the gift that has won national acclaim. Women are going for rhinestones this year in a big way! Fashion magazines predict the biggest year ever for Rhinestones. Cash in now, on this WINNING combination. You'll sell the beauty of Rhinestones plus the costly looking 3-dimensional packaging. Men will buy as gifts—women will buy for themselves. Buy now, while prices are at an all time low!

2 EXQUISITE STYLES

As Illustrated



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\$45 dozen

Min. order 3 Samples Your Choice
\$15.00 postpaid



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in lots
of 6

\$45.00
Doz.

3 Samples
Your Choice
\$15.00
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in MIRRORRED JEWEL BOX

Hand pronged—3 rows of precious fiery rhinestones! Set crown—like in a metal gold rimmed jewel chest. Exquisite to see—easy to sell—sells itself on sight.

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\$19.95

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PIPES FOR PITCHMEN

By BILL BAKER

WE HEAR BY . . . way of the underground that Steve R. McClain is sojourning around Raleigh, N. C., and Phinas Bess is prowling around Hutchinson, Kan.

HERE'S THE WAY . . . Mrs. Bob Noell, of Noell's Ark Gorilla Show, tells this one: "Several weeks ago I was in the post office at New Bern, N. C., sending off some money orders, when a colored woman walked over to me and said, 'Where at does you git de money orders?' I pointed out the M. O. window from the desk where I was making out my applications. 'Uh Uh,' she protested vehemently, 'dat man say I got to do it here.' I laughed and said Oh! you're supposed to fill out one of these little papers first! I then handed her one. She looked at both sides of it and then said, 'Now how does you do dis? I ain't did dis befo.' I saw that she was helpless so I said, 'Here I'll fix it for you, let me see the letter.' She gave me the envelope and letter and stood waiting with a \$20 bill in her hand, as I made out her application, without further comment, for \$9.85 to the Bardex Medicine Company, Columbus, O. WOW! I was raised on a med show, and Bartok just had worked this town.

"DEAR BILL" . . . writes our old friend, Howard (Punk) Elder from Bainbridge, Ga., "Did you hear of the rough break a rodeo op had in a North Georgia spot a couple of weeks ago?" The Atlanta Journal reported that some hillbilly rode his bucking mule for 18 seconds. The reward was \$1,000 for 10 seconds. The erkjay wouldn't compromise, so Mr. Law threw Mr. Rodeo's keester in the can for his own protection from the fast-heating mob. He finally compromised for \$600, a 1950 truck and a Brahma cow with calf. Seems to me that a C note would be plenty to put on a mule. Hell, I wouldn't put a grand on Native Dancer versus Bill Baker in a one-mile sprint (maybe on four aces, yes). Animals collapse when I bet on them. Thanks for publishing my pipe so promptly three weeks ago. I've seen no pitchmen of any type in this small territory recently. I'd like to hear from M. J. and Mae Lockey. P. S.: The chief charged the rodeo man \$10.50 for jail fees. That's really piling it on."

SINCE WE'RE ALWAYS . . . happy to welcome first-timers, we toss out the glad hand to C. L. (Hank) Nier, who pens the following from Philippi, W. Va.: "It's time I sent in my first pipe. I worked my shellcraft layout at the Tri County Fair, Petersburg, W. Va., recently to pretty good results. While there I met Eddie Brownfield and my two good friends, Sen Ralston and Jack (Bottles) Stover, sheet writers par excellence. All three boys agreed that business has had its ups and downs this year, but that the fairs were paying off better than usual. I watched the boys work and decided that they were doing better than alright. I'm looking forward to the tobacco markets, because I understand that the market is just as good as the crops this year. I'll pipe in more about that later."

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COMING EVENTS

Arizona
Tombstone—Heldorado Celebration, Oct. 22-24.

Arkansas
England—Fall Festival, Oct. 18-23.
Hope—Third Dist. Livestock Show, Sept. 29-Oct. 2. Robert Shivers.
Madison—St. Francis Co. Jr. Livestock Show, Sept. 27-Oct. 2. Jack Porter.

California
Delano—Harvest Holiday, Oct. 6-10.
Lamont—Cotton Carnival, Oct. 20-24.
Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.
Los Angeles—International Horse Show, Oct. 16-23.
Oakland—Pacific International Motor Show, Oct. 9-17.
San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.

Colorado
Grand Junction—Farm Show, Oct. 6-10.

Florida
De Puniak Springs—Armistice Celebration, Nov. 8-13.

Illinois
Chicago—International Dairy Show & Rodeo, Oct. 8-17.
Chicago—International Livestock Expo., Nov. 26-Dec. 4.
Toledo—Centennial, Oct. 7-9.

Indiana
Indianapolis—Woodlawn Festival, Sept. 30-Oct. 3.
Mitchell—Persimmon Festival, Sept. 28-Oct. 2.

Iowa
Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 Rainbow Drive.

Kansas
Wichita—Do-It-Yourself Show, Oct. 20-24.

Louisiana
Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7.
Buras—Orange Festival, Dec. 18-30. Mrs. A. Poerica.
Crowley—International Rice Festival, Oct. 27-28.
Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge.
Leesville—West Louisiana Forestry Festival, Oct. 25-30.
Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducote.
Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.
Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

Maryland
Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.
Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

Michigan
Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix.
Grand Rapids—W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele.
Grand Rapids—Mich. Turkey Show, Dec. 7-9.
Ionia—Ionia Fat Stock Fair, Nov. 2-4. Abram P. Snyder, Courthouse.
Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

Mississippi
Belzoni—Humphreys Co. Livestock Show, Oct. 18-23. M. E. Hill.
Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadlock.
Calhoun City—Calhoun Co. Livestock Show, Sept. 29-Oct. 2. Lee H. Thompson.
Eupora—Webster Co. Livestock Show, Sept. 27-Oct. 2. Cecil C. Randle.
Houston—Chickasaw Co. Livestock Show, Sept. 30-Oct. 2. Fred Dulaney.
Lucaedale—George Co. Livestock Show, Oct. 2. B. J. Hilbun.

Missouri
Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodward.
Monroe City—Lions Club Fall Festival, Sept. 27-Oct. 2.

Nebraska
Lincoln—Do It Yourself Home & Hobby Show, Oct. 20-24. Edwin Schultz.

Nevada
Carson City—Admission Day Celebration, Oct. 31.

North Carolina
Tabor City—Yam Festival, Oct. 11-16.

Ohio
Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek.
Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.
Portsmouth—Street Fair, Sept. 27-Oct. 2.
Toledo—Do-It-Yourself Show, Oct. 3-10. H. P. Van Horn. Jaycees.
Toledo—Better Living Expo., Oct. 23-31. Utica—Homecoming, Sept. 30-Oct. 2.

Oregon
Portland—Pacific International Livestock Expo., Oct. 19-23. Walter A. Holt.

Pennsylvania
Nazareth—Farm Products Show, Nov. 18-20. Paul R. Seifert.
Pittsburgh (Heers Island)—Jr. Beef & Lamb Show, Oct. 19-21. Chas. L. McAdams.

South Dakota
Sioux Falls—Tepee Days, Oct. 1-3.
Sioux Falls—Auto Show, Nov. 24-28.
Yankton—Free Pancake Days, Sept. 30-Oct. 2.

Texas
Beville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.
Fort Worth—Home Show, Oct. 16-23. Dudley Foster.
Houston—Appliance Show, Oct. 2-10.
San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

Utah
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, 506 Kiesel Bldg.

Wyoming
Laramie—Western Square Dance Festival, Oct. 29-30.

CANADA
Ontario
Toronto—Royal Agril. Winter Fair, Nov. 12-20. G. S. McKee.
Quebec
Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.

Saskatchewan
Regina—Home Show, Oct. 14-16. Max C. McAta.
Saskatoon—Dairy Cattle Show & Sale, Oct. 14.
Saskatoon—Dressed Meat & Poultry Show & Sale, Dec. 8-9.

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ONYX CAMEO RINGS \$3.25 per doz. Packed 1 doz. asstd. to tray.

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24" STANDING ALL PLUSH FRENCH POODLE Long chain and collar \$24.00 doz.

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Instantly adjustable Water repellent Fits everyone \$1.95 each

Jobbers, distributors write, wire or phone for quantity prices

G & S Mfg. Co. Dept. B. 514 Deaderick Nashville, Tennessee

BEAUTIFUL POCKET SECRETARY

\$6.00 dz. with retractable pen

- Three Pockets Detachable Note Pad Retractable Pen Heavy Gauge Plastic Imt. Morocco

Guaranteed Quality & Unusual value Retractable Pens, \$25 gr. Guaranteed FIRST QUALITY. NEW FREE CATALOG OF NAME BRAND BARGAINS 100 W. 27th St., N. Y.

Sell Tinselled Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!

MAKE EXTRA CHRISTMAS MONEY! TERRIFIC 50c TO \$2.00 SELLERS! 2 Metallic Foil Xmas Streamers, 13x48 \$1.00 6 Metallic Foil Xmas Signs, 7 1/2 x 12 1/2 \$1.00 6 Ultra-Blue Tinselled Xmas Signs, 11x14 \$1.00 15 Ultra-Blue Xmas Signs, 7x11 \$1.00 15 Ultra-Blue Xmas Comedy Signs, 7x11 \$1.00 15 Ultra-Blue Store Signs, 7x11 \$1.00 15 Ultra-Blue Comedy Signs, 7x11 \$1.00 15 Ultra-Blue Religious Signs, 7x11 \$1.00 Above Samples Mailed Postpaid. L. LOWY 812 Broadway, Dept. 819 New York 3, N. Y.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Aluotto, Jerome, 58 Morse, Leon ... 35c George, Donald, 336 Terrell, Leroy ... 35c McKale, Robt. T., 74 Triplett, Paul ... 35c Murtie, Martin, 454 Due Wooley, John R. 12r (License Plate)

Ackley, Jim Adams, Dewey Adams, James Adams, Steve P. Alcido, Mrs. Edna Alderman, Ralph E. Aldorf, James F. Aliland, Maurice (Important) Allen, Geo. S. Allen, Geo. Wolfe Alpaugh, Edm. F. Anderson, Andy Anderson, Trombone Anderson, Elaine Annin, Jimmy Farris Antoni, Pat (Lion Trainer) Argus, John Armand, Bill Artino, The Great Atkin, T. E. Ayres, Bill (Trophy) Ruth Baer, Jack (Dutch) Baker, Blanche (Hawaian Show) Baker, E. O. Baker, Mrs. E. O. Balch, Matt Barben, Frank Barnes, Letcher W. Barnhill, K. & Ena Barron, Ted Barry, Martin E. Bates, Albert Bauchard, R. J. Baxter, Joe & Mrs. Beckly, Paul Bell, Jack Benedict, Mrs. C. K. (Beechlands) Berger, Harry (Slim) Bergman, Arne J. Bergman, Mike Bicket, Slick (Tutsie Brown) Bickett, J. H. Bimbo, Miller Black, Martin W. Blackman, Elvin L. Blakely, B. H. Blue, Doc Geo. Blumenthal, Al Blyden, Frank Boley, James E. Bonk, Anton R. Borowiec, John J. Bosvurg, Mrs. Chas. L. Bowen, Clyde Bowman, Wm. H. Boyd, Frank Boyd, H. H. Brady, Hardy Michael Brady, F. J. Brady, Lorraine Bray, W. M. (Whitie) Bringer, Loretta Bristow, Mrs. Dorothy Broadway, Asia Brod, Mrs. Ruth Brooks, Mrs. Robt. Brown, Chester W. Brown, Clyde & Millie Brown Jr., Geo. Brown, Mr. Jessie Brown, Jim Brown, W. S. Brown, Mrs. W. S. Brozie, Walter & Mrs. Buckles, Leslie Buckling, Wm. Lawrence Budd, Charlie Billock, Clara Burke, Anthony Burke, Mrs. Gerry Burns, Mildred R. Burns, Richard K. Burridge, Mrs. Marjorie Mann Burton, Freddie J. Busby, Joan Butler, Bill & Mrs. Calyer, Andy & Lorraine Cantwell, Chas. Carlisle, Hank (Gen. Agent) Carr, Roy Arthur Carras, Mrs. Rose Carson, Francis Carter, Wm. T. (Bill) Carver, Chas. Casey, Jos. B. Cassidy, James Cassidy, Mrs. Kay Cerrone, Vito Chalmers, Edw. R. Chaplin, H. C. Charleston, James S. Chastain, Mrs. Wm. Chasteen, Paul C. Cheatham, Pee Wee Christie, Capt. Eugene Ciacchi, Salvatore Cineski, Leonard Clawson, Ralph Cold, Anna Grace Coleman, Mrs. Jackie Coleman, Jos. Collins, (Digger) & Mrs. Collins, J. David Cook, Chas. Cooke, Daro & Irene Cooley, Joanne M. Cooper, Jack Britton Cooper, Laurell Cooper, Mike Cooper, Nelson Cooper, Noah Cooper, Ottaway Cooper, Sam Cooper, N. H. Copland, Jack Cordery, Jack Corey, Joe Costello, Mr. Pat Cox, Doc Boy Cox, Thurman Craig, Martha Hoag Craig, Merion Crawford, A. F. Crawford, Mrs. Richard Crowe, Chas. H. Cube, Joel & Mrs. Cuddy, J. Lee Cunningham, Bill Cunningham, W. J. Curtis, Date Curtis, Mrs. Martin Cutler, Paul Dales, M. J. Daniels, Anna Louise Darcy, Peter Davis, Darryl R. DeCisar, Pete Del Moral, Manuel Delbert, Ed DelRio, Paul Demetro, Archie Demetro, Dewey Detwiler, Ann Detwiler, Arthur B. Diaz, Louis C. Dilbeck, Robt. Dimock, Ken Dilly, Mrs. Lester Dixon, Roma K. Dombroski, John Dombroski, Michael Dombroski, Theodore Dornier, Agnes M. Dorsey, Otis W. Drouillon, Frank D. Dunnivan, Wally H. Ebo, Mrs. Capt. Eddy, Capt. (Trained Animal Circus) Edwards, Jr., C. M. Edwards, Leon

Elliott, Mrs. Alice Elliott, Ralph Elliott, Peggy Exline, Emmett D. Fagerberg, Arvid Faith, Irvine Fate, L. O. Faulkner, R. J. & Mrs. Ferenzi, James V. Ferrier, Richard Field, Harry Finley, Mr. Harry Fish, James E. Fisher, Jake Fisher, Russell Flaig, Geo. (Red) Flannigan, Donna Flower, Lawrence Flower, Mrs. Mildred Fogleman, S. A. & Mrs. Fogleman, Theodore Fogley, John J. Fontnotem, Mrs. Forrest, Darla Foulter, Wm. H. Fournier, Wm. J. Fowler, Bennie Fowler, Carl J. Fowler, F. J. Fox, Geo. Fox, P. A. Fraser, H. Fraser, Mrs. Joe Fuzate, Mrs. Herman Ferguson, Fred (Spot Joint) Gebbo, Freda Gelleneau, Gladys W. Gelleneau, Wilfred George, Elizabeth George, Lizzie Geraman, Mike Gerard, Margaret Gerber, Jos. Moses Gerry, Claire L. Ziboney, Robert Gibson, Bennie A. Giffin, James & Mrs. Gilly, Ralph E. Golden, Harry Goodrich, H. R. Goodrich, W. H. Gowin, D. R. Graham, Bob (Hand Writing Analysis) Gray, Martin Greatzinger, Harold Grecco, Lynn Grind, E. H. Griffin, Chester Grotzinger, Harry Grosso, Jos. Guthrie, Robt. Earl Lee Habe, Walter Haley, Joe Donald Hall, Margaret Hammond, Mrs. Juanita Harmon, Tex Harrell, Robt. E. (Bob) Harris, Al & Mrs. Harris, Mrs. K. L. Harris, Mrs. M. L. Harris, Manley S. Harrison, Frank W. Harrison, Frank & Kitty Havertott, Grabbo Hawkins, E. H. Hayes, Eddie (Anato) Hayes, John A. Hayden, Mrs. Peggy Henderson, Raymond Henry, Pat Herrndon, Glennie E. Herrman, Mrs. Rosetta Hicks, Peter M. Hileman, Alfred G. Hill, W. H. Hoffmann, Jos. & Mrs. Hoge, Mack Hoge, Monroe & Mrs. Hollenbeck, Jack C. Hutzler, Edna Huffle, Tom Steiger Huggins, Riley Hunter, Robt. E. Hutchcraft, (Hall of Presidents Show) Ivey, Lillian Jackson, Wm. John James, Al. Jaros, Winford E. Johnston, Earl V. (Commander-in-Chief) Johnson, Elwood J. or Johnson, Mrs. Beatrice Johnson, Harry Lee Jones, August Woodrow Jones, Paul Joseph, Frank Joseph, Peter Juliano, Jos. & Mrs. Julius, Mrs. Ralph Kellam, Corky (Morris) Kellogg, Robert Kelly, Jack Kelly, Jack Kelly, James E. Kenner, James E. Kelly, Sylvester A. Kern, Jean & Tinny Kish, Lew Klein, Seymour Knapp, James Knight, Barbara L. Knight, Herb W. Knott, Mrs. Jerry Konyot, Dorita May Koskey Jr., Mrs. Krause, Freddie Kriel, Miss Pat Krim, W. E. Kuby, Chris La Berta, Otis La Bombard, V. F. L. Mack (Concession Agent for Sylvia E. Keener) Land, Lucky Lane, H. J. Lane, Thomas Lantz, John Late, Cecil G. Late, Joe Lau, Penny Laughlin, John Lay, John Le May, Barbara Lee, Steve O. Leitch, Mrs. Rachel Levine, Blackie Lewis, Artie Lewis, Mr. Dixie Lewis, Freddie (Sasso) Lilly, Mrs. Michael Linares, Mrs. C. Linckhorst, Chuck Lippiatt, Jerry Lorenz, Slim Lowe, George D. & Mrs. MacDonald, Sue McAllester, T. F. McCarroll, Mrs. McCarter, Mrs. McCellan, C. H. McIntyre, John W. Ham (Bill)

Morgan, T. J. & Barbara Morris, Shellier Morris, Mrs. Shirley Morse, Leon Murphy, Edward J. Myers, Dilman E. Newville, Lewis & Mrs. Nipper, Robert O'Connor, James J. O'Hearn, Fred Oliver, Jack Leslie Owens, W. W. (Red) Pagel, Bill Palmer, Dick Palmer, Ivelle Monroe Palmer, Minnie Wade Pappas, Martin Nell Parry, Walter D. Pasternak, William J. Patterson, Tony Parise, Joe Parise, Bob E. Payne, Mrs. Elizabeth Payne, Jack Penney, Ralph E. Perry, Jack Peters, Frank E. Phelan, Thomas V. Phillips, Ernest H. Pizzanelli, Mrs. Doris Piccolo, Jony Piar, John Plastey, James Pollis, Jane & Mike Powell, Henry (Speedy) Powers, Mrs. Gladys Legans or Terrell Lucky Prebor, Douglas Prell, Joseph Price, Helen Raices, Bernard R. Rains, Mrs. Margaret Raymond, Ford E. Reed, Miss Billie Reese, Barney S. Rescott, Claire Rescott, Jos. Laggren Reynolds, R. C. Rice, W. H. Richards, Buddy Richards, Mrs. Pat Richardson, Kenneth Richby, Mrs. Vivian Riley, Abie C. Riley, Melvin Ringens, Peejay & Mrs. Ripley, Charles Lee Roberts, Wilburn Rochman, Al Leavell Rosenfeld, Anita Roth, Joseph Rowe, Texas Mickey Rubens, Si Circus Russell, Mrs. Robert A.

McSpadden, Richard M. McGill, Frank McGill, Leo McGill, Raymond Mace, Mrs. Herb Mackey, Marchien Mace, J. P. Maki, E. J. Mallett, Bonnie Malley, George S. Manaird, Rocky Mansuso, Siann Marino, Carmen Markham, Harold Ray Marshall, Richard J. Martin, Kurt & Mrs. Martin, La Verne Martin, Sam Mason, John Masman, Gilbert Maynard, Red (Boss) Maynor, Canvas Man) Menzel, Shirley Mercer, Clarence Mikloiche, Joseph Miller, F. W. Miller, Mrs. Margaret Miller, Ralph Allen Miller, R. E. Miller, Sharon Lee Minden, George V. Mitchell, James Mitchell, Jack Mooney, Tommie Moore, Steve Morgan, John S. Morgan, Pvt.-2 John Morgan, T. J. & Morris, E. C. & Barbara Morris, Shellier Morris, Mrs. Shirley Morse, Leon Murphy, Edward J. Myers, Dilman E. Newville, Lewis & Mrs. Nipper, Robert O'Connor, James J. O'Hearn, Fred Oliver, Jack Leslie Owens, W. W. (Red) Pagel, Bill Palmer, Dick Palmer, Ivelle Monroe Palmer, Minnie Wade Pappas, Martin Nell Parry, Walter D. Pasternak, William J. Patterson, Tony Parise, Joe Parise, Bob E. Payne, Mrs. Elizabeth Payne, Jack Penney, Ralph E. Perry, Jack Peters, Frank E. Phelan, Thomas V. Phillips, Ernest H. Pizzanelli, Mrs. Doris Piccolo, Jony Piar, John Plastey, James Pollis, Jane & Mike Powell, Henry (Speedy) Powers, Mrs. Gladys Legans or Terrell Lucky Prebor, Douglas Prell, Joseph Price, Helen Raices, Bernard R. Rains, Mrs. Margaret Raymond, Ford E. Reed, Miss Billie Reese, Barney S. Rescott, Claire Rescott, Jos. Laggren Reynolds, R. C. Rice, W. H. Richards, Buddy Richards, Mrs. Pat Richardson, Kenneth Richby, Mrs. Vivian Riley, Abie C. Riley, Melvin Ringens, Peejay & Mrs. Ripley, Charles Lee Roberts, Wilburn Rochman, Al Leavell Rosenfeld, Anita Roth, Joseph Rowe, Texas Mickey Rubens, Si Circus Russell, Mrs. Robert A.

Waters, Huey Webster, Geo. H. Weeks, Harriette Weiner, Sam & Mrs. Weiner, Jos. E. Wells, Ben L. West, Curtis Edw. Western, Jimmie White, Jos. T. White, Wayne Whiteside, Mrs. A. R. Whritenour, Harry Wilkins, Anna Lee Williams, L. L. Willis, James Wilson, Bud & Mrs. Wilson, Pat & Mrs. Witham, Eugene Harris Womble, A. I. Woodall, Harold & Woodman, David & Mrs. Woolsey, John R. Yansen, Del Young, Robert W. Zucherman, Louis Zulliska, Princess

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post

Lindie, Burnie, 7c Ackley, Mrs. J. W. Adams, Donna B. Alfredo, Mrs. Al Allen, H. S. Anderson, Leslie B. Atkinson, Howard Bahn, William Bales Jr., James Barefield, Sally Barlow, Penney Beard, Charles W. Beebe, Mr. & Mrs. R. W. Black, Joe Blackburn, Thomas Blakely, Mrs. Evelyn Bombino, Frank Boudreau, Mr. & Mrs. A. A. Brenton, Bill Brown, Mr. & Mrs. O. H. Browning, Jack Bullock, Suzanne Bumgardner, Mrs. Lee Burge, Lloyd A. Burton, Jack C. Cagle, J. L. Caldwell, J. E. Calkins, Fred Caravella, Frank H. Carpenter, Earl A. Cassidy, James Chandler, Bill Clewis, John Coghlan, Miss Pat Coleman, Vernon R. Cozart, John Crew, Bama Crowe, W. J.

SINCE 1898, advertising in

The Billboard CHRISTMAS MERCHANDISE SPECIAL DELIVERS EXTRA "SELL" AT NO EXTRA COST!

56 successful Christmas selling seasons are proof that advertising in The Billboard Christmas Merchandise Special must really pay! ISSUE DATED... OCTOBER 23 ADVERTISING DEADLINE... OCTOBER 13 Contact your nearest Billboard office now!

Clye, Jacob Darrell, Dickie Davis, Horace L. Dearing, Jack Dennis, J. W. Dings, Pete Dunbar, D. T. Dunn, Nadine Evans, Johnny Don Evans, William E. Fultz, Charles Ganote, Kent W. Gardner, Maynard Good, Buzri Goodale, Catheryn Gravelly, Bernard Griffin, Tex & Pee Wee Gulliford, L. Hagen, O. L. Halcomb, Mrs. Dolores Lea Hall, Edward L. Hall, Wm. A. Harris, Edw. Raymond Holder, J. C. Holmes, Fred Hovrud, Katherine Humrich, Jack Husted, Sherman Hyland, Dick Johnston, Everett Jones, William T. Kamakua, Duke L. Kelly, David E. Kerner, Jim Kirby, James Kingston, Ola Kinney, Phillip Krieger, Albert LaRue, Edward Lason, George Laughlin, Mrs. R. E. Layton, Jess Leal, Wm. A. Leighton, J. R. Litts, Mr. & Mrs. G. Lochman, John Lowry, Glen (Curley) Lynde, B. C. McGuire, Mary McHenry, F. M. McMillan, R. J. McSpadden, Richard M. Manley, Harold Manning, Ennis Mayes, Mrs. Margaret Metzger, Burt Miller, C. M. Miller, W. A. Moore, Luther Moorhead, Buddy Moorhead, Merle Moreno, Geraldine Morgan, C. R. Jr. Morgan, Hester Morrison, Lorne Morrison, Melvin Gardner, William Jordan, Al Mahon, Jack Leweday, Jack O'Brien, P. J. Parisi, Dale Parks, W. Richard, Hunter Siegrist, Bebe Stelt, Milo Telesco, The Great Thraen, Donald Thomas, Kid Zimmer, H. Z.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Adkins, Charles Akado, Lyda Allison, J. B. Averill, William Barlow, Penny Barrows, Harold Best, Dick Birtday, James Bible, Milo Causey, Sylvia Conrad, Ralph Clow, Frances Dourie, A. T. Florie, Irene

JOKES—PUZZLES HALLOWEEN ITEMS TRICKS—NOVELTIES

Itchy Rubber Monkey, Doz... \$1.50 Fake Lit Cigarette, Doz... .35 Itching Powder (lins), Doz... .50 Sneezing Powder, Doz... .35 Paper Half Mask, Gross... 1.00 Rubber Half Mask, Doz... .75 Balloons (ass'l shapes), Gross 1.00 Jumping Rubber Dogs, Doz... 1.80

GORDON NOVELTY CO.

933 Broadway New York 10, N. Y.

NEW LINE OF STUFFED PLUSH "SQUEEZE & SOQUEL"

\$1.98-\$2.98 RTL "TRUDELL" Creations Catalog and Price List on Request. Trudelle Doll & Toy Mfg. Co., Inc. 137 Greene St. New York 12, N. Y.

MIDGET BIBLE

New edition. Has Last Supper, Crucifixion Pictures, Lord's Prayer. Over 300 pages. Size of postage stamp (2 1/2 x 3 1/2 in.). yet clearly printed and every word legible. Black gold-printed cover. Wonderful BIG PROFIT novelty. Dealer's Prices 90c doz., \$4.70 per 100. F. O. B. Detroit; add postage. Send for WHOLESALE CATALOG of 1000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich.

LAZY BABIES 25" TALL Beautifully natural tinted plastic face with yarn hair. The body is soft but well stuffed. Each doll supplied in an individual cellophane front bag. \$10.00 DOZ. Minimum Order

Dart Balloons—1st quality... \$1.75 gr. 29 Balloon—ass'd. colors... 2.00 gr. Small Lazy Babies. \$4.50 Per Doz. Approx. 17" Tall. Jumbo Clown Dolls. \$24.00 per dz. Assorted Colors. Individually Packed in Polyethylene Bags. OPEN SUNDAYS TILL 3 P.M. 25% dep., bal. C.O.D., F.O.B. Chicago.

BELL SALES CO.

1107 SO. HALSTED ST. Chicago 7, Ill.

EXTRA SPECIAL DEAL

Bulova, Waltham, Elgin, \$9.95 Benrus, Gruen Watches... ea. For agents and women, new model cases and dials. Reconditioned and guaranteed like new. Yellow Exp. Band, 95c add.

Save \$15.40 on This Deal — 4 ass't above \$9.95 Watches and 6 95c Bands to match. All for \$50

Send for Our New Big 100-page 1954 catalog, only 25c (refunded on your first order).

Wholesale only, 25c with order, balance C.O.D.—5-day money-back guaranteed if not satisfied. JOSEPH BROS. 5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

BRONZE WESTERN SADDLE HORSES

Height and Dozen Price: 10 1/2" 8 1/2" 5 1/2" 4 1/2" \$16.80 \$13.80 \$6.00 \$3.60 25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.

COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

P D Q—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes in 31 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable cameras. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave. Chicago 10, Ill.

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$6.00. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio



CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.



GOOD NEWS!
Our
WHOLESALE CATALOG
IS READY

NATIONALLY ADVERTISED MERCHANDISE
Beautifully Illustrated and at
America's Lowest Prices

- ★ APPLIANCES
- ★ HOUSEWARES
- ★ JEWELRY
- ★ WATCHES
- ★ CAMERAS
- ★ RADIOS
- ★ DIAMONDS
- ★ LUGGAGE
- ★ CLOCKS
- ★ SPORTING GOODS
- ★ TOYS and DOLLS
- ★ MANY OTHERS

Gift and Household Items Suitable for all Occasions.

PLEASE STATE YOUR BUSINESS
WHOLESALE CATALOG
RAKE COMPANY

708-M Sansom Street Philadelphia 6, Pa. MA 7-7428
609-M Spring Garden Street Philadelphia 23, Pa. LO 3-7866

ACTS, SONGS & PARODIES

AMAZING COLLECTION OF PARODY song titles. A must for every act. \$2; free Comedy Guide on request. Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y. oc9

LUCKY SEVEN SONG SERVICE OFFERS 7 songs for \$1.50. Ethelbert Music Associates, 136 Marsden St., Springfield 9, Mass. oc2

AGENTS & DISTRIBUTORS

A FINE NEEDLE BOOK WITH 70 NEEDLES. Threader, \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets, \$3; 5,000 other bargains. Many samples and catalog. \$1. Mills Sales, 26 West 23d St., New York 11, N. Y. oc9

AGENTS—SELL RICH LOOKING 34x66 Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; samples, \$1.25 prepaid; 4 rugs, \$1.15 each prepaid. E. Condon, Dept. B, Box 204, Upper Darby, Pa. oc9

AGENTS—OUR NEW COMIC XMAS FOLDERS sell like hot cakes; 12 assorted \$1 prepaid. Wholesale prices with first order. Walter B. Fox, Mobile 2, Ala. oc9

AGENTS WANTED — REGULAR OR Christmas Novelty Fun Cards, 10 to a set with envelopes. Send 50c in coin for sample pack of each. Ace Enterprises, 518 Ridge Road, Lyndhurst, N. J. oc9

ASSORTED EARRINGS DIRECT FROM manufacturer; gross, \$24.30; 2 colors, different samples, \$7.50. Postpaid cash with order. Jacobl, 1715 E. Mercer, Seattle 2, Wash. oc9

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' Men's, Children's Hosiery. Nylon, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chittanooga, Tenn. oc9

BALL POINT PENS — PENCIL TYPE. Metal cap and clip. Assorted colors, 25 hundred postpaid, 15 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38. oc9

BIBLES — WORLD'S SMALLEST; FAST sellers, 100% profits. Sample, 25c. Twelve, \$2.25; 100, \$12.50; 500, \$49. Frederes, 739 Marshall, Rochester 11, N. Y. oc9

BINGO BLOWERS—RETAILING \$150. SELLING out, \$49.50. A.C. Electric, with Ball's Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc16

CASH IN ON TREMENDOUS DEMAND for new cheap burglar alarm for automobiles, homes, stores, auto service stations and other property. Nothing like it. Everybody wants one. 286% profit. Unique sample offer. Northwest Electric Co., 232-L Main, Mitchell, S. Dak. oc9

EARRINGS—\$1.05 PER DOZEN ON GANG cards. Beautiful assortment. Buy direct. Bev. Creations, 45 Rosebank Ave., Prov., R. I. oc9

FAMOUS MFR. CLOSEOUTS

Animal Charm Bracelets \$1.00 dz.
Tie Slides, boxed 1.45 dz.
Ass. Cufflinks 1.20 dz.
Ass. Cufflinks 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Cuff Links, boxed \$3, \$4, \$5 dz.
Neck & Earrings, boxed 1.00 dz.
Rosaries (made in Italy) 1.95 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order balance C.O.D.

SAMUEL SILVERMAN & CO.

1820 Westminster St. Providence, R. I. oc16

FREE KIT PUTS YOU IN BUSINESS MAKING good money selling world's famous French-Type Perfumes. Profit packed Christmas sales. Astonishingly low prices. Individually gold boxed \$1 sellers. Costs you \$4 dozen. You make \$8. Mammoth Treasure Royal Box, 3 thrilling fragrances in one fabulous box. \$3 seller. Costs you \$8 dozen. You make \$28. Huge profits can be yours between now and Christmas. Send for free money making kit. "Husk" O'Hare, 8732 North Kenmore, Chicago 40, Ill. oc30

GERMAN WATERPROOF WATCHES, 1-17J.

Beautiful yellow case. Reasonable. 565 5th Avenue, Room 809, N.Y. oc9

IMPORTED POCKET SLIDE RULE—IDEAL Christmas gift. Your name, message and trademark attractively imprinted. Unconditionally guaranteed. Hoffman Company, Box 662 BL, Passaic, N. J. oc9

INTRODUCING A NEW GAME—"BINGO Roll" Play bingo the "Action Way." Sample, \$1 postpaid. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. oc9

JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc23

LORD JESUS PAINTED ON SKELETON leaf or sandalwood veneer. \$1. Enamel button or keyring. \$2.50. Motiwalla, Third Bhowdada 38BB, Bombay 2. oc9

MAKE MONEY SELLING TIES—BUY DIRECT from manufacturer. Excellent values. Write to Philip's Neckwear, 20 West 22nd, Dept. 340, New York. oc9

MAKE YOUR OWN JEWELRY! JEWELRY findings, Beads, Pearls, Jewels! It's profitable, fun! Imported beads, all sizes, shapes. Sample pound, \$1.50; 5 pounds, \$5. De Luxe Pearls, high luster, assorted, \$2 pound; 5 pounds, \$7.50. Klondike assorted jewelry findings swept from manufacturer's tables. Parts finished and unfinished for bracelets, pins, earrings, necklaces, chains, rings, etc. Sample pound, \$2; 5 pounds, \$7.50. 1,000 jewels for rings, jewelry; all colors, sizes, \$5; 100 for \$1.50; for quantity users, 100 pounds, mixed lot, \$75. No c.o.d.'s. Satisfaction guaranteed! Merchandise Distributing, 19 E. 16th St., Dept. 129, N.Y.C. 3, np

MONEY FOR XMAS! MAKE \$50 AND more during spare time. Friends, neighbors, everyone buys from Elmira's exquisite new sparkling line. Imprinted Christmas Cards for as little as 3c. Personalized Stationery, Napkins, large Gift Wrappings with free accessories, Ribbon Ties. All fine quality money saving values. No experience needed. Send name and address for free portfolios, catalog, assortments on approval. Bonus plan. Elmira's "Portable Gift Shop" makes money first day. Write today. Elmira Greeting Card Co., Dept. C-108, Elmira, N. Y. oc2

NATION'S LEADING WHOLESALE OFFERS opportunity to own your own profitable easily operated mail-order business! No investment, inventory, experience necessary. We show you how to sell nationally advertised appliances, homewares, watches, cameras, giftware, sporting goods, toys! Some 80% less than retail. Catalog, sales plan and instructions free. United Distributors, 210 Post St., San Francisco. oc2

PEARL NECKLACES AND EARRINGS—All colors, \$1.20 doz. Kenroe Jewelers, 114 W. Jackson, Muncie, Ind. oc9

PITCHMEN, DEMONSTRATORS, AGENTS—Start now for Xmas! Make big money over the winter months and year round with "Thermette" the Electrically Heated Lunch Box. A terrific seller. Area agencies available. Write, wire: "Thermette," 634 15th St., Oakland 12, Calif. oc2

REAL DIAMOND RINGS—SELL DIRECT; make big middleman's profit. No investment; experience unnecessary. Free catalog, details. Gleamlight, 111P No. Columbus, Mount Vernon, N. Y. oc2

"RED'S" NEW AND DO CLEANS AND polishes glass, chrome, enamel of car, etc. Add one quart of water. Repeats galore. Sample, \$1 postpaid. 2909 Fredrickson, South Bend 28, Ind. oc2

RUSH \$1 FOR SAMPLE MAGIC TRICK (the "Black and White" trick) into 4 dimes! also quantity prices. Robbins Company, 127-B West 17th St., New York City 11. oc2

SELL BEAUTIFUL COLOR FILTERS—PUTS your television in color; cuts the glare; glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. oc2

SELL THE WORLD'S FINEST HAND-carved Ladies' Shoes, Belts and Wallets to match. Write today for details. Earl Imports, Box #287, Lebanon, Pa. oc9

SELL 8x10 OIL COLORED ENLARGEMENTS. Attractively framed from any photo. Only \$2.95. Big commission. Write Acme Enlargers, Box 57, Levy Sta., Little Rock, Ark. oc2

SLOANE'S HAIR-FOAM SHAMPOO MAKES hair slick, abundant, red, white, etc. easy sales, tremendous repeats. Sell one bar 50c, give one free. Samples, 50c. Sloane Products, 570 West 172 St., New York 32. oc2

SOCIAL SECURITY PLATES — \$10 100; Letter Box Plates, \$9 1000. Stamping Machine circular free. Bonomo, 54 Jefferson St. Brooklyn 6, N. Y. oc23

MONEY FOR XMAS! MAKE \$50 AND more during spare time. Friends, neighbors, everyone buys from Elmira's exquisite new sparkling line. Imprinted Christmas Cards as little as 3c. Personalized Stationery, Napkins, large Gift Wrappings with free accessories, Ribbon Ties. All fine quality money saving values. No experience needed. Send name and address for free portfolios, catalog, assortments on approval. Bonus plan. Elmira's "Portable Gift Shop" makes money first day. Write today. Elmira Greeting Card Co., Dept. C-148, Elmira, N. Y. oc2

NATION'S LEADING WHOLESALE OFFERS opportunity to own your own profitable easily operated mail-order business! No investment, inventory, experience necessary. We show you how to sell nationally advertised appliances, homewares, watches, cameras, giftware, sporting goods, toys! Some 80% less than retail. Catalog, sales plan and instructions free. United Distributors, 210 Post St., San Francisco. oc2

PEARL NECKLACES AND EARRINGS—All colors, \$1.20 doz. Kenroe Jewelers, 114 W. Jackson, Muncie, Ind. oc9

PITCHMEN, DEMONSTRATORS, AGENTS—Start now for Xmas! Make big money over the winter months and year round with "Thermette" the Electrically Heated Lunch Box. A terrific seller. Area agencies available. Write, wire: "Thermette," 634 15th St., Oakland 12, Calif. oc2

REAL DIAMOND RINGS—SELL DIRECT; make big middleman's profit. No investment; experience unnecessary. Free catalog, details. Gleamlight, 111P No. Columbus, Mount Vernon, N. Y. oc2

"RED'S" NEW AND DO CLEANS AND polishes glass, chrome, enamel of car, etc. Add one quart of water. Repeats galore. Sample, \$1 postpaid. 2909 Fredrickson, South Bend 28, Ind. oc2

RUSH \$1 FOR SAMPLE MAGIC TRICK (the "Black and White" trick) into 4 dimes! also quantity prices. Robbins Company, 127-B West 17th St., New York City 11. oc2

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ONE LIVE DUCK WITH TWO COMPLETE bodies and one head. Best offer gets it. Pete Hox, 638 Collinsville, East St. Louis, Ill. oc2

PENGUINS WANTED—WILL BUY ONE TO five Penguins, must be good condition ready for immediate shipment. Wire price and particulars. Dick McLaughlin, At G. Kelly-Miller Bros. Circus, per route, Billboard, Cincinnati, Ohio. oc2

ROSS ALLEN NOW HAS FOR IMMEDIATE delivery Cobras at \$35 ea. Indian Rock Pythons 9 to 12". Large quantities of Indigo Snakes will be available Oct. 1st. These are ideal for snake dancers or inexperienced snake handlers. Average size 6', price \$10. Many other varieties both foreign and domestic. Write or Phone Ross Allen's Wholesale Div., 1112 No. Miami Ave., Miami 32, Fla. Phone 34806. oc2

WANTED TO BUY CHIMPANZEE—MALE and female. Must be over 85 pounds each. State price, including crate, shipping point. Trefflich, 228 Fulton St., New York 7, N. Y. oc2

YOUNG SPIDER MONKEYS. \$19.50 EA.; Marmosets, \$18.50 ea.; young adult King-tails, \$20 ea.; many other animals, birds and reptiles. The Monkey House, 3009 Magazine St., New Orleans, La. oc2

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EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. oc2

GIVE YOUR CUSTOMERS THE BEST—Famous Alice Ames bronzed baby-shoes made in the biggest and best plant devoted exclusively to bronzed baby shoes. Not available in stores. For details, write to Alice Ames, Dept. 4, Boston 36, Mass. oc2

MAKE MONEY AT HOME DOING EASY, pleasant work. Everything furnished. Good earnings. Write Murray's, Box 4006, Mott Park Station, Flint 1, Mich. oc16

PAINT SIGNS WITH MASTER PATTERNS. Set 1" to 12" prepaid, \$1. Sample 3c. Evely, BB-583, Newton, Iowa. oc16

PROFITABLE GOING BUSINESS—COMPLETE and finest Wild Life Exhibit on road. New tent, 1953 two-ton Truck, Stock Trailer, Plenty Animals. Selling on doctor's orders. James Heron, Can be seen Cattle Congress, Waterloo, Iowa, Oct. 2-9; State Fair, Shreveport, Louisiana, Oct. 22-31. Or write General Delivery. oc2

ROLLER SKATING RINK — PORTABLE, complete, 40x80 maple floor, tent, 100 pairs Chicago Skates, Sound System, Skate Booth, etc. Rink excellent condition, \$3,000. Bertram Orr, 224 Kings Highway, Murfreesboro, Tenn. oc2

500 PENNY PRINTS \$5—SELL YOUR IDEA with Penny Prints Drawings, Diagrams, Testimonials, 8x11 reproductions, 2500 Photo-PennyPrints, \$20. Easily folded for mailing. Free estimates. PennyPrint Co., Dept. 16, P. O. Box 1159, Chicago 90. oc2

ANY FORMULA, \$3; FORMULA CATALOG and Manufacturing Treatise, 10c. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill. oc2

100 FAMOUS COSMETIC FORMULAS—\$10. Easy instructions, and sources of supply. Write for Formula List. Lambert 67 Franklin, Garfield, N. J. oc2

300 YEAR CALENDAR IN YOUR HEAD. Know day of week when dates known; good business, fun with friends. Code \$1. Krystob, Felton, Calif. oc9

700 RADIO STATIONS WILL ACCEPT ADVERTISING your products on P. I. Plan. \$7 for list and plan. Box 485, Passaic, N. J. oc2

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc30

BUILD KIDDIE RIDES FROM TESTED plans: Auto, Airplane, Boat, Slipping Rocket, Carousel, Hoppie, Little Pel-Hander, \$5 each; free 43 plan circular. Brill, Box 875, Peoria, Ill. oc2

DOUBLE HEAD FLOSS MACHINE. LARGE pan, 150 dollars. Lots of extras, also booster. Sickness cause of sale. Ramsey, Rt. 10, Box 549, Charlotte, N. C. oc2

DUCK POND—GOOD FLASH: STOCK ALL perfect, not forty-miler; \$300 if sold before Oct. 1. Priest, 180 W. Capitol, Little Rock, Ark. Frailin 2-0663. oc2

FIRST CLASS WILD LIFE EXHIBIT FOR sale. Selling on doctor's orders. See my ad under Business Opportunities, James Heron. oc2

FOR SALE—ONE WURLITZER 1015: ONE Bally Spotlight; one Bally Turf King, one Bally Champion; one Seeburg Bear Gun; one Exhibit Dale Gun. All for \$350. Cash with order. bal. c.o.d. No personal checks. R. E. Bryan, 605 Monmouth St., Greenwood, S. C. oc2

FOR SALE—KIDDIE U-DRIVE CAR RIDE and Kiddie Merry-Go-Round; both new this season. Partners disagree. Location Belmont, N. J. Beachfront, Box 4500, R.D. 1, Amusements, 137 Atlantic Ave., Manassas, N. J. oc2

FOR SALE—FIRST GRADE PORTABLE maple floor 70x150 (skating or dancing) \$2,500. Cary Fry, 3991 Burkley Rd., Youngstown, Ohio. Phone S. W. 9-6706. oc2

FOR SALE—TWO EUROPEAN HOCKEY Games, two Basketball Games, one Soccer Game; very reasonable. Box C113, The Billboard, Cincinnati 22, Ohio. oc2

KIDDIE FERRIS WHEEL—FOR SALE OR trade, excellent condition, six seats, new cable. Contact William Griffiths, 2901 Ridge Pipe, Norristown, Pa. oc2

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. oc2

MINIATURE TRAINS — ALL SIZES, gauges; new, used, custom built. Photos, details, \$1 bill (refunded). Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc2

SHORT RANGE TARGETS — NEW Samples free; shipped the same day service. Fine Art Press, 115 Donald, Peoria, Ill. ap oc2

THESE WILL AMAZE YOU #90 Metal Crowing Rooster Sets on pedestal. Crows like a rooster, overall height 9 1/2 in. Packed 2 doz. in carton. \$8.90 per doz. prepaid. oc2

#70 Cackling Hen Sets on pedestal. Cackles like a hen, overall height 8 in. Packed 2 doz. in carton, \$5.90 per dozen prepaid. We will break packing and ship 1 doz. each or will mail sample of each for \$2. Include cash with order. oc2

RADLEY NOVELTY CO. 213 West Brower, Springfield, Mo. oc2

UP TO \$100 WEEKLY Just by talking on your telephone at home. Very easy. For shut-ins too. Success guaranteed or money refunded. Manual of 10 different methods only \$1. Send NOW! STAR, 212 1/2 B 4th St., Parkersburg, W. Va. oc2

"XMAS SPECIAL"—JIM DANDER STICK hair slick, all colors, red, white and blue; hottest seller on market; get your order in now; \$5.40 doz., gross lots only. Moody Supply, 3026 Mesquite Rd., Fort Worth, Tex. oc2

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95. Xmas Special. G. Allen Studio, Riegler Bldg., Little Rock, Ark. oc9

\$1 WILL BRING YOU PAIR OF THE MOST wonderful wearing Hose plus our catalog which can help you make up to \$3,000 sparetime. Wolfmark, 931 Roosevelt, Chicago 8. oc2

AAA SPECIALS BEYOND COMPARE. ALL healthy acclimated stock. Coati Mundi, \$17.50; Jungle Rats, \$15; Capybara (world's largest rodent), \$32.50; Flamingo (full color), \$100 pair; Honey Bear, \$37.50; Phlander Opossums, \$17.50; Jaguar Cubs, \$300; Grisons, \$32.50; Skunks, \$12.50; Colombian Bush Dogs, \$15; Cara Cara, \$25 pair; Curasows, \$35 pair; Wattle Guan, \$25 pair; young King Vultures, \$35; and Monkey of all kinds. This week's special: "Tame Baby Skunks, \$22.50." Tarpon Zoo, Tarpon Springs, Fla. oc2

CALIFORNIA SEALS, SEA LIONS—WILD or trained; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

FIRST CLASS WILD LIFE EXHIBIT FOR sale. Selling on doctor's orders. See my ad under Business Opportunities, James Heron. oc2

FOR SALE — ANTARCTIC PENGUINS, good health. Acclimated, exhibited all summer. Good for school exhibit. M. S. Earl, Box 683, Farmington, Maine. oc2

JUMBO FROG RAISING—AMAZING PROFITS. For sale: Frogs, Crawfish, Watercress, Plants, Land, Val Brashears, Berryville, Ark. oc2

MICE—ATTRACTIVE COLORS, FIFTY, \$16; 100, \$28. Reptile feeders, fifty, \$9; 100, \$14. Prompt shipments. Albert Jurack, Arkdale, Wis. oc2

MIDGET MALE HIPPOPOTAMUS—A VERY cute animal. This is the only one in the United States. Write for all particulars. Trefflich Bird and Animal Co., Inc., 228 Fulton St., New York 7, N. Y. oc2

SEE 'em Blast 'em with these 2 BARGAIN BOMBSHELLS! SELL 'em

PENTHOUSE JEWELRY \$4.50 DOZEN
Dazzling creations in Necklaces, Costume Pins, Earrings and sets! Each item individually boxed in handsome satin-lined gift box. Minimum order, 2 dozen in one-of-a-kind assortment on self-selling display card! Individual Samples, 50c each.

JEWELRY SETS \$9.50 DOZEN
12 gorgeous styles—assorted colors and black Cameo! Hand set brilliant stones in gold-plated settings! Beautifully boxed for your Christmas trade! Send \$1.00 for Sample! 20% Deposit on C.O.D. Orders.

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25% with order, balance C.O.D.
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POPCORN TRAILER—18 FT. VERY GOOD condition, glass all around, complete with Apple, Floss, Root Beer and Ice Cream; neon and flashing lights. \$2,500. Food Supply Co., Winona, Minn.

QUARTER POLES FOR MERRY-GO-ROUNDS, five foot lengths, factory made, .50 each. Will ship. Box 1402, Savannah, Ga.

SMALL POPCORN TRAILER, \$295; FLOSS Machine, \$100; Caramel Corn Popper, \$150; Star Jumbo Gas Popper, \$100, used. Creators Floor Model Popper, \$150. Food Supply Co., Winona, Minn.

STEEL BLEACHERS, CHAIRS, FOLDING, Theater and Stadium. Screens, Tents, Projectors, 16mm. Film. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

TENT—50x120 FLAME PROOFED STAGE Scenery, 348 Chairs, 5-length Seats, \$1,000 cash. Phillips, 5717 Harkins Ave., Los Angeles 34, Calif.

TRAILER MERRY-GO-ROUND—8 FT., 9 horses, motor driven. Play small carnivals and celebrations where larger ride can't set up. \$850. Alton Hicks, Manchester, Vermont.

1945 CHEVROLET HIGHWAY BUS—25 passenger, new engine. Jimmy Swift Switzer, 2015 W. 86th St., Chicago, Ill. BUtterfield 8-6014.

INSTRUCTIONS BOOKS & CARTOONS

A GOLD MINE OF INFORMATION—OLD showman's Book of Secrets, \$1 postpaid. Supply limited. "Popcorn" Miller, 3525 South Cedar, Lansing 17, Mich. oc9

ATTENTION, INSOMNIACS! SIX WEEKS' lecture; discussion in sleep education. Psychoanalyst and assistant. Institute for Sleep Research and Education, 32 East 58th St., NYC. EL. 5-0899.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog 50¢ wholesale. Nelson Enterprises, 336 B. S. High, Columbus, Ohio. oc2

SUBMINIATURE RADIOPHONE FOR MEN talists; weighs less than pound; easily concealed; illustrated brochure, specific terms, price. Nelson Enterprise, 336 B. S. High, Columbus, Ohio. oc2

MISCELLANEOUS

A BRAND NEW HILARIOUS GAME—Inexpensive to make, home or carnival size. Send \$1 for plans with variations. "Flippidoo," Sanborn, N. Y.

CALLOPE RECORDS—PLAYED ON GENUINE circus calliope, 78 and 45 speed, 5 records available, \$1 each. Tassart, 1602 National Ave., Rockford, Ill.

CALLOPES—BOTH STEAM AND AIR repaired, rebuilt by technicians. Guaranteed. Matthew Cordock Calliope Co., Morristown, N. J., Western Division, 368 South Tucker St., Craig, Colo.

LUXURIOUS 41 FT. ZIMMER TRAILER House; Chinese, modern interior. 4355 Robinson St., Flushing, N. Y. FL-9-7936, Thomas.

M. P. FILMS & ACCESSORIES

TOP 16MM. SOUND FILMS—SHORTS, Serials included free. We ship everywhere. Rent day, week or month. Write Movoco, 14B Leonard St., Springfield, Mass. oc30

35MM. SOUND FEATURES FOR OUTright sale. Low prices. Send stamp for new listings. Oakley Film Service, 242 Kontner, Nelsonville, Ohio.

PARTNERS WANTED

WANTED—PARTNER WITH CAR (STATION wagon preferred) for Marionette and Puppet work. Experience helpful but not necessary. Must be single. Write Greg King, 1907 Sansom St., Philadelphia, Pa.

PERSONAL

ANY PERSONAL IDENTIFICATION ON lost keys invites trespassing into your house or car. Write for information or send \$1 for clever key ring with permanent registration number to bring keys home safely. Keytriever, Sanborn, N. Y.

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. oc2

NICE WANTS ADDRESS OF AUGUST Gellman. Anyone knowing whereabouts please write G. Pierce, 3921 W. Mich. Ave. Jackson, Mich. oc2

BECOME A CO-ORDINATOR—DRUGLESS practitioner by correspondence. Send \$1 for full particulars to Co-Ordipratic Institute, Box 2553, San Antonio, Tex.

PHOTO SUPPLIES DEVELOPING-PRINTING

BUCKING HORSE, LONGHORN STEER—All with saddles; 3 1/2 x 5 outdoor Camera; Chaps and Jackets, \$600. Eagan 2405 Elm, Dallas, Tex. oc2

COMIC FOREGROUNDS AND BACK grounds, Direct Poses Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 6, Mo. oc30

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DC paper, chemicals, frames, back grounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc2

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Seio St., Rochester 4, N. Y. oc30

HARTS NEW 500 WATT PROJECTORS—They take both 3 1/4 x 4" and 2x2" slide. Has color wheel; \$30. Gronberg Projectors, Sycamore, Ill. oc2

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see. Latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. oc2

POSITIONS WANTED

SCALE MECHANIC AND COLLECTOR, with Peerties 10 years. Shop or outside. R. Wallace, 4431 Norfolk, St. Louis, Mo.

PRINTING

ALWAYS FASTEST SERVICE LOWEST prices on quality three-color window cards for all amusement purposes, sports, dances, rinks, etc. Flashy 14x22 cards \$8 hundred. Larger 17x28 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 50, Earl Park, Ind. oc30

ATTRACTIVE CALENDAR CARDS—YOUR ad raised-printed on front, 1955 calendar on back, 1,000 only \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 4, D. C.

1000 BUSINESS CARDS \$1.98, 150 EACH. Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 2547H, Fourth, San Diego, Calif. oc23

SALESMEN WANTED

QUALITY TIES—CLOSING OUT HUGE stock, must sacrifice. Distress prices; mailed upon request. Loren Specialties, 4351-H9 Flournoy, Chicago 24.

\$15.20 AN HOUR IS WHAT W. F. WYDALIS reports he earns with amazing Presto Fire Extinguisher. Sells itself. No experience needed. Free sales kit. Merlite Industries, Dept. K34, 114 East 32d St., New York 16.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. oc9

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Zeis, 728 Lesley, Rockford, Ill. oc27

HELP WANTED

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

GIRL MUSICAL TRIOS-QUARTETS, SING-ing Female Pianists, Exotics, Emsees; all kinds of acts. Rush photos. Joseph Malone, Plaza 4-3677, Waterbury 2, Conn. oc2

IMMEDIATE OPENING—GIRLS TRUMPET, piano; union; must read. Audrey Blaik, Dave Brumitt Agency, Bona-Alien Building, Atlanta, Ga. oc9

LEAD TENOR MAN FOR MIDWEST TERRI-tory band. Guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

PIANIST—FOR COMMERCIAL COMBO, all location work. Must read and fake. Salary \$100. Contact Jimmy Elynn c/o General Delivery, Waco, Texas, or telephone 9-9172.

MUSICIANS—HOTEL STYLE BAND, CUT or no notice. Buddy Bair, Van Cleave Hotel, Dayton, Ohio. oc9

PIANIST-ORGANIST-ACCORDIONIST, ALL types combos. Send photos, references, publicity, first letter. Jean Skinner, Music Department, Ted Tillman Enterprises, Paul Brown Bldg., Suite 532, St. Louis, Mo.

PUBLICATION SEEKS TO CONTACT FE-male boxer, active or inactive. Age unimportant. Prefer reproducible scrapbook. Full particulars first letter. Good pay. Box 947, The Billboard, 1564 Broadway, N.Y.C. np

UNION LABOR LEADER OPPORTUNI-ties. Well paid, satisfying positions. Home or travel expense paid. Details \$1. Union Job Guidance Bureau, 103-BB Erie St., Salamanca, N. Y. oc2

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

MISCELLANEOUS

PALMIST—DESIRES WORK EXOTIC, EN-chanting in an old world Gypsy way. Also do half and half. Carnival or club preferred. Rose Davis, Avella, Pa. Phone 8225.

SECRETARY—CAPABLE, 9 YEARS' EX-perience music or record business or any other of show business. Young, personable female. Hall, 3857 Kings Highway, Brooklyn. Phone: President 3-7828.

NOVELTY, EDUCATED DOG ACT, SUIT-able for all occasions (union); clown. Make reservations holiday season. Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa.

SKATE MECHANIC AT LIBERTY OCT. 1—20 years' exp. Also an experienced organist, smooth skate tempo. Prefer Ill., Ohio, W. Penn., W. N. Y. c/o Box C-110, Billboard, Cincinnati 22, Ohio.

MUSICIANS

BAND ANNOUNCER, WESTERN STYLE, radio experienced, vocal. Write Box C-107, care Billboard, Cincinnati 22, Ohio.

BOB RICHARDS—SENSATIONAL BLIND singing star on radio, TV, and records; seeks connection with band or booking agent. Write to Bob Richards, 88 Water St., Torrington, Conn.

DRUMMER—24, SOBER, RELIABLE, NEAT appearing, desires work with combo, big band. Experienced, willing to travel. Box C-105, Billboard, Cincinnati 22, Ohio.

DRUMMER—AGE 25, SINGLE, FREE TO travel. All around experience. Prefer to join combo. Bill Lowes, 1616 East Clinton, Frankfort, Ind.

GIRL VOCALIST DOUBLING COMBO drum. Box C-111, c/o Billboard, Cincinnati 22, Ohio. oc9

GUITAR—ELECTRIC LEAD, TAKE-OFF OR full rhythm. Sight, read or fake. Popular and Latin. Good voice. Male. White. Union. Years of experience. Musician, 4 National Ave., Chula Vista, Calif. oc23

MUSICAL TRIO FREE NOV. 1—PIANO doubles organ. Tenor doubles alto, clarinet. Drums. All sing solo and union. Priced reasonable for locations. Carrying portable organ. Frank Bruno, 403 Edgar, Effingham, Ill. oc9

TENOR-CLARINET—C/O BILLBOARD, BOX C-106, Cincinnati 22, Ohio.

ORGANIST—YOUNG LADY, EXCELLENT organist, pianist, vocalist is available for hotel lounges or Class "A" cocktail lounges. Write c/o Box C-112, Billboard, Cincinnati 22, Ohio. oc9

TENOR, CLEAR—OCT. 4, COMMERCIAL, society, tone, read, transpose, location of real act. Particulars literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

PARKS & FAIRS

AFRICAN LION ACT—STEEL ARENA: Dog and Pony and Monkey Acts; Aerial and Acrobatic Novelty Acts. 2015 Oliver St., Ft. Wayne, Ind.

AVAILABLE—MY GIBBON, GREAT AT-traction. Walks wire, rolls over, catches balls, good Bally Ho. Great for carnivals, roadstands, highways. Entertains all day. I am non-drinker, ex-sea cook. Any proposition. Would like warm climate for winter. Frank Barton, 1518 W. Patterson St., Seaphur Springs, Fla. oc9

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc23

CHARLES LA CROIX — OUTSTANDING trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars literature. Address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Phone Eastbrook 3312.

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MINIATURE TRAIN—SEND PICTURES, descriptions and all details. Best cash price. Bury Bros., Kiddie Rides, 2720 E. Market St., York, Pa. oc16

USED MINIATURE TRAIN, 1200 FEET track, gasoline motor. Advise present condition, location, price, terms. Baker Brook, Inc., Route 3, Littleton, N. H.

WANT USED TRACKLESS TRAIN—RUB-ber tires, of type made by National Amusement Device Company to hold 50. Box C108, c/o Billboard, Cincinnati 22, Ohio.

WANTED—LEASE OR BUY BUILDING suitable for roller rink, southern location. Thirty years' rink experience. Have first class equipment. Would consider purchasing Portable Rink in South. Box C-102, c/o Billboard, Cincinnati 22, Ohio. oc2

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Apco to Bow New Cup Vender Series At NAMA Meeting

Coffee and Chocolate Units Set; Prices to Be Announced at Show

NEW YORK, Sept. 25.—An entirely new SodaShoppe line, a combination SodaShoppe, CoffeeShoppe, an automatic CoffeeShoppe and a CoffeeShoppe Junior are currently in production at the Apco, Inc., plant in Minneapolis, with the first trade showing to be made at the annual convention of the National Automatic Merchandising Association in Washington, October 10-13.

In New York Mel Rapp, Apco executive vice-president, said prices for the three coffee venders and for the three new SodaShoppe units will be announced at the convention, with first deliveries immediately thereafter.

The new line—the automatic SodaShoppe special line—will include all models of the current standard line, in addition to the new models. Rapp said that all special versions of existing equipment will list for the same prices as the standard versions.

New Design

The new special line will differ from the standard line in that a portion of the front door will be embellished with interior illuminated plastic as a point-of-sale device, with the straight chrome strips being replaced by waffle-weaver strips.

Rapp said the new line will contain the same mechanism as the standard line and would sell at the same prices. He added that the standard line would continue to be made, primarily for industrial locations. The special line, he explained, is designed for transient locations, where point-of-sale illumination and design is essential.

All coffee units will use dry ingredients. They will be dark brown on the sides, tan in front, with the door a multi-colored illuminated plastic on a cream-colored background.

Selectivity

The combination SodaShoppe-CoffeeShoppe will vend the follow-

ing drinks: Coffee—black, with sugar, with cream, with cream and sugar, and with cream and double sugar; hot chocolate, four carbonated drinks and two non-carbonated drinks.

Cup capacity is 2,000 with sirup capacities at 1,400 cold drink cups, 1,250 coffee cup and 750 hot chocolate cups. Dimensions are 73.5 by 36 by 26.5 inches.

The automatic CoffeeShoppe was three years in development at Apco's Miami laboratories. Rapp said it had been field tested there to determine if dry ingredients would cake in hot and humid weather. He said they did not.

Coffee and Chocolate

The unit vends coffee in the same five selections as the com-

(Continued on page 81)

BERT MILLS SUES STONER, ALLEGES PATENT BREACH

CHICAGO, Sept. 25.—The Bert Mills Corporation instituted suit in Federal Court here September 16 against Stoner Manufacturing Corporation for alleged infringement of patents on its Coffee Bar.

Bert Mills officials indicated that similar suits for alleged patent infringements were pending.

Arnold Named Vending Head At Union News

NEW YORK, Sept. 25.—Robert A. Arnold has been named head of the vending division of the Union News Company to succeed Frank Finerman, who resigned to open his own consulting service.

Arnold joined Union News in

(Continued on page 92)

Old Gold Unveils Filter-Tip Kings

1st Major Brand With Complete Line; Big 6 Market Share Drops, Filters Up

NEW YORK, Sept. 25.—The P. Lorillard Company Wednesday (22) unveiled the new Old Gold king-size, filter-tip cigarette, thus becoming the first major cigarette manufacturer to carry a line of regular, king-size and filter-tip packs under the same brand name.

William J. Halley, Lorillard president, said the new brand would be put on sale in New England next week, with distribution to be extended across the country within the next few months as rapidly as production permits. Wholesale price will be \$10 a thousand, less trade discounts, comparable to most other filter-tip brands and less than Kents, also made by Lorillard.

Lewis Gruber, vice-president and director of sales, said new Lorillard point-of-sale stickers, decals and posters for vending promotion will stress that Old Gold now has a "family" of cigarettes available in automatic merchandising machines.

He added that occasional radio and television commercials will continue to remind smokers that Old Golds are available in vending machines—now in three styles. The new cigarette has a cork tip.

Halley explained that the Lorillard thinking is that, "for some time to come, until the brand situation becomes stabilized, there will be a sizable demand for three main types of cigarettes—the regular-size, which still holds the loyalty of more than 60 per cent of all smokers, and the growing filter and king-size types.

A nine-week introductory newspaper campaign is planned, and this will be extended as distribution spreads. Alden James, vice-president and director of advertising said. The new package, banded by gold stripes, has been designed to distinguish the new filter kings from other Old Gold cigarettes.

The entry of Old Gold into the filter-tip market marks the 19th new type smoke introduced this year and indicates the fierce battle for domination of the popular-price, filter-tip market. Lorillard is the fifth company to enter that market since April.

Brown & Williamson's Viceroy's had the market all to itself then, with a king-size, filter-tip cigarette retailing for about 26 cents a pack, only a cent more than the popular king-size brands.

Then the roof fell in. R. J. Reynolds, maker of Camels and Cavaliers, launched Winstons as a direct competitor of Viceroy's. Liggett & Meyers then premed its king-size, filtered L&M brand, reducing the price to the Viceroy-Winston level on both conventional and king-size packs.

Tareytons

In August, American Tobacco introduced a filter version of its cork-tip cigarette, Herbert Tareyton, priced it at the Viceroy-Winston level, and also retained the cork-tip type. And this week, Philip Morris announced its king-size, filter-tip Marlboro (see separate story), also at the popular price level.

Lorillard came out with a king-size version of Kents this summer, but maintained a premium price, similar to Philip Morris' Parliaments.

The introduction of these new

(Continued on page 95)

Rowe Buys Spacarb Assets; To Form Rowe-Spacarb Div.

To Mfr. Full Spacarb Line; Houston, Deutsch Stay; Stockholders to Get \$2

NEW YORK, Sept. 25.—The principal assets of Spacarb, Inc., manufacturer of cup drink venders since 1938, were purchased Monday (20) by the Rowe Corporation. The Stamford, Conn., corporation will be liquidated, and a new Rowe division—Rowe Spacarb, Inc., division of Rowe Manufacturing Company, Inc., will be formed, Robert Z. Greene, Rowe president, announced.

The purchase agreement, approved Friday (17) by Spacarb stockholders, provides for the acquisition by Rowe of Spacarb machinery inventories, equipment, copyrights and patents—including

the basic patent for Spacarb's Mix-a-Drink feature, which permits the consumer to combine flavors at will while making his selection.

The Rowe announcement said that the agreement provides for the liquidation of all other Spacarb assets, with total liquidating dividends of \$2 a share to be paid on each of the 164,445 Spacarb shares.

\$3 Offer

Meanwhile, V. D. Dardi, chairman of the board of the American Dye and Chemical Corporation, Bellville, N. J., disclosed that he had offered \$3 a share for the Spacarb stock, but the offer was not accepted. Dardi said he is not a Spacarb stockholder.

Dardi's \$3 offer, however, was reportedly a conditional one. The Billboard attempted to learn the full terms of the offer but was unsuccessful.

But it was reliably reported that the primary condition of the offer made by Dardi was a thorough examination into Spacarb assets to determine if the stock was worth \$3 a share.

According to Dardi, the offer was made by a New York brokerage firm headed by Joe Lamb, Joe Alexander and Doug Alexander, Friday, the day the stockholders voted for the liquidation and sale. He said it was made thru C. Harold Taylor, of the law firm of Hall, Cunningham & Haywood, representing I. H. Houston, Spacarb president.

Dardi added that he had heard no word Monday, the day the sale went thru, and was not notified until Tuesday (21) that the Rowe corporation had purchased the assets.

Not Firm Offer

Houston admitted that an offer had been made, but explained that it was not a firm offer and was subject to conditions which were not contained in the Rowe offer. He added that the stockholders had met for the express purpose of rejecting or accepting the Rowe offer and a majority of the stockholders voted to accept it. He termed the other offer merely "an indication of interest." Taylor denied that "any offer which could be accepted" was made.

Lamb, who reportedly made the \$3 offer on behalf of Dardi, would neither confirm or deny the offer has been made. His only comment was, "The deal has gone thru, why not just forget it and wish everybody luck."

Houston said the stockholders had voted for the sale and liquidation "by a substantial majority."

Complete Line

The new Rowe-Spacarb Division will continue the manufacture and marketing of the complete Spacarb line of multi-flavored cup drink dispensers, as well as the Auto-Snak, common front for automatic cafeterias.

Among key Spacarb personnel to be retained by the new Rowe division will be Houston, president of Spacarb since 1946, as division president, and Robert K. Deutsch, Spacarb treasurer, as vice-president. All other executive offices will be filled by Rowe officers, and the new division will operate under the general supervision of the Rowe Manufacturing Company, Inc.

Spacarb will liquidate all unsold assets, including its interest in the following subsidiaries: Frostidrink, Inc.; Juice Bar Sales Corporation, American Katadyn Corporation, Spacarb Detroit Distributors, Inc., and Spacarb of Washington, Inc.

Houston and Deutsch

The actual liquidation will be under the supervision of Houston and Deutsch, subject to board approval.

The Rowe Corporation, with assets of \$12,500,000 in addition to its sales and manufacturing organization, is the parent body of some 40 subsidiary companies which operate thousands of venders across the country. Production of Rowe-Spacarb machines will continue at Samford, with all other Rowe venders being produced at the firm's Whippany, N. J., plant.

The acquisition of Spacarb assets gives Rowe the most complete line of venders in the nation—a line which now includes cigarettes, milk, candy, sandwich, ice cream, pastry, and now cup drink units.

Spacarb Models

Basic Spacarb models, which will continue to be manufactured

(Continued on page 81)

New Vender Types To Key NAMA Show

CHICAGO, Sept. 25.—When the National Automatic Merchandising Association convention opens in Washington October 10, a record number of new types of vending machines will be exhibited by a record number of new manufacturers and firms exhibiting for the first time.

So far, 30 firms either new to vending or showing at the NAMA meet for the first time, have signed up to exhibit. A total of 112 firms—vender and parts manufacturers and product suppliers—have signed up for the show to date.

Up 35 Per Cent

Attendance should hit an all-time high, too. Advance registration is running 35 per cent above 1953—the biggest year in NAMA convention history when over 5,000 jammed convention corridors.

And significantly, individual exhibitors are averaging more space than ever before.

Exhibit space in the 70,000-square foot National Guard Armory in Washington will be occupied by manufacturers showing an estimated 30 kinds of vending machines which will vend an aggregate of dozens of products. (A list of venders now on the market, classified by type and manufacturer, appears below.)

New Mach. Types

The automatic selling industry

has experienced its greatest growth in the last handful of years. That growth is reflected in NAMA's annual conventions. More new firms are entering the industry, bringing with them new types of machines.

A good example of what's happening is in milk vending. Bulk milk machines will put in their appearance for the first time at this year's show. At least three firms—all new to vending—plan to show bulk milk venders: Food Engineering Corporation, Manchester, N. H.; Sunroc Company, Glen Riddle, Pa.; Mr. Robot, Inc., Chicago.

The biggest group of outdoor milk vending stations will be exhibited this year. Meyer-Blanke Company, St. Louis, plans to show a new outdoor milk vender, as does Shanner Equipment Company, La Grange, Ill., another vending newcomer. Dairy Fresh-S&S Company have a new outdoor milk machine. Added to these are the outdoor milk units of F. B. Dickinson & Company, Des Moines, Rowe Manufacturing Company, New York, Paramount Freezing Equipment Company, Newark, N. J., and Refrigeration Engineering Corporation, Montgomery, Minn.

Venders Available

The following is a list of vend-

(Continued on page 81)

Sunroc Skeds Output on New Bulk Milk Mach.

GLEN RIDDLE, Pa., Sept. 25.—Sunroc Company, a newcomer to vending, this week announced production of a new bulk milk vending machine.

Orville E. Morrison, president, stated that production should hit 50 to 100 units a month by December.

It marks Sunroc's first coin-operated vender. The firm is a manufacturer of non-coin-operated bulk milk dispensers, water coolers and water conditioning equipment.

Called the Sunroc M-2 (originally designated MV-1), the unit holds 40 quarts, is equipped with an automatic metering device and change maker, and is similar in operation to the firm's M-1 bulk milk dispenser which is non-coin-operated.

It is priced to sell for \$449.50 f.o.b. Glen Riddle. The metering device will be rented for \$5 a month. It measures 21 inches deep, 30 inches wide and 72 inches high.

Morrison said that a dual-selection model will be available by January. It will use either two 20-quart or two 40-quart cans.



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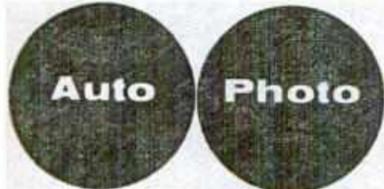
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Auto Photo Co., Inc.
Los Angeles 15, Calif.

New Vender Types To Key NAMA Show

• Continued from page 80

ing machines now on the market, classified by type and manufacturer, which indicates the size of the automatic selling industry today:

BOOK

International Mutoscope Corp., 44-02 11th St., Long Island City 1, N. Y.

News Equipment Mfg. Co., 2272 Sam Pablo Ave., Oakland, Calif.

BULK

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.

Andrews Mfg. Co., 660 S. Rochester Rd., Clawson, Mich.

The Atlas Mfg. & Sales Corp., 12220 Triskett Rd., Cleveland, O.

Ball-Gum Inc., 2610 W. 19th St., Chicago, Ill.

Bloyd Mfg. Co., Valley Station, Ky.

Champion Vendors Supply Co., 1119 E. Houston St., San Antonio, Tex.

Columbus Vending Co., 2005 E. Main St., Columbus, O.

Ford Gum & Machine Co., Inc., Akron, N. Y.

Gaylord Mfg. Co., 7055 Interval, Detroit, Mich.

H. K. Hart Confections Inc., 540 39th St., Union City, N. J.

Hawkeye Novelty Co., 1754 E. Grand, Des Moines 16, Ia.

Northwestern Corp., 1006 E. Armstrong St., Morris, Ill.

Oak Mfg. Co., 11411 Knightsbridge Ave., Culver City, Calif.

W. G. Parrish Inc., 822 W. Ohio St., Chicago, Ill.

Pulver Co., Inc., 53 Canal St., Rochester 8, N. Y.

Silver King Corp., 1529 New York St., Aurora, Ill.

Tropical Trading Co., Inc., 5 S. Wabash St., Chicago, Ill.

Victor Vending Corp., 5701 Grand Ave., Chicago, Ill.

CANDY

Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.

Atlas Tool & Mfg. Co., 5141 Natural Bridge Ave., St. Louis, Mo.

Coan Mfg. Co., 2070 Helena St., Madison, Wis.

Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.

J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago, Ill.

Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.

Robric Corp., 7382 Beverley Blvd., Los Angeles 36, Calif.

Rowe Mfg. Co., Inc., 31 E. 17th St., New York 3, N. Y.

Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.

Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

Wright Machinery Co., Calvin & Holloway St., Durham, N. C.

CARD

Exhibit Supply Co., 4218 W. Lake St., Chicago, Ill.

International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

CIGAR

Cigaromat Corp., 1315 Walnut St., Philadelphia, Pa.

Malkin-Illion Co., 396 Coit St., Irvington, N. J.

Zaug's Modern Vending Service, 411 S. Pearl St., New London, Wis.

CIGARETTE

A & A Co., Inc., 1133 South Ave., Plainfield, N. J.

Advance Machine Co., 4645 Ravenswood Ave., Chicago 40.

Apco, Inc., 250 W. 57th St., New York, N. Y.

Coan Mfg. Co., 2070 Helena St., Madison, Wis.

Arthur H. DuGrenier, Inc., 15 Hale St., Haverhill, Mass.

Eastern Electric, Inc., 70 Prospect St., New Bedford, Mass.

Hawkeye Novelty Co., 1754 E. Grand, Des Moines 16, Ia.

J. H. Keeney & Co., Inc., 2600 W. 50th St., Chicago, Ill.

Lehigh Foundries, Inc., 1500 Lehigh Dr., Easton, Pa.

Mercury Vendors, 5209 Euclid Ave., Cleveland 3, O.

National Vendors, Inc., 5055 Natural Bridge Ave., St. Louis, Mo.

Rowe Mfg. Co., Inc., 31 E. 17th St., New York 3, N. Y.

Shipman Mfg. Co., 1326 Lorena St., Los Angeles 23, Calif.

Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

Superior Mfg. Co., 2144 Ashland Ave., Evanston, Ill.

COFFEE

American National Dispensing Co., 4th St. and Cannon Ave., Lansdale, Pa.

Chef-Way, Inc., 527 Southwest Blvd., Kansas City, Mo.

Coan Mfg. Co., 2070 Helena St., Madison, Wis.

Coffee-Mat Corp., 174 Malvern St., Newark 5, N. J.

Cole Products Corp., 39 S. LaSalle St., Chicago, Ill.

Indevco, Inc., 806 E. 41st St., Bronx, N. Y.

King Mfg. Co., 130 W. B St., San Diego 1, Calif.

Madison Products Co., Div. of Gaylord Enterprises, Inc., 341 39th St., Brooklyn 32.

North American Vending Sales, Inc., 10535 W. Chicago Ave., Detroit.

(Continued on page 82)

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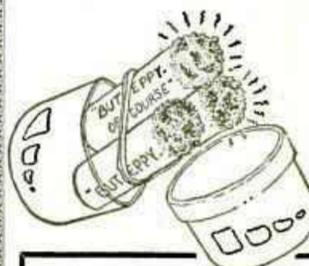
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Phone: PResident 4-3358

Apco Bows New Cup Series

• Continued from page 80

bination vender, and also hot chocolate. Cup capacity is 750, with ingredient capacity at 1,250 cups of coffee and 750 cups of hot chocolate. Dimensions are 68 by 27.5 by 18.5.

The CoffeeShoppe Junior contains all the selections as the automatic CoffeeShoppe, except double sugar. It holds 300 cups, with ingredients for 815 cups of coffee and 500 cups of hot chocolate.

Two new models of the SodaShoppe Junior will be available in the new line—the one and two-drink units. The three-drink unit will be made in both lines.

One-Drinker

The one-drinker has two sirup tanks, holds 720 cups and holds sirup for 1,250 drinks. Dimensions 68 by 27.5 by 18.5 inches.

The two-drinker is similar, except that there are two selections.

Also in the special line is the three-drink SodaShoppe Junior, similar to the standard model. It contains two sirup tanks, with a selection of two carbonated and one non-carbonated drinks. Cup capacity is 1,250, with sirup capacity at 1,250 drinks.

An entirely new model in the special line is the dual cup station theater model SodaShoppe, Rapp said this model is designed specifically for theaters or other locations where peak traffic would cause a jam-up at conventional cup venders. The dual cup stations, he explained, aid the traffic flow.

Holds 2,400 Cups

The unit vends six carbonated

and two non-carbonated drinks, has a cup capacity of 2,400 and a sirup drink capacity of 1,250. Dimensions are 73.5 by 36 by 26.5.

Others in the special line are the three, four, six and eight-drink regular size SodaShoppes, also available in standard models.

The three-drink unit vends three carbonated drinks from three sirup tanks. Cup capacity is 1,200, with a 1,900-drink sirup capacity.

4-Drink Unit

The four-drink unit vends three carbonated and one non-carbonated drinks from four sirup tanks. Cup capacity is 1,200, while sirup capacity is 2,400 drinks. Dimensions on all three models are 68 by 27.5 by 24.5 inches.

The eight-drink model has five carbonated and three non-carbonated flavor from five sirup tanks. Cup capacity is 1,200, sirup capacity is 1,900 drinks and dimensions are 68 by 27.5 by 24.5 inches.

Rowe Buys

• Continued from page 80

at the Stamford plant, will include three-flavor, four-flavor cup machines, all adaptable to carbonated or non-carbonated hot or cold drinks.

Rowe will continue the sale of the Auto-Snak pre-fabricated cafeteria front, now used in 75 industrial locations. The Auto-Snak is adaptable for Rowe venders.

Northwestern SUPER JET
SENSATIONAL NEW CAPSULE VENDOR

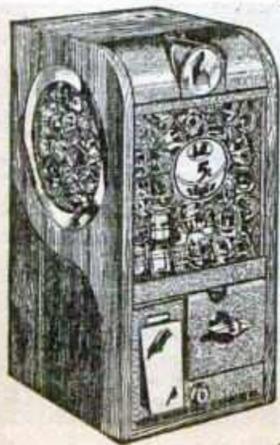
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OAK'S NEW "400" CAPSULE VENDOR

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Detroit 2, Michigan



VICTOR'S SUPER V

The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

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25 cases or more . . . 67.80 per case

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That attractive ensemble—is finished in smooth, hard Duralite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

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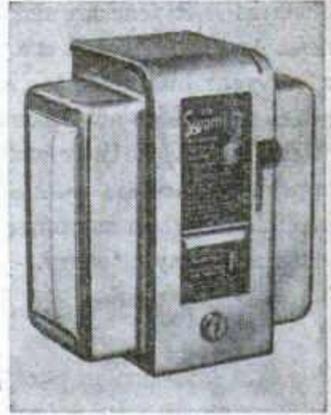
New Vender Types To Key NAMA Show

Continued from page 81

The Bert Mills Corp., Powis Rd., St. Charles, Ill.
Mills Industries, Inc., 4100 W. Fullerton Ave., Chicago, Ill.
Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia, Pa.
Schroeder Products Co., Inc., 325 Montvale St., Woburn, Mass.
Silver King Corp., 1529 New York St., Aurora, Ill.
Sol-U-Pak Co., 1003 E. 24th St., Minneapolis 4, Minn.
Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.
Square Mfg. Co., 340 W. Huron St., Chicago, Ill.
Steel Products Co., 40-8th Ave., S.W., Cedar Rapids, Ia.
Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
United Industries, 15757 Wyoming Ave., Detroit 21.
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Coan Mfg. Co., 2070 Helena St., Madison, Wis.
Lehigh Foundries, Inc., 1500 Lehigh Dr., Easton, Pa.
Wm. F. Shepherd, Inc., 2604 Woodburn Ave., Cincinnati, O.
Statler Mfg. Co., 2112 Broadway, New York, N. Y.
Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
Vend-Rite Mfg. Co., 1536 N. Halsted St., Chicago, Ill.
EGG
Automatique, Inc., 45-35 39th St., Long Island City, N. Y.
F. B. Dickinson & Co., 8000 University St., Des Moines, Ia.
Paramount Freezing Equipment Co., 144 Emmett St., Newark, N. J.
S. & S. Vending Machine Co., 670 Lincoln Ave., San Jose, Calif.
FOOD
Automatique, Inc., 45-35 39th St., Long Island City, N. Y.
Barth Engineering & Mfg. Co., Milldale, Conn.
Coan Mfg. Co., 2070 Helena St., Madison, Wis.
Hawkeye Novelty Co., 1754 E. Grand, Des Moines 16, Ia.
Rowe Mfg. Co., Inc., 31 East 17th St., New York, N. Y.
Statler Mfg. Co., 2112 Broadway, New York, N. Y.
Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
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The first authoritative study of automatic merchandising

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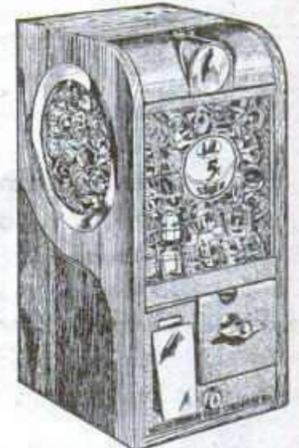
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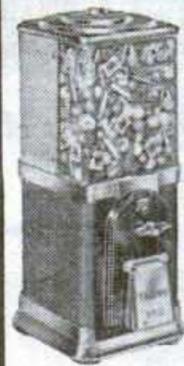
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The Ideal Capsule Vendor . . . 1c, 5c or 10c Play.
Two-tone solid oak cabinet, chrome trimmed, glass panels. Holds 350 capsules or 800 100-count ball gum.
Packed and sold 4 to the case:
Less than 25 cases . . . \$71.80 case
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\$13.50 each
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Write for low prices on ball gum and charms.
Loaded Capsules—\$20.00 per 1000
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Charms for Ball Gum and Rocket Charm.
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1c-5c or 10c Play • Great Earning Power • Two Tone Oak Cabinet • Capacity—350 Capsules or 800-100 Count Ball Gum.

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All \$10.00 per 500 All Items

Specialty Mix Police Whistles
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International Mutoscope Corp., 44-02 11th St., Long Island City, N. Y.

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The Northwestern Corp., 900 Armstrong St., Morris, Ill.
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Transportation Venders, Inc., 60 Park Place, Newark, N. J.

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Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.
Union Products Sales, Garwood, N. J.

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Standard Handkerchief Co., 1 Bond St., New York 12, N. Y.
Tux Handkerchief & Vending Machines, 2401 40th St., Rock Island, Ill.
White's Comb Vendor, Inc., 1000 Bluff City Blvd., Elgin, Ill.

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Roto-Vend, 7311 Wilshire Blvd., Los Angeles, Calif.
Rowe Mfg. Co., Inc., 31 E. 17th St., New York, N. Y.
Salerno's Magic Vend Co., 813 W. Taylor St., Chicago 7, Ill.
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Vendo Co., 7400 E. 12th St., Kansas City, Mo.

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Refrigeration Engineering Corp., P. O. Box 337, Montgomery, Minn.
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Stoner Mfg. Corp., 328 Gale St., Aurora, Ill.

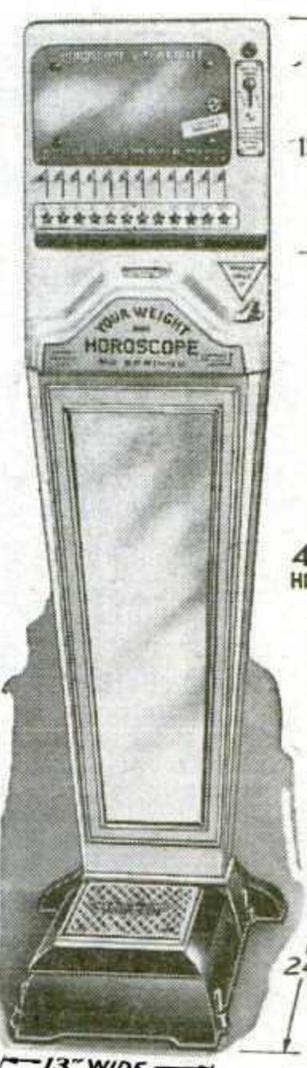
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Advance Machine Co., 4641 N. Ravenswood Ave., Chicago, Ill.
The Hospital Specialty Co., 1991 E. 66th St., Cleveland, O.
National Sanitary Sales, 4307 Lawrence Ave., Chicago, Ill.
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Hamilton Scale Co., 3350 Secor Rd., Toledo 6, O.
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All machines vend King Size and Standard Brands in all columns—including matches. Can be set for either 25c or 30c operation. (\$5.00 additional for 30c vending.)

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SMITHCO, INC., 705 Jefferson Bldg., Peoria, Ill.
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SPECIAL

ROCKET RINGS—Ready Pak, No Marbles. 500 \$11.50
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ADDRESS STICKERS—300, in Plastic Pocket Case. 1.50

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- 10c Capsule Vender
- 5c Capsule Vender
- 1c Jumbo Gum Vender

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CAPSULE VENDOR
Immediate Delivery

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• Continued from page 83

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 Dari-O-Matic, 1827 Pontius St., West Los Angeles, Calif.
 Rowe Manufacturing Co., Inc., 31 East 17th St., New York.
 Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.

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 Dr. Pepper Co., 5523 E. Mockingbird Lane, Dallas 2, Texas.
 Lennox Mfg. Co., 5000 S. Halsted St., Chicago.
 Lyons Industries, Inc., 373 4th Ave., New York, N. Y.
 Navenco Mfg. Co., 5608 E. Mockingbird Lane, Dallas, Tex.
 Ser-Vit, Inc., 2613 Ross Ave., Dallas, Tex.
 Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.
 Square Mfg. Co., 3259 Broadway, Chicago, Ill.

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 Cole Products Corp., 39 S. LaSalle St., Chicago, Ill.
 Indevco, Inc., 806 41st St., Bronx, N. Y.

Rudd-Melikian, Inc., 1949 N. Howard St., Philadelphia, Pa.
 Snively Groves, Inc., Winter Haven, Fla.
 Spacarb, Inc., 375 Fairfield Ave., Stamford, Conn.

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 Flatto Mfg. Co., P. O. Box 8, Miami Beach 39, Fla.
 Hamilton Scale Co., 3350 Secor Rd., Toledo 6, O.
 The Northwestern Corp., 900 E. Armstrong St., Morris, Ill.
 Postage Stamp Machine Co., 33 W. 60th St., New York, N. Y.
 Postage Stamp Vendor Co., 624 S. Michigan Ave., Chicago 5, Ill.
 Schermack Prods. Corp., 1164 W. Baltimore Ave., Detroit, Mich.
 J. Schoenbach Co., 1645 Bedford Ave., Brooklyn, N. Y.
 Shipman Mfg. Co., 1326 S. Lorena St., Los Angeles, Calif.
 United Precision Products, Inc., 57-25 58th Pl., Maspeth L. I., N. Y.

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 Advance Machine Co., (small package & toilet lock) 4641 N. Ravenswood Ave., Chicago 40, Ill.

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 American Locker Co., Inc., (parcel locker) 211 Congress St., Boston, Mass.

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 Automatique, Inc., (all purpose), 45-35 39th St., Long Island City, N. Y.

Boxar Corp., (oxygen), 209 1/2 N. Washington, Beeville, Tex.
 E. Boettcher & Son Tool & Engineering Co., (sight savers) P. O. Box 53, Bridgeport, Mich.
 Cal-Bex Corp., (oxygen), P. O. Box 338, Tarzana, Calif.

Cebco Products Co., Inc. (hair oil & hand lotion), 308 E. McClure, Peoria 4, Ill.
 Colma, Inc., (cologne), 70 Piedmont St., Worcester, 2, Mass.
 F. B. Dickinson & Co., (fuel), 8000 University St., Des Moines, Ia.

Electro-Serve, Inc., (popcorn), Commercial Merchants Bank Bldg., Peoria, Ill.
 Famous Brands Industries (perfume & razor blades), 1546 Commonwealth Ave., Boston 35, Mass.

F. E. Erickson Co., (fortune ticket), 1300 Divianne Ave., North Sacramento, Calif.
 Gramont Corp., (typewriter) 2756 Rowena Ave., Los Angeles, Calif.

Hawkeye Novelty Co., (match book & peanuts in shell), 1754 E. Grand, Des Moines 16, Ia.
 International Mutoscope Corp., (voice recorder), 44-02 11th St., Long Island City, N. Y.

Jo-Lo Perfumatic Dispenser, Inc., (perfume), 328 Stevens Ave., Jersey City 5, N. J.
 McDowell Mfg. Co., (massage), 301 Stanton Ave., Pittsburgh, Pa.

Hal R. Meeks Associates, (notebook paper), 5 W. 42d St., New York 36, N. Y.
 Merchandising Dispensers, Inc., (hair oil & hand lotion), 1792 W. Adams Blvd., Los Angeles 18, Calif.

National Sanitary Sales, (razor blade), 4307 Lawrence Ave., Chicago, Ill.
 News Equipment Mfg. Co., (notebook paper), 2272 San Pablo Ave., Oakland, Calif.

Niagara Mfg. & Distributing Corp., (foot stimulator & massage), Adamsville, Pa.
 The Nik-O-Lok Co. (toilet lock), 401 Traction Terminal Bldg., Indianapolis, Ind.

Ontime Clock Co., (alarm clock), 10380 Wilshire Blvd., Los Angeles 24, Calif.
 Parking Corp., of America, (parking lot), 4619 N. Ravenswood, Chicago, Ill.

A. H. Pitchford Co., (electric shaver & lotion), 1195 Pinewood Dr., Pittsburgh, Pa.
 Shipman Mfg. Co., (stationery, envelope, fortune ticket & ball point pen), 1326 S. Lorena St., Los Angeles, Calif.

Standard Metal Typer Co. (name plate), 1318 N. Western Ave., Chicago, Ill.
 Tux Handkerchief & Vending Machines, (shaving kit), 2401 40th St., Rock Island, Ill.

Vendomatic Machine Corp., (all purpose), 34 W. 33d St., New York, N. Y.
 White's Comb Vendor, Inc., (comb & bobby pins), 1000 Bluff City Blvd., Elgin, Ill.

Uneda Vending Service (sundries), 250 Meserole St., Brooklyn 6, N. Y.
 Chicago Kitchenware Metal Specialties, Inc., (roll film & flash bulb), 3150 S. Archer, Chicago.
 American Lens & Photo Co., (coin telescope) 5700 Northwest Highway, Chicago 30.

CORRECTION!
 Due to a typographical error, the following information appeared incorrectly in the Sept. 25th issue ad of

BIRMINGHAM VENDING CO.
 540 2nd Ave., N. Birmingham, Ala.

VICTOR SUPER V CAPSULE VENDERS
 Should have been listed as
PACKED 4 TO THE CASE.

Price:
 Less than 25 cases \$71.80 per case
 25 cases or more 67.80 per case

NEW
 NOTHING ELSE LIKE IT!



Northwestern
SELECTIVE TAB GUM VENDER
 with "QUICK CHANGE"
MERCHANDISE DRUM
 Wire or write for details
THE NORTHWESTERN CORPORATION
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix	.63
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.38
Spanish	.29
Mixed Nuts	.55
Almonds, 400 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.30
Boston Baked Beans	.30
Jelly Beans	.28
Licorice Lozenges	.25
M & M	.44
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	\$.28
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-8467

Ready for Immediate Delivery
THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

oak manufacturing company, inc.
 11421 knightsbridge ave. • culver city, calif.

Eastern Office • National Sales Hdqtrs.
PENNY KING COMPANY
 2538 Mission Street • Pittsburgh 3, Penn.
 Western Sales Offices
OPERATORS VENDING MACHINE SUPPLY
 1023 Grand Avenue • Los Angeles, Calif.

ADVANCE SANITARY VENDOR
 The Finest for Vending "Flat-Pack" Products

Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

Accommodates flat packages up to 7/8" by 2" by 3 1/4" ... has separate cash box ... Advance coin-detector with automatic coin return when machine is empty ... protected against break-in. Available for 1c, 5c, 10c or 25c operation.

For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
 Factory Distributor of Advance Vending Machines
 1645 Bedford Ave., Brooklyn 25, N. Y.
 PResident 2-2900

VICTOR'S SUPER V
 The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor ... At 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design... with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases.....\$71.80 per case
 25 cases or more..... 67.80 per case

Complete Line of Victor Machines and Parts.
ROY J. BECKER
 8733 Wickham Drive St. Louis County 21, Mo.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

JOHN HORN
 2945 Hickory
 Abilene, Texas

SENSATIONAL NEW CHARM ITEM
 Miniature Books, 1" x 3/4", with or without key chain. With imprint of memo, autograph or date book on cover, without key chain, \$22.50 per 1000. With key chain, \$40.00 per 1000. With bracelet and open frame, \$180.00 per 1000.
 F.O.B. Chicago.

JAY SALES CO.
 192 N. Clark St. Chicago, Ill.

We Have Newer CHARMS!

Quality filled Capsules, S.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

• NEW DESIGNS
 • NEW IDEAS
 • NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

PENNY KING COMPANY
 2538 Mission Street Pittsburgh 3, Pa.

RECONDITIONED DuGRENIER CIGARETTE MACHINES

- * All king size columns!
- * 25c or 30c operation!
- * New type mirrors!
- * Unit completely replated!
- * Cabinet infra-red baked!
- * Assorted hammertone finishes!
- * Shorty stands!
- * Fully guaranteed!
- * Limited quantity!

11 Col. Champs, 425 Cap.	\$143.50
9 Col. W's, 290 Cap.	129.50
7 Col. V's, 230 Cap.	114.50
7 Col. S's, 190 Cap.	109.50

1/3 Dep., Bal. C.O.D.
JAMES H. MARTIN, Inc.
 1343 S. Michigan Avenue
 Chicago 5, Illinois
 Phone: WEBster 9-3205

VICTOR'S STANDARD TOPPER
 The World's finest bulk and charm vendor.

100 or more \$12.00 each
 Less than 100 \$12.50 each

Equipped with large globe.
 Sold on TIME PAYMENT. Write for details.

ROY TORR—LANSDOWNE, PA.

Another OHIO First!
 Colorful Life-Like
COWBOY HEADS
 Only \$7.75 M

Shipment prepaid. These are hand-painted, will fit capsules and are terrific for Penny Vendors. At this price this imported Charm won't last long, so order now! Write for Free Sample!

OHIO GUM SUPPLY CORP.
 P. O. Box 155 Wickliffe, Ohio

JUKE GROWS UP

Chi Tribune Cites \$1/2 Billion Business

CHICAGO, Sept. 25.—Readers of The Chicago Tribune's financial section Friday (17) couldn't miss the headline, "Juke Boxes Hit High Notes as Big Industry."

Nick Poulos, of The Tribune financial staff, with the aid of data furnished by The Billboard, presented a full-length story on the history and importance of the juke box industry, calling attention to the fact that it is a half-billion-dollar business.

Significant was the fact that the story took precedence over railroad news, butter industry activities, a stock market rally and a report on the general business conditions for the rest of 1954.

The story, presented as it was on the financial page of one of the country's leading daily newspapers, showed without a doubt that the juke box industry had not only grown but had become a factor in business.

Cites Juke Origin

The article was complete, beginning with the first juke box installation in 1888 in San Francisco and ending with a description of today's multi-selection machines.

Pointed out also was the fact that as the juke box industry grew it survived competition from the nickelodeon, the player piano, radio, and most recently, television.

Other facts hammered home were Department of Commerce figures—showing that 61,000 juke

boxes, valued at \$37,082,000, were produced last year—and a survey made by The Billboard, pointing out the expenses of operating a music machine route.

Companies named were Wurlitzer, Seeburg, Rock-Ola, AMI and Evans. "The plants," the article stated, "employ about 3,500 persons in all production phases of the juke boxes. Some 25,000 are engaged in providing, maintaining and servicing the machines."

Op Main Factor

But it is the juke box operator that makes the industry "go," the article added.

Other points stressed included the export market, the origin of the word juke box, ASCAP's attempts to have "legislation enacted to require juke box operators to pay 'performance fees' above the royalties paid with the purchase of records," reasons why locations do not wish to operate their own machines—high cost of records, etc.—and a round-up of the 7,500 operators who have invested about \$300 million in machines, records and related equipment.

AMOA Bowlers Warm Up for Season Race

MIAMI, Sept. 25.—Buddy Cohen, B & B Vending, captured top individual honors in the second preliminary "warm-up" session of the AMOA Bowling League Monday night at the Paradise Bowling Center. Cohen's three-game average of 190 was the best of the evening, with a whopping 240 racked up in one of the three games.

Regular intra-league competition is scheduled to get under way September 27, according to Roy Gullo, Marino Music, who is in charge of arrangements.

Makeup of the teams thus far, with the individual game highs recorded follow:

Taran Distributing—Sam Taran, Barry Taran, Eli Ross (179, 162), Don Garbett (143), Marvin Lieber. American Operating—David Friedman, Buster Anshell, Eddie Weber (146, 142), Eddie Leopold, Larry Friedman (188).

Advance Music—Leon Falcon (194, 160), Ozzie Truppman, Vinnie Amato (134), Bob Collins, Leon Guss (134).

Acme Music and Vending—Harry Zimand, Buddy Cohen (240, 155), Max Becker, Eddie Dee (191), Scotty Daddis.

Marino Music—Moe Steinberg, (Continued on page 88)

MOA, Pantages Sign Formal Contract on Juke Commercials

Sked Tests for Public Opinion; Ops Feel Proposal Will Cut Costs

By JIM WICKMAN

OAKLAND, Calif., Sept. 25.—A formal contract between Music Operators of America and Rodney Pantages was signed this week, bringing spot commercials on juke boxes at least one step closer to reality.

The contract gives Pantages exclusive rights to furnish MOA with material to be used for commercials for a period of 10 years. It also gives him an option to renew the contract at the end of that period.

For assisting Pantages line up member-operators to use the special recordings, and for administering disbursement of the advertising dollars, MOA will receive a percentage of the gross ad billings.

Actually, what the contract does is give Pantages MOA's official endorsement to approach national advertisers to sell advertising time on the nation's juke boxes.

Briefly the Pantages plan would work as follows:

National advertisers would be contacted and sold playing time on the juke boxes of operators belonging to MOA. All recordings would be submitted to a special MOA committee and judged for (Continued on page 88)

Miller to Air MOA Activities To Western Ops

OAKLAND, Calif., Sept. 25.—George A. Miller, president and business manager of Music Operators of America, left here yesterday for three weeks of contacting operators in Phoenix, Ariz.; Denver, Portland and Seattle, Wash.

The purpose of the trip, Miller said, would be to point out the work being done by MOA and to explain the 10-point program now under way.

The program covers individual membership in MOA; preparations for the 1955 convention in Chicago; plans to put singing commercials on juke boxes; backing a proposal to set up an MOA publishing company; setting up a national tax council; changing the name of the juke box; preparations to fight ASCAP legislation aimed at excluding juke boxes from the copyright act; a possible uniform depreciation schedule on all coin-operated phonograph equipment; ways and means to raise funds for a national charity program, and plans to create a national public relations program.

Miller said that one of the leading points to be discussed would be the plan to put singing commercials on juke boxes.

Va. Operators Elect Officers

NORFOLK, Sept. 25.—Officer elections highlighted the meeting of the United Coin Machine Operators' Association, with I. Vodor, local operator, elected president.

Other new officers are W. H. Jennings, vice-president; E. N. Creech, secretary, and A. L. (Buddy) Nicholson, treasurer.

The association, which comprises approximately 95 per cent of the Norfolk-Portsmouth-Virginia Beach operators, meets bi-weekly at Lou's Ringsideat Princess Anne Road and Granby Street.

Present activity of the association is a switch to dime play.

Infant German Juke Box Industry Booming; 3,000 Units on Location

Domestic Manufacturers Account for 10% of Sales; Few Location Payoffs

NEW YORK, Sept. 25.—Horst Sommer, representative of a Stuttgart, Germany, juke box and game distributor, left Idlewild Airport today en route home after a three-week visit to the United States.

Sommer, who spent all his time in the New York area, had been studying U. S. coin machine conditions and buying American juke boxes and games. He is slated to make a return trip to visit other American coin machine centers.

According to Sommer, the German juke box industry is still in its infancy, with only 3,000 music machines on location and a potential for many times that amount within the next few years.

While most of the machines are of American manufacture—Wurlitzer, AMI, Seeburg and Rock-Ola—he said the German juke box manufacturing industry, less than a year old, now accounts for about 10 per cent of all units on location.

Foreign Mfrs.

Manufacturers are Wiegand in Berlin, which makes a 100-selection machine; Tonomat in Frankfurt, which makes a 100-selection unit, and Symphony, Hamburg, manufacturer of a 48-record machine.

The German juke boxes have a substantial price advantage over U. S. machines; they sell for about

\$1,000, which is considerably less than the price of American boxes after duties and shipping costs.

Because of the high cost of juke boxes, commissions to locations are seldom paid, with the operator merely paying for the electricity. However said Sommer, in areas where competition for music locations is beginning to be felt, commissions of 10 per cent are being paid.

Commissions Plan

He feels that as the number of juke boxes increases, and as the situation becomes more competi-

SUMMER \$\$

Tourist Trade Keeps Denver Juke Play Up

DENVER, Sept. 25.—The general wide spread decrease of phonograph play this summer was considerably eased in the Denver area as a result of a booming tourist season.

While average collections fell off about 20 per cent thruout the country, operators here reported volume from June 1 to September 30 barely 10 per cent off of 1953's total.

Several operators said that they found collections down about 12 per cent, but for the most part operators claimed that the decrease fell somewhere between 5 and 7 per cent.

Those showing the least business decline credited their good fortune to replacement programs, while larger reductions were admittedly caused by lack of replacement.

Tourist volume for the year was only a few percentage points below last year's record mark, according to the Denver Better Business Bureau. The failure for more nickels showing up in the phonographs was attributed to the fact that the average tourist headed straight for the mountain fishing resort areas rather than lingering in the Denver area as in the past.

GOOD SENSE

MGNJ Clinic Hits Split Deal; Seeks Front \$

NEWARK, N. J., Sept. 25.—A business clinic set up last week by the Music Guild of New Jersey charged that the straight 50-50 split between music operators and locations does not make economic sense.

According to Dick Steinberg, MGNJ executive director, "Whenever a location owner receives one half of the gross receipts, the music operator is systematically putting himself out of business."

He added that the only solution is for the operator to impress upon the location owner the basic reality of the front-money contract. This arrangement, he explained, returns the actual cost of the operation to the music merchant, and makes the equal division of receipts after deduction of front money a true profit-sharing arrangement.

He added that in instances where collections are made every

(Continued on page 88)

New Evans 50-Selection Ready for Op Showings

CHICAGO, Sept. 25.—Distributors of H. C. Evans & Company this week began receiving their first shipments of the new Evans 50-selection phonograph model, the 445 Jewel. The new model supplements the firm's present 100-selection Holiday line.

Les Rieck, phonograph sales manager of Evans, said that operator showings would begin sometime next week. No special date had been designated, he said, but all distributors would probably hold operator open houses within the next week or two.

The Jewel is 56 1/4 inches high,

26 1/2 inches wide and 27 inches deep. Net weight of the model is 265 pounds.

Appearance of the cabinet is similar to the Holiday. The Holiday is 55 1/4 inches high, 37 1/2 inches wide and 28 inches deep.

The Circ-O-Matic selector system is used on the new model as is Holiday's high fidelity sound system, called Panoramic sound.

Rieck said that because the new model had been reduced in size, it was ideal for locations trying to conserve space. He added that the weight of the Jewel had also been greatly reduced.

M IS FOR MOTELS



Today there are **25,919*** Motels
 ...terrific prospects for you and the
MAGNECORD SYSTEM

AMERICA'S

Music

UTILITY

Motels are big business, today—and they keep on growing! You can be part of that expanding profit picture when you bring to your area's motel operators the final note of home-like luxury—Background music.

Mind you, we don't mean old-fashioned, out-dated Background Music but the *new*, RCA Planned Music that's to be found *only* in Magnecord's "Packaged" Background Music Service. A service so convenient, so flexible, and so useful it's being called America's MUSIC Utility.

Magnecord's "Packaged" Background Music Service is *convenient* ... there are *no* franchises to buy, *no* population minimums, *no* music performance or operational licenses to handle.

Magnecord's "Packaged" Background Music Service is *flexible* ... played *right on location* by economical, magnetic tape reels and Magnecord's specially-engineered continuous playback.

Magnecord's "Packaged" Background Music Service is *useful* ... the *only* service to utilize RCA Planned Music ... music personally selected, blended and programmed by Ben Selvin, Manager of Artists and Repertoire for the Custom Record Department of RCA Victor Records.

Whether you offer Magnecord's "Packaged" Background Music Service to hotels, or motels, retail shops or department stores, offices or factories, showrooms or salesrooms, or any other location, public or private, large or small, you'll find America's MUSIC Utility offers you the unrestricted opportunity of a lifetime.

* ONE MORE EXAMPLE OF THE UNLIMITED
 PROSPECTS FOR

MAGNECORD

High Fidelity Continuous Reproducer

and

RCA Planned Music

A "PACKAGED" BACKGROUND MUSIC SERVICE

For complete information phone, wire, or write to: B-20

magnecord, inc.

Henry ("Heinie") T. Roberts, Vice President and General Manager—Commercial Music Division
 1101 So. Kilbourn Avenue, Chicago 24, Illinois • Telephone: VAn Buren 6-9301

Trade Opinion Mixed On Off-Color Disks

• Continued from page 19

strides r.&b. records have been making of late, every effort should be made to facilitate a continuously wider acceptance of this basic American music. The few offenders who have been drawing the brickbats should realize the importance at this time of desisting from making this type of record."

MOA Exec

On the juke box level, Albert S. Denver, president of the Music Operators of New York, Inc., had this to say about off-color records:

"The association will not tolerate the use of offensive records in New York and will make every effort to insure that no record is played in a coin-operated phonograph that could not properly be played in the home. Any member programming such records would be called before the association board of directors for disciplinary action." (This could result in suspension.)

"We can't endanger the public good will our industry enjoys for the quick profit of any individual who trades on bad taste."

Denver further stated that if The Billboard furnished him with the titles of objectionable records he would inform his members by mail, immediately, that the disks were not proper program diet for this city. The association has jurisdiction over some 10,000 juke boxes in New York City and Long Island.

Distrib-Dealer

On the distributor and dealer level there was a conflict over what should be done about double entendre platters. Some distributors, like United in Houston, and dealers like Randy Wood in Gallatin, Tenn., had started a thoro screening process of all records, especially r.&b. disks, and refused to sell any that were offensive or suggestive.

Miami AMI Distrib Promotes Juke P-R With Movie Tie-In

MIAMI, Sept. 25.—Another juke box promotional tie-in with a theater was arranged this week by Bob Norman, of the Southern Music Company, outlet for AMI phonographs.

Norman announced that he was co-operating with the manager of the downtown Olympia Theater, Jimmy Barnett, in publicizing the personal appearance of a troupe of Columbia recording artists headed by Roy Acuff and the Smoky Mountain Boys.

The show will open at the Olympia September 29 for a week's run, and Norman expects to have an AMI juke box in front of the theater playing hillbilly tunes.

Also playing a role in the promotion is Mark Max, of Southland Records, who is furnishing the records for the music machine. Southland Records is the local jobber for Distributors, Inc., Columbia's Florida outlet which maintains an office in Jacksonville.

Norman has spearheaded a number of juke box tie-ins with show people in this area in the past year, including appearance of the AMI on television shows.

Magnecord Book Describes New Music Service

CHICAGO, Sept. 25.—A colorful 12-page brochure describing the new Magnecord background music service was announced this week by James R. Butler, director of advertising and sales promotion.

Prepared by Ross Roy, Inc., New York, advertising agency for Magnecord's commercial music division, the brochure presents the major advantages of Magnecord background music. Emphasis is placed on the blended musical programs from the RCA Victor library of recorded music, and performance features of the new Magnecord continuous music reproducer.

Randy Wood, who is also president of Dot Records, said that Dot would not issue any record which is remotely offensive. And in his retail store he has "stopped handling any record in the suggestive category no matter how many requests for them I have, and even tho we had been selling up to \$1,000 worth of these disks per week." He said the off-color record trend should be stopped now.

However, some dealers and one-stops looked on the situation as far less critical. Joe Williams in Philadelphia said that there have been off-color records out for a long time, and no one has been excited about them.

He feels that as long as they are made and the public wants them, they will be sold in a competitive industry. He said that only the manufacturers could change the situation by not making such records.

Mfr. to Blame

Jerry Flatto in Boston, another one-stop, said that it was up to the manufacturers to halt the off-color disks, and that there is no possibility of cleaning up the situation unless the manufacturers exercise restraint. Paul Keyser, a large dealer in Durham, N. C., also believes it is up to the manufacturer to cut down on the off-color disk. He said that otherwise the competitive situation is such that no dealer can afford not to sell it.

Some dealers commented that if business were great, dealers might be willing to band together to stop selling the few suggestive platters. But they said when business is off, and the only records selling are the off-color ones, they feel they must sell them to stay in business.

On the radio station level, some stations exercise strict censorship of records and others don't seem to care one way or another. In New York there has been an association of jockeys who have agreed over six months ago not to play dirty or off-color r.&b. disks. These jocks have asked other deejays to join them in their clean-up drive.

CHICAGO, Sept. 25.—Feelings concerning the current crop of blue diskings being issued by the rhythm and blues labels are well mixed in Chicago (Editorial, The Billboard, September 25).

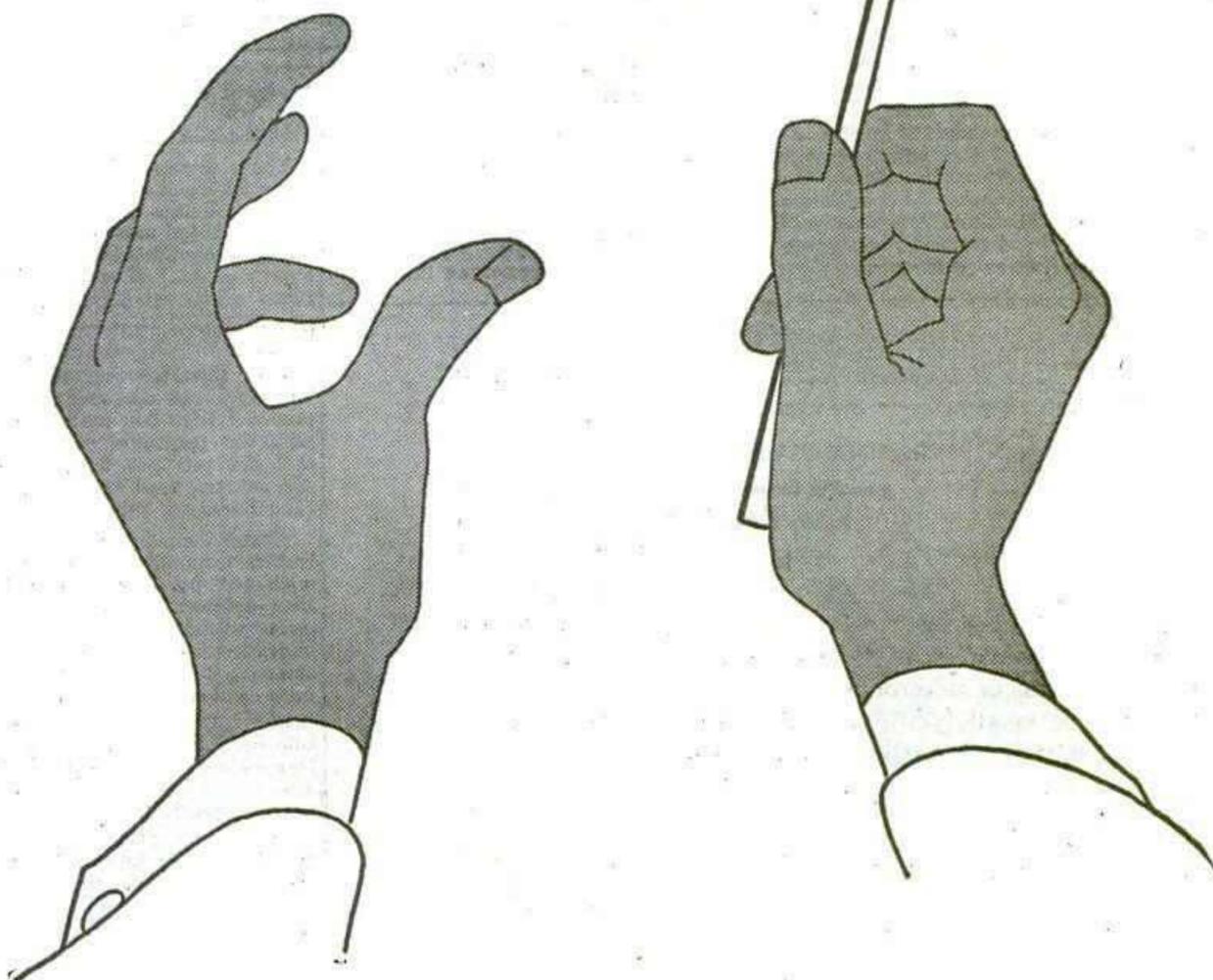
The general consensus of label heads, deejays and distributors here is that the extremely flagrant violations of propriety should, of course, be stopped. There is an underlying feeling, however, against the dropping of what some people call cute or sharp material. There was hardly a person in this area who cared to be quoted for fear of hurting business, which right now is good. It seems they are following the old axiom of giving the people what they want, and if blue material is what they, they would rather go on pressing it.

One source said: "I don't know what all the fuss is about. The r.&b. field has been doing this sort of thing all along. It only came into prominence when the pop kids started buying r.&b. disks and playing them at home. True, the increased popularity of the blues field has given added exposure in pop juke boxes and thus made more people take notice. In most cases the pop kids are buying the r.&b. records because of the beat rather than the lyrics. After all, some of the old-time pop disks had entendres, too."

Maury Goldmen, of James H. Martin Distributors, said: "I've heard both pro and con arguments on this situation. This is a phase that will stay for a while and pass on just as all trends in our business do. Actually, there hasn't been much objection in this area on racy material."

Another source claimed that kids today are too hep. He said they can read more into an innocent statement or lyric line than the professional gag writer can think up in a month. In Chicago, at least, it looks as tho nothing will happen until other areas make a move first.

Get Ready for Great Music



Originator of the Automatic Selective Juke Box in 1927.
AHEAD THEN - AHEAD NOW.

AMI Incorporated.

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN.

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark.

FADING AWAY

Replacements, 45's
Take Old Juke Toll

By JOHN BURKS

LINCOLN, Neb., Sept. 25.—Old time 78 r.p.m. juke boxes are becoming as scarce as buffalo nickels.

Operator replacement programs have reduced the number of these old machines to a point where they are a rarity. Rapidly the 78 r.p.m. machines are finding their way into private homes to dress up recreation rooms and into city scrap heaps.

And today, just in case a few operators are still hesitant about buying new equipment, there is

Good Sense

• Continued from page 85

two weeks, a percentage arrangement can be set up that would amount to a front-money agreement. At such locations, he added, the operator should get two thirds and the owner one third.

The MCNJ is preparing sales aids to counteract the 50-50 deal and minimize its chances for continuation. Until the aids are prepared, Steinberg advised operators to appeal to the reason and business sense of the location owners.

He advised operators to substitute for the 50-50 deal intelligent programing, good service and modern equipment, with such point-of-sales promotional aids as coded title strips.

AMOA Bowlers

• Continued from page 85

Arnold Rogan (160, 159), Joe Spallitta, Sam Marino, Roy Gullo (152).

Supreme Distributors—Sam Barnett (145), Bernie Koganavsky (145) Whitey Pincus (149, 117), Harold Marcus, Albert Denny.

Gullo said that he has never seen the coin fraternity show as much enthusiasm for the AMOA Bowling League. He pointed out that Sammy Barnett, Barnett Service, rolled a scorching 145 in his first visit to a bowling alley in 20 years.

another force hard at work eliminating these older machines from the market: Modern records.

Approximately two years ago, 75 per cent of the records stocked on dealers' shelves were of the 78 r.p.m. vintage, the remainder being 45's. Today, the situation is reversed, with about 40 per cent of the retail outlets dispensing with 78's altogether.

Principal Factors

The principal factors responsible for this development and its subsequent effect on old equipment were: Public preference for the smaller disk, the desire of record manufacturers to standardize with 45's, and the complete, sudden switch to 45's by juke box manufacturers.

Surprisingly the 45 r.p.m. disk made its greatest strides in public favor in the pop tune classification—which makes up about 90 per cent of the purchases of the average juke box operators. As a result, record manufacturers standardized in this classification quickly.

Record dealers sharply curtailed their purchases of 78's as they found both the public and juke box operators clamoring for the new sized disk. An indication of how standard the 45 disk has become is the recently adopted policy of record manufacturers to supply all radio stations with popular recordings in the 45 r.p.m. size.

Exports Help

Consequently, juke box operators are finding their older machines harder to service, and harder to dispose of. Distributors accepting the older machines as trade-ins rely largely on the export market for an outlet, but even there 45 r.p.m. machines are beginning to take hold.

The foundation upon which the remaining demand for 78 r.p.m. disks stands is beginning to crumble. And with operators finding collections paralleling new equipment, the old machines will soon become collectors' items along with hand cranked phonograph and the one sided record.

Detroit

Gus Kostonis, of Kostonis Music, has returned from an extended trip to Europe. His son has been running the business in his absence.

Harry Graham, who has been known as "Mr. Music" in the Detroit area and has been seriously ill, renewed acquaintances with operators at a meeting of the United Music Operators.

Carl Von Gruenigen, veteran music machine route operator, is reported in Harper Hospital, after suffering injuries in a traffic accident. His condition is believed to require hospitalization for several months.

Gunn Music & Service Company is being rechristened Gunn Music Company, reviving an old firm name dating back to the turn of the century. The name was used by a music store at Saginaw, Mich., and later used by the late William and Carrie Gunn in Detroit in the early days of the automatic piano and juke box.

John F. Gunn, nephew of William Gunn and a grandson of the founder of the first firm, is planning to devote most of his time to selling in another field, while his wife, Margaret E. Gunn, long a partner in the business, is taking over major responsibility for operation of the route.

They have discontinued the juke box service department, with this business being taken over by Floyd McCreedy, of McCreedy Music Company, and Frank Antaya, of AAA Music.

Twin Cities

Communications to:
Jack Weinberg
HYland 2885

Zenith Novelty Sold;
Atoll to Los Vegas...

Word from Duluth is that George Atoll, of the Zenith Novelty Company there, has disposed of his coin machine route, at one time the largest in the Head-of-the-Lakes district, to his chief mechanic, Atoll, veteran operator in the Duluth-Superior area, reportedly is heading for Nevada.

Archie LaBeau, of LaBeau Novelty Sales, St. Paul, reportedly much enthused with the possibilities of the new Rock-Ola music line which his firm jobs in this territory.

Earl McFarland, mechanic for Chapman Amusement, Minneapolis, recently bought himself an airplane and broke it in with a flight to Sheridan, Wyo., with stop on the way. His wife accompanied him.

Dick Maxwell, record department chief at F. C. Hayer, RCA Victor distributors in this market, has fully recovered following a recent appendectomy.

Tom Prenevost at Forster Distributing, Columbia label jobbers, reports operators are giving heavy play to Rosemary Clooney's "Hey, There," Peggy King's "Hottentot" and Tony Bennett's "Cinnamon Sinner."

Sid Levin, of Lieberman Music, traveled to North Dakota, Montana and into Canada for the firm. Herb Sandel, head of Lieberman's wholesale record division,

back from a swing to Rapid City, S. D., and Omaha.

He reports that Dick Moervitz has been added to the staff as new representative in the Dakotas.

Lou Welch, of F. C. Hayer, reports that RCA Victor label favorites with juke box operators recently are Eddie Fisher's "I Need You Now"; June Valli's "Tell Me, Tell Me"; Vaughn Monroe's "Doin' the Mambo," with Sunny Gale's "Smile" set to break momentarily.

Dave Chapman, of Chapman's Amusement, Minneapolis, is back from a vacation which took him and his wife to Milwaukee, Chicago; South Haven, Mich., and other Midwest spots.

Amos Heilicher, of Heilicher Bros. Music, is looking for big things in the juke boxes for the Gaylords' "Veni Vidi Vici," already getting insistent demand from coinmen.

Herb Sandel said Paul Whiteman's "Whispering" and Don Cornell's "Hold My Hand," both on Coral, are getting heavy play from juke box patrons.

Fritz Eichhinger, of St. Paul, (Continued on page 90)

Coven Service
School Staged
In Six Cities

CHICAGO, Sept. 25.—Coven Distributors this week completed a two-week Wurlitzer operator service school in six cities in Illinois and Indiana.

Beginning Monday (13) the Coven staff along with Reed Whipple, Wurlitzer regional representative, visited Illinois operators in Chicago, Rockford and Peoria, and Indiana operators in Indianapolis, Anderson and La Fayette. Classes were conducted by Whipple.

Ben Coven, head of the Illinois-Indiana Wurlitzer outlet, said that the classes were aimed at improving and up-dating service procedures. He said that the areas visited represented key cities for the various operator territories.

Coven said that additional classes would be held in about three weeks in six other cities.

Tom London, Chicago representative of Coven, and George Wagner and Lew Jones, of Indianapolis, assisted Whipple in conducting classes.

ed out that radio and television use commercials.

Les Montooth, vice-president of MOA, said that he felt the proposal would go a long way in helping the operator meet present high overhead and operating costs. He said that should the proposal prove detrimental, no one would get rid of it faster than MOA. "It certainly should be proven one way or the other," he added.

George A. Miller, when contacted about the proposal, had this to say: "Both MOA and Rodney Pantages are interested solely in the coin-operated music business. Should the program show signs of hurting the industry, no one would close the door faster than these two parties."

Gordon Stout, president of the South Dakota Phonograph Operators' Association, said that members of his association felt that the plan should be put to a test. He said that at a meeting in Salem September 13 operators agreed that cutting the proposal down before it had a chance was not fair.

Because little is known about the program, Stout added, operators throught his area had remained neutral agreeing that it should be tried.

Pantages, the man behind the proposal, told The Billboard that all he was waiting for to begin field tests was the contract. With the legal formality out of the way, Pantages was expected to launch a full scale campaign to find out just what the public's reaction is going to be. He expects to spend about \$40,000 in field tests alone.

COINMEN YOU KNOW

MOA, Pantages Sign Pact

• Continued from page 85

acceptance. The recordings would probably be a two minute vocal or instrumental followed by a 30-second jingle-type advertising message.

Member-operators using the recordings would receive a flat weekly or monthly rate, which would be collected and disbursed by MOA. Machines using the adver-

tising recordings would be equipped with a special timing device which would automatically play the disk at regular intervals.

The plan was first introduced at a special meeting of MOA executives in Chicago last July. At that time the board voted to adopt and explore the proposal with Pantages. Shortly after, Sidney Levine, national legislative counselor of MOA, was instructed to draw up a suitable contract.

Since then, however, the proposal has lifted the roof in many corners. Juke box manufacturers, with the exception of one, said that the program would destroy the coin-operated music business. (The Billboard, September 11.)

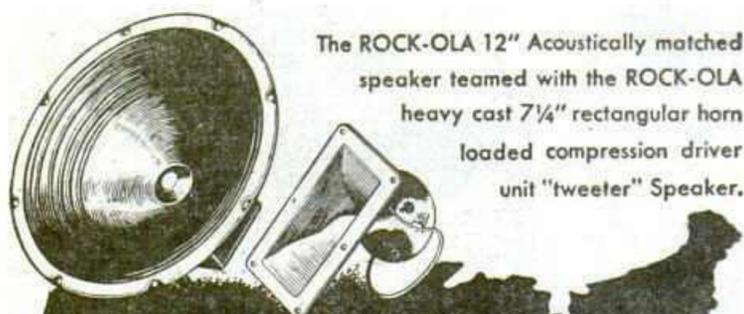
Almost immediately, leading operators throught the country were contacted by The Billboard for their opinions. A majority of the operators said that they felt commercials would bring in a needed revenue to offset high operating costs and lower collections, the minority remained skeptical, fearing public opinion might be negative. (The Billboard, September 25.)

It was public opinion that manufacturers cited in their views on the subject. They said the public would take a dim view of commercials on juke boxes and might easily give up patronizing an establishment where the advertising disks were installed.

Some music operators, too, felt that commercials might cause public resentment, but still they urged that tests be made to determine what degree, if any, resentment might take.

This week, operators continued to inform The Billboard as to their position in the matter. Jack Cohen, president of the Phonograph Merchants' Association of Cleveland, said that his first reaction to the proposal was unfavorable; however, he would now like to see experiments made to get the reaction of the public.

He said, "I would like to see whether the loss of business would more than offset the income received from the advertising. No one knows that advertising records will harm the business." He point-

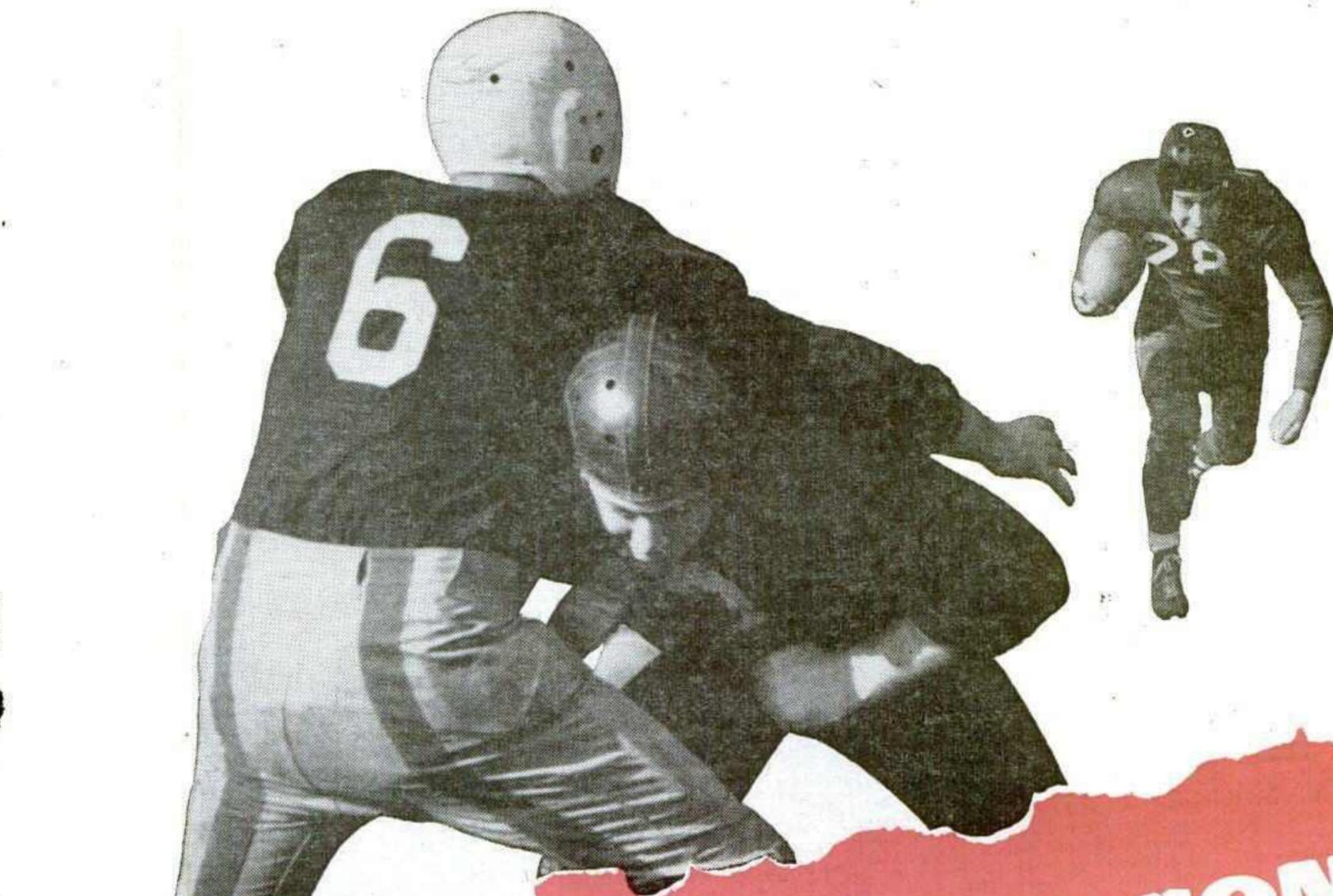


The ROCK-OLA 12" Acoustically matched speaker teamed with the ROCK-OLA heavy cast 7 1/4" rectangular horn loaded compression driver unit "tweeter" Speaker.

ROCK-OLA
True HI-FI Components
produce...

... the TONE that's
the Talk of the
Country!

ROCK-OLA Manufacturing Corp.
800 North Kedzie Avenue, Chicago 51, Illinois



BLOCKS COMPETITION IN YOUR AREA

Your competition is stopped dead in its tracks when it tries to buck the play appeal and profit power of the Wurlitzer 1700HF. 104 selections, true Hi-Fi tone, *plus* standout eye attraction add up to more money than you've ever seen in a collection box.

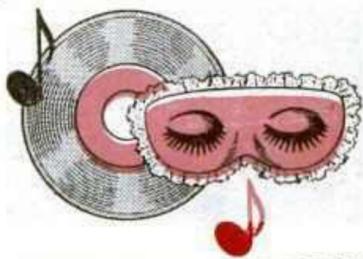
You'll not only hold the line against competition, but run up bigger earning scores, too—with a triple-threat 1700HF in every top location!

**SEE IT-HEAR IT-BUY IT-AT YOUR
WURLITZER DISTRIBUTOR**

THE HIGH SCORING, HIGH FIDELITY

Wurlitzer **1700HF**

TAKES THE MASK OFF
THE MUSIC



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856



ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4
AMI				
Model A	\$129.00 150.00	\$129.00 150.00	\$129.00 150.00	\$129.00
Model C	225.00			
Model D-40	249.00			
Model D-80	329.00 475.00	329.00	329.00	329.00
	469.00		469.00	469.00
EVANS				
Constellation	240.00	240.00	240.00	
MILLS				
Constellation	150.00 175.00	175.00	175.00	
ROCK-OLA				
Rock-Ola Fireball				
1422	75.00		382.50	
1426	75.00			89.00 175.00
1428				
1432				175.00
1434				
1436 Fireball 45 RPM	325.00	325.00	265.00	365.00
	395.00	395.00	395.00	350.00 395.00
SEEBURG				
M 100-A (78 RPM)	475.00			
M 100-B	495.00			
M 100-C	695.00			
146	69.50 99.00	99.00	99.00	99.00
146 Hideaway	69.50			
147	69.50 119.00	119.00	119.00	119.00
147 Hideaway	69.50			
147 M				
148 M	149.00	55.00		
148 ML	169.00	149.00	149.00	169.00
		169.00	169.00	189.00
WURLITZER				
750	59.00			
1015	79.50 110.00	125.00	125.00	110.00 125.00
	125.00			
1017 Hideaway	89.50			
1080	99.00			
1100	175.00(2)	180.00 225.00	180.00 225.00	99.00 250.00
	225.00			
N 1217	159.00	159.00	159.00	159.00
1250	249.00 265.00	265.00	265.00	265.00
1250 Hideaway				
1400	395.00	150.00		
			389.50	

COINMEN YOU KNOW

Continued from page 88

added new bowlers to his extensive operation. Jim Stansfield, of Winona, Minn., bought music and bowlers on his trip to this sector. Bun Mraz, of Brainerd, Minn., picked up music on his visit.

Leon Harris, of Enderlin, N. D., came to town to buy bingo games for his expanding route and reported business good out his way. Music and games were the prime interest of Martin Kallsen, of Worthington, Minn., on his trip to this market.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Music Guild

Changes Bylaws . . .
Evan Griffith, secretary of the Washington Music Guild, announces that the bylaws of the Guild were changed at a recent meeting held at the Ambassador Hotel here. AMI held classes for servicemen before and after the meeting. Evan adds that his own Pioneer Novelty Company is doing a good business.

Westway Vending, headed by Sid Lotenberg, is opening its huge location at Maryland University. Several summer locations have been closed for the season. Sid looks forward to the NAMA convention which will be held here next month.

Dick Zigler, of the Canteen Company, says business is steady and that he looks forward to greeting some officials of his company who will be here to attend the NAMA meet.

Hirsh Machines is doing a steady business, says Hirsh de la Viez.

James Bowen, manager of Kwik Kafe of Washington, has been confined to his home with a minor illness. Business at his firm is picking up well due to cool mornings. Hot chocolate continues to add to collections, and Bowen has more requests for the chocolate vender than he can supply. He looks forward to his best season.

The G. B. Macke Corporation is installing two automatic snack bars in a plant in Greensboro, N. C., says Meyer Gelfand. Macke is continually expanding its service to outlying areas.

Harry Leach, who operates the Zoo Concession along with his father, reports that the summer season was a good one. All of his kiddie rides were well received.

Portland, Ore.

Communications to:
Buford Sommers
TABor 5095

Op Makes Stand

For Dime Play . . .
John Honeywell, music operator, is among the few striving to break away from the 5-cent-play pattern that prevails in standard locations here. At Fred Meyer's Gateway, Portland's newest and largest shopping center, Honeywell has a restaurant location on dime play.

Dale Hertzler and Jon Wright, parts men at Western Distributors, were back this week, without deer. They had been hunting with bows and arrows in the Hart Mountain country in Oregon. En route they met other hunters, armed with rifles, who were fleeing the Hart Mountain area, where a huge brush fire was raging. Hertzler and Wright detoured to the John Day Country, where they saw lots of scenery but no deer.

Cliff Breneman, of Sunset Automatic Music Company (Samco) was in Portland all smiles as the 78-day lumber strike was winding up. News equally as good as the end of the strike was word that even the winter weather might bring shutdowns in the woods, Coos Bay mills would still operate. Breneman said the mills have been cold decking logs since last spring so that they have a supply adequate to continue operation until far into next spring.

Pittsburgh

Communications to:
Leon Leffingwell
WAInut 1-0102

Wyner Finds Coast

Vend Rivalry Keen . . .
Heavy concentration of vending machines on West Pico Boulevard, Los Angeles, was noticed by Harry Wyner, of the Automatic Vending Machine Exchange, who recently returned from a trip to that city to visit his daughter, Marian, and his stepbrother, Max Hoffenberg. Harry also saw Mike Carr, of Coast Cigarette Service; Ed Lufkin, of Du Grenier; Aubrey Stimler, of Electro, and Ed Stanton, of E. F. Stanton & Company; visited Palm Springs, Salton Sea and Redondo Beach. Harry reports competition is so keen on the Coast—operators with 6,000-7,000 machines are not unusual—that machines are taken out of circulation and repainted when they have only a few scratches.

Morris Moskowitz, of Sidmor

Vending Company, predicts a future for the capsule merchant business. The firm specializes wholesaling capsules, ball game peanuts and small bulk vending machines. The ever-increasing number of children is providing never-ending supply of prospective customers, says Moskowitz.

John S. Novosel, of Novo Vending Service, reports the only he has been able to overcome business caused by district strikes is to put out more vending machines.

George Bodner, of Stedfeld favorite spot for vending operators, reports recent favorites been the Hill Toppers and Te Brewer.

Just inside the Administration Building at the Greater Pittsburgh Airport Andrew Tiglio has game room well lighted, with games and guns. Youngsters under six years ride the mechanical horses.

Jerry Bahl, office manager, Liams Vending Company, is taking out the new .22 rifles by putting them out and moving them around.

Bill Reinwasser, the over six-foot 15-year-old son of Sidney Reinwasser, who operates the Save Rite store on the North Side, worked all summer as bus boy at the New Yorker Hotel at Atlantic City, going to the seashore by bus and wangling the job on his own.

George and William Sopira, of Service Rental Coin Machine Company, reflecting on their long experience in renting machines, say you can make a living and have nothing to worry about in the music field as long as you are aggressive, pay your bills and do not over-extend your investment.

Miami
Communications to:
Al Denny
83-3696

Op Drops Nickel

Play; Boosts Take . . .
Coinmen who are grumbling about sliding collections might take a tip from Arnold Rogan, of the Juke Box Company. A few months ago Rogan eliminated the nickel chute in about a dozen of his machines and set them up for two plays for a dime, six for a quarter. The net result, he reported, was a \$4 to \$5 increase per machine per week. Only one location owner requested a change back to straight nickel play, Rogan said.

Phil and Harry Zimand, Acme Music & Vending Company, hosted a party for the official opening of Cameo Drugs which the brothers recently acquired at 1443 Washington Avenue, Miami Beach. Coinmen from the area dropped in to wish the boys well in their new venture.

The AMOA admitted into membership Mike Kramer, who purchased a music route from Isadore Samet.

Buddy Kauffman, who was severely injured in an automobile accident, is now able to leave the hospital on weekends for visits home. The good news was given out by his dad, Jack Kauffman, of C & L Amusement Company.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **AMI BOWS NEW JUKE** model F. Distributors converge in Grand Rapids for unveiling. AMI officials conducted tours thru plant, where the new model is reported in full production, held private meetings to acquaint distributors with features of new box (Page 86, The Billboard, September 25).
- **CANADA'S VENDING LOOKS UP.** Vending industry in Canada on brink of becoming solid business. "Big money," represented by industrial caterers, interested. Caterers see vending as supplement to in-plant feeding. (Page 92, The Billboard, September 25.)

- **COIN OUTLOOK NEVER BETTER** chorus coin machine manufacturers, distributors, operators with eye to fall and winter. Majority expect coming seasons to add substantially to profits, stabilize industry as a whole. Manufacturers expand organizations, offer bigger quantity, wider choice of games, juke boxes and venders. (Page 86, The Billboard, September 25.)

- **BULK VENDING TO PROFIT** by new provision in Internal Revenue Act, major charm manufacturer says. Provision provides for three-year depreciation on equipment. Equipment previously requiring 30 months for 50 per cent write-off may now be written off in 12 months. (Page 92, The Billboard, September 25.)

- **PAID JUKE COMMERCIALS** weighed by juke box operators. Operators believe paid commercials recordings on their phonographs may be the means of offsetting lower collections and higher operating costs, but agree they would not use them if they caused public resentment. (Page 1, The Billboard, September 25.)

IF YOU MISSED READING THE SEPTEMBER 25 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:
TRADE REACTION MIXED ON DIRTY DISKS. Execs air opinions on r.&b. off-color records (Music department).
DRIVE ON JUKE BOX ROYALTIES DUE. New copyright action expected to center on the House of Representatives (Music department).
MERCURY SIGNS MORROW BAND. Billy Farrell also added to talent roster (Music department).
And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

Oregon High Court Nips Op Pin Move

Challenge of Portland Ordinance Curbed; Stage Set to Remove Games

SALEM, Ore., Sept. 25.—The State Supreme Court has denied the petition of Stanley G. Terry for a rehearing of his suit challenging the 1951 Portland City Ordinance banning pinball games.

The stage was thus set for the removal of games within the city. The court denial of a rehearing left intact its ruling last April upholding constitutionality of the Portland 1951 Ordinance prohibiting free-play games. After the court ruling, the Portland city council prepared to effectuate its ordinance but was forestalled when Terry, a Portland game operator, petitioned for the rehearing.

Now the city is awaiting only Circuit Court action lifting a restraining order Terry obtained shortly after passage of the ordinance. That action was expected to require a few days, after which the city was expected to begin enforcement of the ban.

Terry, who obtained the injunction in behalf of himself and other Portland operators, indicated the industry's hope for relief lay in persuading the city council to modify its prohibition action. Just before the Supreme Court ruled,

the city council indicated an intention to legalize games and boost the license fee from the \$20 in effect early in 1951.

After the court decision, however, the city council reversed its position and announced intention of banishing the games.

In seeking further legalizing of games, the operators will have the backing of location owners who, thru the Oregon Licensed Beverage Association, previously pressed a case before the city council. They cited the considerable revenue at stake and since have hinted further action via petition circulation.

The Supreme Court ruling upheld the city's contention that the ban was a taxation measure and rejected Terry's contention that State law licensing games precluded the city from banning them as a policing action.

Concerning the Supreme Court's denial of rehearing, Terry said: "The news is sad indeed, in fact, heartbreaking in view of the fact the State Tax Commission since July, 1954, has collected \$100,000 in taxes on these games for the next fiscal year. Needless to say there is no provision in State law for a refund.

"The city needs the revenue, the State has collected its tax money, and by leaving them (the games) in the city it would make thousands of people happy."

Terry has contended that the city has an annual revenue of \$100,000 at stake in games. Since the ordinance has been in litigation the games have operated without city control or payment of license fees.

The case is of State-wide interest in that other communities have been eying bans on games, some of which already have outlawed them.

Williams Ships Jet Fighter, New Gun Game

CHICAGO, Sept. 25.—First deliveries were made this week by Williams Manufacturing Company of Super Jet Fighter, a new gun game featuring three jet bomber targets which appear in military formation to the right of the screen, then dive, swoop or soar across the target area in ever-varying patterns.

According to the designers, the gun sight is precisely aligned with the targets which appear on the three bombers as they fly across the screen; if the target is directly in the gunner's sight, he can't miss making a hit. A beam of light confirms the player's aim.

The player aims thru a circular sight along the top of a miniature metal jet fighter plane, which is directionally controlled by the player using two handle grips at the front-center of the cabinet. He presses a button to keep the machine gun action shooting at the targets. The handles enable the player to follow the course of the three planes as they appear at the right of the screen and dart across to disappear to the left of the screen—only to reappear to the player's right—until 15 complete flights have passed across the screen.

Color Shows Hits

As each plane is hit, it changes
(Continued on page 96)

United Ships New Gun, New Shuffle Game

CHICAGO, Sept. 25.—Distributors of United Manufacturing Company got two new games this week—the DeLuxe Carnival Gun and the DeLuxe 11th Frame Shuffle Alley—making a total of four different games in production by the firm. (This does not include both match models and regular models of games.)

Carnival Gun is a Remington .22 rifle unit operating on the electrical contact system. It has 11 moving targets and gives bonus scores for completing 25 shots in 60 seconds or less.

The player may take his time

shooting the gun if he wishes, but if he can score two points per second he saves under the 60 second rule. Targets are seven squirrels, scoring one point each; seven rabbits, scoring two points each; six moving ducks, which score three points each. When the player has completed 20 shots, five moving bull's-eye targets pop up, worth 10 points apiece.

The DeLuxe model has a triple match—number, star and clover—which lights up after player finishes shooting and before the time bonus is added to the player's
(Continued on page 94)

REALISM AND BASIC SPORT

Gun Games Open New Spots, Up Fall Takes, Ops Report

By KEN KNAUF

CHICAGO, Sept. 25.—The new crop of gun games, which began moving fast in the amusement game field this summer, are on their way to a permanent place in the industry.

That's the consensus of operators and distributors surveyed by The Billboard this week.

The new target rifle units have already moved into taverns and bowling alleys across the nation—as well as the usual Arcade spots—and have succeeded in hiking operator takes in cases reported an average \$40 to \$50 a week.

Operators surveyed agree that the chief ingredient in their success was the bow to realism manufacturers have made in designing the games. The player is able to hear the gun fired, feel the slight recoil with each shot and handle the gun much as he would a real rifle.

New Gun Trend

The new gun game trend was kicked off in February by the J. P. Seeburg Corporation with the introduction of Coon Hunt, a gun and target set-up using the electric ray principle.

Targets for Coon Hunt are two simulated raccoons which climb up and down trees. When a hit is made, the coon disappears behind the tree and comes out again at a different level and on the opposite side of the tree.

The success of Coon Hunt may well have set the groundwork for the introduction of the new compact rifle units.

Three manufacturing companies gave birth to the rifle unit craze and at least three others are reportedly falling in line with the gun parade of the future. Exhibit Supply, Genco Manufacturing & Sales Company and United Manufacturing Company are all busy with production of these authentic type .22 rifle units which operate on the electrical contact principle.

Exhibit Supply led off the swing to rifle units in April with Shooting Gallery, combining a Remington .22 rifle with a stand supporting rows of ducks, rabbits and owls reflected in third-dimensional depth in the background.

Genco began shipments last June of Rifle Gallery, which features a Savage .22 rifle with turkey and

bull's-eye targets and moving rabbit and duck targets. The moving targets added considerably to the appeal of the game, and this feature was certain to be adapted on other gun games of this type in the future.

United Manufacturing Company is now readying a new rifle unit with moving targets—its second new rifle unit in two months. United
(Continued on page 93)

Gottlieb Ships Multi-Player Pinball Game

Super Jumbo Gives Up to 4 Patrons Chance to Compete

CHICAGO, Sept. 25.—Super Jumbo, a new type multiple-player pinball game which allows up to four players to compete in one game, was shipped this week by D. Gottlieb & Company.

Super Jumbo is the first of a new line of pinball games to go into production by the Gottlieb firm.

Each player shoots a ball in turn, as individual scores are registered on scoring reels on the backglass. The game is adjustable to give each player three, four or five balls to shoot in each game.

The game is set so that if one player tilts the playfield, only that player's score is canceled, and the other players can continue to play. Numbers light up on the backglass to show which player is shooting and the number of balls he has used.

Triple Match Feature

Super Jumbo has a triple match feature—number, star and jumbo match—which gives the player one replay for matching his score with the match number, five replays for matching the star, and 10 replays for making the jumbo match.

Two button-operated ball flippers at the bottom of the playfield shoot balls back up the playfield for added action. When a ball hits a triangular-shaped center target, advancing lights in a vertical row running from the bottom of the playfield light up one by one until reaching the center target. When the lights meet the target, a mystery bonus of points is given the player.

Four bumpers are lighted when the ball hits either of two roll-over buttons, giving the player 10 points for hitting the lighted bumpers. The limit goes out on the bumpers when the ball hits either of two additional roll-over buttons, the player getting one point for hitting a bumper when the light is out. Replays are given for high scores.

The game is available in a regular model without triple match. Super Jumbo operates on 10-cent play or 10-cent and three-for-quarter play. It has a modernized cabinet, and metal drum scoring reels.

OPS EASE BUDGET

Game Distributor Revamps Shuffles

MILWAUKEE, Sept. 25.—What can be done by amusement game operators to meet the fall budget and still boost their location take?

Wisconsin operators are finding conversion an effective answer.

And an indication of the popularity of this dollar saving device is found here at the headquarters of Hastings Distributing Company, using the Edelco Conversion Unit. Since the first of the year, the firm has renovated 300 shuffle bowling games, turning them into profitable equipment for operators.

Twenty-two years in the coin machine business has convinced owner Sam Hastings that equipment which will help operators make money is worth putting to use.

Conversion Appeal

Conversion units, he says, appeal strongly to the coinmen operating a small string of games, often on a limited expansion budget. Many operators fitting into this category cannot afford to purchase the latest game equipment. One of the best ways for them to cope with demands of location owners for profitable games is to turn to the less expensive, but highly effective conversions.

Hastings specializes in converting two games, the Top Hat and the Mad Cap, old models which were made by United Manufacturing Company, and Chicago Coin Machine Company, respectively. Prices are in two brackets: \$69.50 and \$99.50, including installation charges. The games are modernized with multiple scoring (increasing scores in different frames) and new back-glasses. The work also includes a reasonable amount of "touch-up" and restoration work on the cabinet.

According to Hastings, the most popular conversion is the \$99.50
(Continued on page 96)

Bally Schools Draw Good Op Turnouts

CHICAGO, Sept. 25.—Big turnouts of amusement game operators and servicemen were reported at the recent Bally Manufacturing Company service schools conducted in Cleveland; Erie, Pa., and East St. Louis.

Bally field engineers Paul Calamari and Bob Breither were in charge of the schools.

Other reports from Bally distributors indicate good attendance at the schools scheduled for Louisville, September 30-October 1; Baltimore, October 5-6, and Montreal, October 7-8.

PEPSI-COLA KIDDIE RIDE POPS SALES

MIAMI, Sept. 25.—Pepsi-Cola bottlers are using a kiddie carousel called the Pepsi-Co-Round to boost soft drink sales at special supermarket sales and picnics.

The \$5,000 machine is furnished free to stores, whose only obligation is to hand out free tickets to purchasers of Pepsi-Cola. At picnic gatherings of large organizations, the ride is furnished if soft drinks provided by the organization are purchased from Pepsi-Cola.

In addition to increasing the sale of soft drinks, the carousel is a top drawing card for stores and fine public relations for the local bottler.

Atlanta Freezes City Shuffle Game Permits

ATLANTA, Sept. 25.—In a move to wipe out shuffle games in the city, Atlanta officials ordered a freeze on new permits.

According to Chief of Police Herbert Jenkins, the shuffle games are replacing outlawed pinball games as a means of gambling. Henry Bowden, assistant city attorney,

added that the use of the shuffle games is a violation of the present ordinance banning pinballs.

City Clerk Joe Richardson was told to stop issuing new permits, and unless the order is changed, existing permits will lapse January 1. The freeze may be temporary, pending further investigation by Chief Jenkins.

Bingo Specials

- Surf Club . . . \$460
- Ice Frolics . . . 395
- Palm Springs . . 380
- Beach Club . . . 345
- Dude Ranch . . . 345
- Bally Beauty . . 260
- Yacht Club . . . 210
- Frolics 195
- Atlantic City . . 150
- Palm Beach . . . 140
- Coney Island . . 80
- Spolife 70
- Bright Spot . . . 70

Equipment off location—clean and in perfect working condition.

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SUPERIOR SALES CO.

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7855 Stony Island Ave.
Chicago, Ill.
Phone: Bayport 1-1616 from
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SORRY!

Our advt. last week, which erroneously stated "WANT LATE BINGO GAMES—CASH OR TERMS," should have read: "CASH OR TRADE."

MONARCH COIN MACHINE, Inc.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4
ABC (United)	\$45.00 50.00	\$45.00 50.00	\$50.00	\$50.00 65.00
Army & Navy			125.00	125.00
Atlantic City (Bally)	135.00 145.00	150.00(5)	150.00(6)	140.00
	150.00(4)	175.00	175.00	150.00(4)
	175.00			165.00
				175.00(2)
Basketball Champ (Chicago Coin)	175.00 250.00	175.00 250.00	250.00	250.00
Batting Practice	65.00 89.50	65.00 89.50	65.00 89.50	65.00 89.50
Beach Club (Bally)	325.00 350.00	325.00(2)	325.00(2)	300.00 325.00
	355.00 360.00	355.00(2)	355.00(2)	355.00(2)
	375.00	360.00 375.00	360.00 375.00	360.00 375.00
Beauty (Bally)	250.00(2)	265.00(2)	265.00(2)	265.00
	265.00(2)	275.00(2)	275.00(2)	275.00(3)
	275.00(2)			
Be Bop (Exhibit)	84.50	84.50	84.50	84.50
Bermuda (Chicago Coin)	49.50	49.50	49.50	49.50
Blue Skies (United)	49.50	49.50	49.50	49.50
Bolero	40.00	40.00	40.00	40.00
Boston (Williams)	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb)	59.50	59.50	59.50	59.50
Bright Lights (Bally)	60.00 65.00	60.00 70.00	60.00 70.00	49.50 50.00
	85.00 90.00	85.00 90.00	90.00	65.00 75.00(2)
Bright Spot (Bally)	75.00 85.00(3)	75.00(2)	75.00 85.00(2)	75.00 85.00(2)
	90.00 95.00(2)	85.00(2)	90.00 95.00(3)	89.00 90.00
		90.00 95.00(2)	99.50	95.00(2) 99.50
Briffalo Bill (Gottlieb)	59.50	59.50	59.50	59.50
Cabana (United)	175.00	175.00	175.00	175.00(3)
Campus (Exhibit)	84.50	84.50	84.50	84.50
Canasta (Genco)	59.50	59.50	59.50	59.50
Champion (Bally)	89.50	89.50	89.50	89.50
Citation (Bally)	79.50	79.50	79.50	79.50
C.O.D. (Williams)	95.00	95.00	95.00	95.00
Coney Island (Bally)	80.00 85.00(3)	69.50 80.00(2)	69.50 80.00	75.00 80.00
	90.00 95.00(3)	85.00 95.00(3)	85.00 82.50	85.00 95.00(5)
			95.00(3) 99.50	99.50
County Fair	75.00	75.00	75.00	75.00
Circus (United)	150.00	150.00	150.00	150.00
Dallas (Williams)	69.50	69.50	69.50	69.50
Daisy May	225.00	225.00	225.00	225.00
Dealer	225.00	225.00	225.00	225.00
Deluxe Baseball (Williams)	350.00	350.00	350.00	250.00 350.00
Dew-Wa-Ditty (Williams)	49.50	49.50	49.50	49.50
Double Feature (Gottlieb)	79.50	79.50	79.50	79.50
Double Shuffle	59.50	59.50	59.50	59.50
Dragonette	225.00	225.00	225.00	225.00
Dreamy (Williams)	79.50	79.50	79.50	79.50
Dude Ranch (Bally)	345.00 355.00	345.00 355.00	345.00 355.00	325.00 345.00
	365.00	365.00	365.00	365.00(2)
		375.00(3)	375.00(3)	375.00

	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4
Fairway	95.00	95.00	95.00	95.00
Floating Power (Genco)	49.50	49.50	49.50	49.50
Flying High (Gottlieb)	129.50	129.50	129.50 145.00	129.50
400 (Genco)	65.00	65.00(2)	65.00(2)	50.00 65.00
Four Horsemen (Gottlieb)	99.50	79.50 99.50	79.50 99.50	79.50 99.50
Frolic (Bally)	195.00 225.00	195.00	225.00(2)	195.00 225.00
Futurity	69.50	69.50	69.50	69.50
Gizmo (Williams)	49.50	49.50	49.50	49.50
Globe Trotter (Gottlieb)	109.50	109.50	109.50	109.50
Gold Cup (Bally)	59.50	59.50	59.50	45.00 59.50
Grand Champion (Williams)	110.00	110.00	110.00	110.00
Green Pastures (Gottlieb)	195.00	195.00	195.00	195.00
Guys-Dolls (Gottlieb)			135.00	135.00
Happy Days (Gottlieb)	109.50	109.50	109.50	109.50
Havana	395.00	395.00	395.00	325.00 395.00
Hawaiian Beauty (Gottlieb)			235.00	235.00
Hayburner	69.00 75.00(2)	75.00(2)	75.00(2)	69.00 75.00(2)
Hit 'n' Run (Gottlieb)	109.50	109.50	109.50	79.00 109.50
Ice Frolics	400.00(2)	400.00(2)	400.00 410.00	400.00 410.00
	425.00(2)	425.00(2)	410.00	425.00(2)
			425.00(2)	445.00
Jockey Club	235.00	235.00	235.00	235.00
Jockey Specials (Bally)		54.50	54.50	45.00 54.50
Joker (Gottlieb)	89.50	89.50	89.50	89.50
Jumping Jack (Genco)	100.00	100.00	100.00	100.00
Knock Out (Gottlieb)	79.50	79.50	79.50	79.50
Lazy Q			175.00	175.00
Leader (United)	40.00 65.00	40.00 65.00	65.00 75.00(2)	49.50 65.00
	75.00 95.00	75.00 95.00	95.00	75.00 89.00
Lite-o-Line	40.00	40.00	40.00	40.00
Long Beach (Williams)	65.00 95.00	65.00 95.00	65.00 95.00	85.00 95.00
Lucky Inning (Williams)	59.50	59.50	59.50	59.50
Mexico				425.00 470.00
Minstrel Man			65.00	65.00
Monterrey (United)	49.50	49.50	49.50	49.50
Mystic Marvel (Gottlieb)	195.00	195.00	195.00	195.00
Oklahoma (United)	69.50	69.50	69.50	69.50
Palisades (Williams)	\$110.00	\$110.00	\$110.00	\$110.00
Palm Beach (Bally)	140.00	140.00	150.00(3)	140.00(2)
	150.00(3)	150.00(2)	175.00(2)	150.00(2)
	175.00(2)	175.00(2)	175.00(2)	175.00(2)
		395.00(2)	395.00(2)	375.00
		410.00(2)	410.00(2)	395.00(2)
				410.00 450.00
Paradise (United)	49.50	49.50	49.50	49.50
Pin Wheel (Gottlieb)			165.00	165.00
Pikes Peak		18.50	18.50	18.50
Poker Face (Gottlieb)	135.00	135.00	135.00	135.00
Puddin' Head (Genco)	54.50	54.50	54.50	54.50
Quarterback (Williams)	75.00	75.00	75.00	75.00
Quartette	110.00	110.00	110.00	110.00
Quintette	125.00	125.00	125.00	125.00
Rag Mop (Williams)	89.50	89.50	89.50	89.50
Rio (United)	345.00 365.00	345.00 365.00	345.00 365.00	345.00 375.00
Rondeevoo (United)	49.50	49.50	49.50	49.50
Sally (Chicago Coin)	49.50	49.50	49.50	49.50
Saratoga	49.50	49.50	49.50	49.50
Screwball (Genco)	49.50	49.50	49.50	49.50
Select-a-Card	40.00	40.00	40.00	40.00
Shindig	165.00	165.00	165.00	165.00
Special Entry (Bally)	49.50	49.50	49.50	49.50
Spot-Lite (Bally)	70.00 75.00(2)	75.00(2)	75.00 85.00(3)	69.50 75.00(2)
	85.00(4)	85.00(3)	95.00(2)	85.00(3)
	95.00(2)	95.00(2)	95.00(2)	89.00 95.00
Stars (United)	40.00 85.00(2)	40.00 85.00	85.00(2)	85.00 125.00
	95.00	115.00	115.00	
Stardust (United)	49.50	49.50	49.50	49.50
Struggle Buggy			165.00	165.00
Summertime (United)	49.50	49.50	49.50	49.50
Sunshine Park	99.50	99.50	99.50	99.50
Super World Series (Williams)	195.00	195.00	195.00	195.00(2)
Tampico (United)	69.50	69.50	69.50	69.50
Tahita (United)			195.00	300.00
Tennessee (Williams)	49.50	49.50	49.50	49.50
Texas League (Keeney)	69.50	69.50	69.50	50.00 69.50
Three Feathers (Genco)	54.40	54.40	54.40	54.40
Three-of-a-Kind	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb)	69.50	69.50	69.50	69.50
Thrill (Chicago Coin)	49.50	49.50	49.50	49.50
Tropic (United)				240.00 260.00
				295.00
Tumbleweed (Exhibit)	74.50	74.50	74.50	74.50
Turf King (Bally)	40.00 45.00	45.00 99.50	45.00 109.50	45.00(2)
				109.50
Utah (United)	74.50	74.50	74.50	74.50
Virginia (Williams)	49.50	49.50	49.50	49.50
Winner	30.00	30.00	30.00	30.00
Yacht Club (Bally)	185.00 220.00	185.00 215.00	185.00 215.00	185.00 190.00
	225.00(2)	220.00	220.00	195.00 200.00
	245.00	225.00(2)	225.00(2)	220.00 225.00
	250.00(2)	245.00	245.00	250.00(3)
		250.00(2)	250.00(2)	
Zingo	40.00 65.00	40.00 65.00	65.00	65.00

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KING SIZE CONVERSION UNITS FOR ALL makes, \$11. Parts for all machines. E. F. & Company, 5435 West Washington Blvd., Los Angeles 16, Calif. nov6

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices, Veedo Sales Co., 2124 Market St., Philadelphia 3, Pa. Lc028 7-1448. oc30

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braun Mfg., 171 E. 92d St., New York, N. Y. oc16

Routes for Sale

JUKE BOX GAME ROUTE—ALL VERY late equipment. Two late Trucks. Route located in Middle West. Average take \$4500 per month. Easy terms. Ill health forces sale. Box M-84 c/o Billboard, Cincinnati 22 Ohio oc2

JUKE BOX, PIN AND SHUFFLE ALLEY Route, \$80,000,

REALISM AND BASIC SPORT

Gun Games Open New Spots; Up Fall Takes, Ops Report

Continued from page 91

Began production in June on Junle Gun, which uses a Remington .22 rifle with rows of elephant, lion, gorilla and bull's-eye targets reflected with a jungle backdrop (The Billboard, July 10).

Early this month Exhibit announced its second new rifle unit, Star Shooting Gallery (The Billboard, September 4). The Star is equipped with a Remington .22 rifle with rows of animal and bull's-eye targets and features three separate target set-ups in each game.

Widespread enthusiasm was voiced across the country by operators and distributors in the initial reception of these rifle units. The guns have since been on the market long enough to prove that they are here to stay for awhile.

Supplement to Shuffles

In Chicago, gun games are particularly welcome. Pinball games are still on the shelf in Chicago and promise to be for some time to come. Thus amusement game operators have been fed a strict diet of shuffle bowling games, and while the shuffle games are hard to beat as a steady location piece, there has been a long pent-up demand for something to supplement these games on location.

Chicago operators are using more and more gun games on location in bowling alleys and taverns to diversify their business, and the rifle units have come to be standard equipment in Windy City Arcades. Guns on location in taverns and bowling alleys are found to be adding to gross receipts in most cases, rather than detracting from shuffle game take.

In Los Angeles, gun games are being added to the contingent of games in taverns and some restaurants where they are being played by adults. The games draw no specific segment of trade, getting the play from the general patrons of the establishment in which they are located. Some operators report that they are competitive with the other equipment within the spot and that the over-all take from the location has increased.

Operators explain that the guns draw patronage because there is a general desire to shoot. This opinion was borne out during World War II when guns of that type were in arcades near military installations. Although the patrons, when servicemen, were on rifle ranges thruout the day, they still paid money to shoot the ray gun games.

As one might expect, the kids go for the guns, too, but because of the limited take this field offers, the moppets are generally deprived of the play. The guns do require up spots and are moved around; eventually they will hit the spots frequented by the kiddies.

Moving Targets Draw

Lyn Brown, Los Angeles operator, who is well into the gun business, declared: "The guns are in taverns in the main but some are

well spotted in bowling alleys, where they get mixed crowds. A good location can run \$40-50 a week. Moving targets draw most of the interest, but stationary ones still get good play. The moving target type is stepping out ahead now in this area. The basic competitive sport of the gun game is the business-getter."

Merle Holmes, who operates games and music in the San Fernando Valley area, sums up the situation this way: "Rifle games will step out ahead of the other games in a spot, but soon the games are back at their former earning capacities. We use the moving target type and they are played by adults; our locations are taverns and beer parlors."

Al Cohn, of Trico Music, Los Angeles, has installed a few of the rifle games and found the moving target and drum scoring helpful in increasing business in the locations. "In a way the rifle may be competitive with other games such as the bowlers," he says, "but the take on both types of games is good."

Boost Summer Trade

Connecticut amusement Arcades have found that location of gun games means the difference between fair-to-middling business and successful grosses.

Says Abe Fish, of General Amusement Game, Hartford: "A good many Connecticut operators look upon gun games as a decided shot in the arm for coin machine trade. They have been thankful during the summer that gun games have been drawing customers into the Arcades during the hot nights and getting them to play other games as well, which all adds up to better-grossing locations."

Some amusement Arcade operators tell Fish that on occasion they have placed their gun games at the Arcade entrance, drawing down crowds heretofore uninterested or at best casual visitors of the Arcade.

Impact of gun games in the Milwaukee and Upper Wisconsin region has been strong, but spotty in character. Sales of gun games to Milwaukee operators, according to game distributors, have been gratifying, but movement of these units bogged down sharply about the middle of July.

Hardest to sell on the value of the gun games were local Milwaukee operators. Investment made in baseball-type games had tightened their buying budgets in some instances, at the onset of the summer season. One Sudstow operator, however, finding his gun games highly lucrative, purchased 10 guns from one distributor and has plans for adding more before long.

Bolster Sagging Locations

Ken Kulow, of Hilltop Coin Machine Company, reported that his firm found best results with gun games when they were used to bolster sagging locations. Shifting gun games into spots where play was slowing down on games already on location, was found to promptly rejuvenate takes in all cases.

"The best type of tavern spots for gun games," according to Kulow, "are the busy, super-bars where there is a rapidly changing clientele. The average neighborhood tavern catering to the same patrons day in and out is not normally a good paying spot for any kind of coin equipment."

Kulow's recommendation for game operators is to keep at least three or four gun games moving around to location, acting as a "booster" for low average spots.

In Madison, Wis., Lloyd Bristol reports excellent results with his gun game equipment. Bristol is currently operating five gun games. "Gun games appeal to all age bracket," he says, "and people who normally will not play other types of games will enjoy them. The authentic .22 rifles used on the gun

games is what attracts so many people to start with."

Northern Wisconsin's famous resort areas played host to a record number of tourists this season. Coin machine action reportedly was very heavy up that way. Eagle River coin machine operator Mark Case, using a big proportion of gun games on his routes, states that he enjoyed a highly successful summer with them.

Concurring with Case's optimistic view of gun games in the tourist territory, comes word from distributors handling gun games that a big share of their orders are coming from up-State operators.

From a critical standpoint, several operators have voiced views explaining why they have adopted a "stand-off" attitude toward gun games. These include:

"Gun games are too expensive for the comparatively short time in which they see action."

"The new models haven't been out long enough to see how they'll make out on locations."

"Once a player has reached the top score, he may play it a few more times and then he's thru with the game—it's like any game where the player can go over the top and then he loses interest."

The Detroit area is unrepresentative because of the general absence of amusement games in the city, excepting shuffleboard. The new rifle games are coming into the area on only a very limited scale at present, with distributors indicating that manufacturers' output does not yet give as many as wanted to the area.

Operators' reactions indicate that the new rifles are being welcomed by the public because they offer a significant element of skill. Tony Sanders, of Miller-Newmark Distributing Company, comments that "You play the game instead of the game playing you. Operators need some new ideas, some young blood... this looks like a big run on guns."

Success in Oregon

Success of gun games in the Portland, Ore., area points up the fact that games providing a high increment of fun are the ones that get the play. Operators find that on many locations guns will outdraw pinballs for a time.

The novelty factor is important in the amount of play a gun game achieves. Operators, on finding the gross from such an item to be slipping, move to a new location where the piece will appeal to a fresh audience.

The response from women players has surprised some operators, and one has provided stepstools for equipment that might be too high for the shorter women players.

The success of gun games, however, is seen here as based on their appeal to all segments of the public. An operator told of installing a gun at a location operated by an ex-Marine, whose clientele was interested in marksmanship. However, when he established a new location that lacked entirely the veteran component among the players, he found the gross was equally good.

"Every American is naturally interested in shooting," is the way this operator summed up his observations.

The new type gun games are gaining in favor among operators in that they are found to be adaptable to more locations, especially where space is at a premium. A tavern where every square foot of space is of value for customer seating will hesitate over devoting yardage to a regular shooting gallery operation but will welcome a unit that takes no more space than does a pinball game.

Operators say that gun games would be making more of a headway in this area under normal economic conditions. The 10-week lumber strike, however, has hit hard at game operations.

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EVERY PIECE GUARANTEED O. K.

Table listing various coin-operated games and their prices, such as C. C. BOWL-A-BALL for \$100.00 and PALM BEACH for \$150.00.

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6 Jumping Jacks. 60.00

MODERN DISTRIBUTING COMPANY 2222 Tejon St. Denver 11, Colo. Grand 7-6834

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. We carry a full line of Panoram Parts. Phil Gould 283 Market St. Newark, N. J. Market 2-4275

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

SPECIAL SALE ON USED SHUFFLE ALLEYS

Table listing prices for Chicago Coin Bowlers and United Shuffle Alleys. Includes items like 6 Player Formica Top, 4 Player Formica Top, etc.

ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH GAME.

1/2 deposit on all orders.

Monroe's COIN MACHINE EXCHANGE, INC. 2423 PAYNE AVENUE, CLEVELAND 14, OHIO

Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT—Now Delivering

Bally Variety, Bally Jet and Rocket Bowler, Bally's Complete Line Kiddie Rides, Exhibit Star Shooting Gallery, Chicago Coin Super Home Run

USED EQUIPMENT—Ready for Location

Table listing used equipment including Music, Shuffle Alleys, and Bingos with prices.

CALDERON DISTRIBUTING Co. 450 Massachusetts Avenue Indianapolis, Indiana

WANTED TO BUY

Bingos and Late Model Shuffle Alleys... Write, wire or phone

5-BALLS

Table listing prices for 5-ball games like United Nevada, Bally Variety, Palm Springs, etc.

Table listing prices for Gottlieb, Williams, and Chicago Coin games.

KEENEY-4 Pl. Conversion Unit for 12' Shuffleboard \$99.50

ARCADE

GENCO 2 PL. BASKETBALL, GENCO RIFLE GALLERY AUTO-PHOTO, PITCHING PRACTICE, MIGHTY MIKE, AIR FOOTBALL, AIR HOCKEY, SET SHOT BASKETBALL, RITEWAY 3-D THEATRE, CHI. & PL. HOME RUN, EXH. SHOOTING GALLERY

Table listing prices for various arcade games like Photomatic, Midget Movies, Genco Night Fighter, etc.

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. CHICAGO 22, ILL.

United Ships

Continued from page 91

score. (The player pushes a button on the top of the cabinet to receive the time bonus points.)

Carnival Gun has the realistic .22 rifle features, handling like an authentic rifle, and producing realistic sound and slight kickback.

The unit is decorated with a carnival shooting gallery background, and is available for 10-cent or 10-cent and three-for-quarter play.

The DeLuxe 11th Frame Shuffle Alley features a big 11th frame with strikes scoring 1,000 and spares 500. This follows the regular 10th frame, which gives 600 points for strikes and 400 for spares for a possible 1,800 points if the player gets three strikes in the 10th.

Scores in the first 10 frames progress in each frame from 60-40 for strikes and spares in the first frame to the 600-400 scores in the 10th. Blows are scored in regular 1-9 values in every frame.

The game has triple match-number, star and clover—with the match features lighting up after the game ends. It is also available in a regular model without triple match.

5 Scoring Reels

The 11th Frame Shuffle Alley has the usual six scoring reels built in the backglass, accommodating up to six players per game. The game is available in 10-cent or 10-cent and three-for-quarter play.

Rounding out the variety of United games are Nevada, the latest company five-ball game, and Shuffle Targette, a combination shuffle-target game.

Nevada features lighting up the name of the game letter by letter for five-in-line scores. Lighted up letters are carried over from one game to another, so that the player may reap the benefit of lighting up all six letters in later games if he fails the first time. (The Billboard, August 7.)

Shuffle Targette is a six-player multiple scoring game giving each player 12 shots for 10 cents. The player shoots a metal puck down the formica board, which slants upward at the end, dropping the puck into a molded rubber target area. (The Billboard, August 21.)

SHUFFLE GAMES

UNITED SHUFFLE TARGETTE, UNITED 11th FRAME, HIGH SCORE, UNITED 11th FRAME, DE LUXE, MATCH, GENCO 4 PLAYER SKEEBALL

Table listing prices for United and Genco shuffle games.

VENDERS

Table listing prices for Acorn, Mills, and other venders.

COUNTER GAMES

Table listing prices for Kicker & Catcher, Art Show & Film, ABT Challenger, etc.

1-BALLS

Table listing prices for Turf King, Champion, Citation, etc.

CIGARETTE VENDERS

Table listing prices for Rowe President, National Model 950, etc.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Large index table with columns for machine names and prices across multiple issues (Sept. 25, Sept. 18, Sept. 11, Sept. 4).

WANTED—GOOD BINGO MECHANIC

Must furnish reference. Good pay. Write The Billboard, Box D-56, Cincinnati 22, Ohio.

SHUFFLE GAMES

	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11	Issue of Sept. 4
Advance Bowler (Chicago Coin).....	\$299.00 325.00(3) 365.00	\$325.00 365.00	\$355.00 355.00 365.00	\$325.00(2) \$275.00 355.00 385.00
Big League Bowler, 4 player (Keeney).....	65.00w/p	65.00w/p	65.00w/p	65.00
Bonus Bowler (Keeney).....	300.00(2) 365.00	300.00 365.00	349.50 350.00 365.00 375.00	375.00(2)
Bowl-a-Ball (Chicago Coin)...	59.00 100.00	100.00	100.00	100.00
Bowl-a-Matic (Universal)...	325.00	325.00	325.00	325.00
Bowling Alley (Chicago Coin)...	39.50	39.50	39.50	39.50
Carnival Bowler (Keeney)...	195.00(2)	195.00 200.00	195.00(2) 200.00	205.00
Cascade Shuffle Alley 6 player (United).....	175.00(2) 195.00(2) 199.00 210.00 225.00	195.00(2) 200.00 225.00 229.50	175.00 195.00(2) 200.00 210.00 229.50 235.00	195.00 200.00 215.00 240.00
Classic Shuffle Alley, 6 player (United).....	225.00 250.00(2) 265.00	250.00 265.00 269.50	250.00 260.00 265.00 269.50	250.00 265.00(2) 269.50 275.00
Clover Shuffle Alley, 6 player (United).....	185.00 189.00 195.00 200.00 225.00(2) 235.00	185.00 195.00 225.00(2) 235.00	195.00 200.00 225.00(2) 235.00	225.00(2) 239.00 245.00 249.50 250.00
Club Bowler, 10 player (Keeney).....	145.00	145.00	145.00 150.00	175.00
Crisis-Cross Bowler (Chicago Coin).....	355.00 365.00	365.00	365.00	400.00
Crown Bowler (Chicago Coin).....	179.00 225.00(2) 230.00 250.00 265.00(2)	230.00 250.00 265.00 275.00	230.00 265.00 275.00 285.00	230.00 235.00 275.00
Deluxe League Bowler (Keeney).....		80.00	80.00	
Domino Bowler (Keeney).....	215.00	215.00	195.00 215.00	215.00
Double Score Bowler 10th Frame (Chicago Coin).....	185.00 190.00 195.00(2) 220.00	190.00 210.00 220.00	190.00 195.00 210.00 220.00	200.00 220.00 239.00
Five Player Shuffle Alley (United).....	39.50 60.00(2) 65.00(2) 79.50	60.00(2) 65.00 79.50	25.00 55.00 60.00(2) 65.00 79.50	55.00 60.00(2) 65.00w/p
Four Player (Keeney).....	45.00 125.00	45.00	25.00 45.00(2)	45.00
Four Player Shuffle Alley (United).....	50.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
Gold Cup Bowler (Chicago Coin).....	269.00 285.00 300.00	300.00	300.00	300.00
High Score Bowler (Universal).....	45.00	45.00	45.00	45.00
Hook Bowler (Bally).....			35.00	35.00
Imperial Shuffle Alley (United).....	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00	325.00 349.50 350.00 365.00 395.00
League Bowler (United)....	365.00 395.00	390.00 395.00	390.00 395.00	395.00
Leader Shuffle Alley (United).....	395.00(2)	395.00(2)	395.00(2)	395.00
League Bowler, 6 player (Keeney).....		60.00	60.00	
Matched Bowler, 6 player (Chicago Coin).....	125.00	125.00	125.00	125.00
Name Bowler (Chicago Coin).....	154.00 165.00	165.00	165.00	165.00
Official Shuffle Alley, 4 player (United).....	95.00 100.00(2) 115.00	100.00 110.00 115.00	95.00 100.00(3) 115.00	100.00
Olympics Shuffle Alley (United).....	200.00 225.00(2) 249.00 249.50 259.00w/p 260.00	225.00(2) 249.00 259.00w/p 260.00	225.00 249.50 259.00w/p 260.00	249.50 259.00w/p 260.00(2)
Pacemaker Bowler (Keeney)...	250.00 295.00	250.00 315.00	250.00 275.00 315.00	300.00 325.00
Royal Shuffle Alley (United).....	295.00(2) 329.00 329.50	329.00 329.50	295.00 329.00 329.50	329.50
Shuffle Alley, 2 player (United).....			25.00	25.00
Shuffle Alley Deluxe (Chicago Coin).....	100.00	100.00	100.00	100.00
Shuffle Alley, 6 player (Chicago Coin).....	85.00 95.00(2)	85.00 95.00	40.00 85.00 95.00(2) 110.00w/p	95.00(3) 110.00w/p
Shuffle Alley Deluxe, 6 player (United).....	54.00 65.00 75.00 80.00 90.00 95.00(3) 99.50	75.00 80.00 95.00(3) 99.50	50.00 75.00 80.00 95.00(3) 99.50 125.00	80.00 85.00 95.00(2) 99.50 110.00 115.00 125.00
Shuffle Alley, 6 player (Keeney).....	69.50w/p 75.00	69.50w/p 75.00 75.00w/p 85.00w/p	35.00 65.00 69.50w/p 95.00	65.00 69.50w/p 85.00 95.00
Shuffle Alley, 6 player (United).....	49.50 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50	70.00 75.00 85.00 89.50	50.00 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50 95.00	70.00 85.00 89.50 95.00
Shuffle Alley, 10 player (Keeney).....	95.00 140.00	140.00	140.00	
Six Player 10th Frame (United).....	125.00 140.00	125.00 140.00	125.00 140.00	125.00
Star 6 Player (United).....	125.00 135.00(2) 145.00 150.00	125.00 135.00(2) 145.00 150.00	125.00 135.00(2) 145.00 150.00	125.00 135.00 145.00(2) 150.00
Star 10 Frame, 6 player (United).....	129.00 135.00 150.00 175.00 189.50	135.00 175.00 189.50	135.00 175.00 189.50	160.00 175.00 185.00 189.50
Super Frame Bowler (Chicago Coin).....	395.00(2)	395.00	395.00	395.00
Super Matched Bowler (Chicago Coin).....	124.00 145.00	145.00	145.00	145.00
Super Six Shuffle Alley (United).....	110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50	75.00 110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50
Target (Genco).....	50.00	50.00	50.00	
Team Bowler (United).....	385.00 395.00 410.00 425.00	395.00 410.00(2) 425.00	395.00 410.00(2) 425.00	410.00 425.00(2)
Team Bowler, 10 player (Keeney).....	135.00 145.00	135.00 165.00	100.00 135.00 165.00	145.00
Tenth Frame Special Bowler (Chicago Coin).....	165.00 185.00 225.00	185.00 225.00	165.00 185.00 225.00	185.00
10th Frame Super Shuffle Alley (United).....	125.00 140.00 168.50	140.00 168.50	140.00 168.50	140.00(2) 165.00(2) 168.50
10th Frame Bowler (Chicago Coin).....	140.00 150.00	140.00	140.00 150.00	140.00
Triple Score Bowler (Chicago Coin).....	235.00 245.00 250.00(2) 280.00	245.00 250.00 260.00 280.00	245.00 250.00 260.00 280.00	200.00 265.00

Old Gold

Continued from page 80

brands is raising havoc with the historical sales pattern—a pattern which, in 1949, had the top six brands accounting for more than 90 per cent of all sales, with no more than 10 brands in all having any significant volume.

Coming Up Fast
At the end of 1953, the market share of the top six had dropped by 15 per cent, with the new brands coming up fast.

According to Henry Wooten, cigarette market analyst, last year 21 brands had unit sales exceeding a billion annually, with the figure jumping to 30 brands in the first six months of 1954.

Most phenomenal rise has been in filter-tip brands—from 3 per cent of the market at the end of 1953, to 8 per cent six months later, and estimated to hit 10 to 12 per cent by the end of the year. In 1951, the share of market was less than 1 per cent.

Up 200 Per Cent
While cigarette sales for the first six months of this year were off 15 per cent on conventional brands, king-size sales rose 5 per cent and filter-tip brands 200 per cent, and still climbing. Over-all sales had dropped 4.5 per cent.

All this, of course, will mean that vending operators are faced with an entirely different market, and a changing one. More and more locations will require multi-column, multi-price venders, or the operator will lose much of his potential gross.

New Equipment
The day when the operator could stock the big six and get the maximum takes from his locations is gone. Equipment will probably be replaced at an accelerated rate, requiring heavy expenditures on the part of operators.

It may not be a question of the operator's desire to handle the ever-growing number of new brands with newer equipment—it may be a question of his doing it or else.

ARCADE
NEW

NEW ACTION!
NEW THRILLS!
EXHIBIT'S

STAR SHOOTING GALLERY

3 Target Set-Ups for each Game. All Targets in view when game at rest. Play combinations to suit any location! Another Exhibit Sensation!

Chicoin HOME RUN
Genco 2-PLAYER BASKETBALL
Mutoscope
DRIVE YOURSELF

"First-Conditioned"
Exhibit RUDOLPH...\$325
Genco SKY GUNNER 245
Roovers METAL TYPERS, Late Model 195
BSKTBALL CHAMP... 175
Ex. JET GUN... 175
Ex. GUN PATROL... 155
Seeb. SHOOT THE BEAR... 155
Ex. 6-SHOOTER... 135
SPACE GUN... 145
TELEQUIZ & FILM... 125
Mercury 13-WAY... 85
Athletic SCALE... 85
Chicoin PISTOL PETE... 85
Chicoin GOALEE... 75
RIFLE RANGE RAY... 75
GUN... 65
Seeb. CHICKEN SAM... 65
ZINGO... 65
DALE GUN... 45
Ex. CARD VENDOR... 49

SHUFFLE GAMES
NEW

Chicoin HOLIDAY
Colorful—Exciting! New Point Credit Featuring and Scoring Thrills! Surprise Scoring Feature. New Match Frame Appeal! Many other Sensational play-creating features!
ORDER NOW!

Chicoin PLAYTIME
Chicoin STARLITE
C.C. FEATURE BOWLER
"First-Conditioned"

UNITED—MATCH
ACE, 10/25¢ Chute...\$465
ACE, 10¢... 450
TEAM, 10/25¢... 395
LEADER... 395
IMPERIAL... 345
CLASSIC... 265
CLOVER... 235
STAR 10TH FRAME... 175
STAR 6 PLAYER... 135
OFFICIAL... 115

UNITED—REGULAR
CHIEF...\$385
ROYAL... 329
OLYMPIC, Jumbo Pins... 259
OLYMPIC... 249
CASCADE... 195
SUPER & PLAYER... 125
DELUXE & PLAYER... 95
6 PLAYER w/form... 75
5 PLAYER w/form... 65

CHICAGO COIN
UNITED
RIO... 365
LEADER... 75
WILLIAMS
LONG BEACH... 65

COUNTER GAMES
KICKER & CATCHER...\$29
ABT CHALLENGER... 25
POP-UP... 24
PLAY POKER... 19
BEST HAND... 19

SUPPLIES
SHUFFLE GAME...\$1.75
PUCKS... 3.50
WAX, Case of 12 Cans... 3.50
TICKETS, Rolls or Spindlers—Write for Prices.



Never Too Busy To Give You First-Class Service!

BINGO 5 BALLS

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Bally VARIETY
United NEVADA
"First-Conditioned"
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HI FI... Write
SURF CLUB...\$475
ICE FROLICS... 425
DUDE RANCH... 355
YACHT CLUB... 245
BEACH CLUB... 355
BEAUTY... 265
PALM BEACH... 175
ATLANTIC CITY... 150
CONEY ISLAND... 95
BRIGHT SPOT... 95
BRIGHT LIGHTS... 85

UNITED
RIO... 365
LEADER... 75
WILLIAMS
LONG BEACH... 65

COUNTER GAMES
KICKER & CATCHER...\$29
ABT CHALLENGER... 25
POP-UP... 24
PLAY POKER... 19
BEST HAND... 19

SUPPLIES
SHUFFLE GAME...\$1.75
PUCKS... 3.50
WAX, Case of 12 Cans... 3.50
TICKETS, Rolls or Spindlers—Write for Prices.

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Late model Mills and Jennings slots. Quote quantity, condition and lowest price in first letter.

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NEW

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(for coin machines, of course)



Coin machine exports are truly "plus" sales—and more manufacturers and distributors than ever before are making extra profits by selling equipment, parts, supplies and services to the booming foreign market. Whether you are looking to expand your present foreign operations, or have yet to make your first export sale, let The Billboard lead you to foreign buyers—in addition to your regular U. S. customers! You'll sell both the U. S. and foreign coin machine markets—at the same time and at no extra cost—when you advertise in

The Billboard
The Amusement Industry's Leading Newsweekly



The Billboard Coin Machine FALL EXPORT QUARTERLY
(Distributed October 12—Columbus Day)
Issue Dated—October 16
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Chestnut 1-0443

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Hollywood 9-5831

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A STAR PERFORMER!

★
A STAR MONEY-MAKER!

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STAR

SHOOTING GALLERY

Today many more Exhibit gun games are making money than all other makes put together . . .

And Exhibit's Star Shooting Gallery tops them all!

A FEW CHOICE DISTRIBUTORSHIPS STILL AVAILABLE—

Write for Information

EXHIBIT SUPPLY

4218-30 W. Lake St.

Chicago 24, Ill.

Distributor Revamps Shuffles

Continued from page 91

job. "There are some other good conversion jobs available that run up as high as \$250," he said. "My feeling is that operators will hesitate to spend more than \$99.50. Too high a price defeats the entire purpose of what an operator is trying to accomplish with a conversion—update his equipment at a relatively low price."

Most of the work thus far has been on a cash basis, with few requests for credit extensions, he adds.

Ops Truck Games

The bulk of the conversion jobs that come into the Hastings shop for their "face lifting" come from the Milwaukee area. Operators bring them in themselves with their own trucks. If necessary, Hastings trucks go out to haul in the machines.

Jobs presently are beginning to come in to the shop in greater numbers from the outlying Wisconsin territory. Bob Kollinger, a recent addition to the Hastings staff, has completed a training period in the shop and now is traveling the State selling and installing conversions. His work includes calling on operators throughout Wisconsin and Upper Michigan. He is equipped to make installation on the spot when it can be practically done. This enables operators to have the switch-over performed quickly and conveniently at the same price as if it had been shipped to Milwaukee.

The missionary work on the road by Kollinger is already beginning to show positive results, according to Hastings, as evidenced by the increased queries and number of machines brought to the shop.

Publicity Thru Mail

In addition to putting a man on the road, Hastings is also setting up a State-wide mailing program to acquaint operators with the conversion offer.

Recently enlarged by the addition of a wing to the warehouse and showroom facilities, the Hastings Bluemound Road quarters are already cramped for space. At times, it actually takes up over 100 per cent of the room as machines are crowded into the shipping

room and are even put out on the driveway.

To facilitate the movement of the machines thru the shop for processing, two specially trained Hastings coin machine mechanics devote all of their time to conversion work. While the ideal coin machine mechanic is usually a "jack of all trades," installing conversions presents a host of problems not ordinarily met on the routes.

The Edelco factory sent a highly trained representative to work with the men and teach them the fine points which enable them to cut down the hours logged up on each job. A definite attempt is made to figure out methods of keeping materials, tools and machines moving smoothly thru the shop.

In many instances coin machine operators who are competent mechanics are able to save labor costs by a "do-it-yourself" approach. They watch the first conversion unit installation on a piece of their equipment in the shop. From then on, they merely purchase the units from Hastings and then do the work themselves in their own shops.

Coin firms frequently send their top mechanics to the Hastings firm to learn the installation procedure. If their employee can grasp the knowledge, the cost of conversions from then on is effectively sliced.

300 Units in Year

To satisfy a growing demand from operators who want to buy machines already converted to Top Hat or Mad Cap units, Hastings scours the field searching for good buys in old machines. Not all equipment is suitable, and he has had to go as far as Cleveland to purchase some of the machines.

In the period of less than a year since the firm has plunged into the work of converting old shuffle game equipment into units that compare with new ones, Hastings has put over 300 machines thru his renovating process.

What does the future hold for the budding conversion business? According to Sam Hastings: "This field of conversions is starting to open wide. There are so many old pieces of equipment out in the field that I'm confident we can keep busy for a long time before we begin to run out of work. Even the flow of new machines currently coming off the manufacturer's assembly lines will some day become obsolete, and will be good prospects for conversion jobs."

Williams Ships

Continued from page 91

color from white to red. A score is registered for hitting each plane, with scores increasing in the fifth, 10th and 15th flights. Hitting all three planes during any flight allows extra flights and scores a bonus.

A triple matching feature—number, star and plane—is incorporated in the standard Super Jet Fighter unit, and the unit is also convertible for optional replay. The game is available without match or optional replay features in the Jet Fighter model.

Super Jet Fighter is adjustable to 10, 12 or 15 shots per flight to make it more suitable to the various types of locations.

WANTED FOR CASH

LATE
BINGO GAMES
ICE FROLICs BEACH CLUB
PALM SPRINGS BEAUTY
DUDE RANCH ATLANTIC CITY

ILLINOIS-IOWA OPERATORS!

We Are Delivering
LADY LUCK
Another Gottlieb Hit!
ORDER NOW!

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CENTRAL OHIO SPECIALS
New United Shuffle Alleys for Prompt Shipment

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"BANNER"
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Ice Frolics \$400.00
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CENTRAL OHIO COIN MACHINE EXCH.
525 S. High St. Columbus 15, Ohio
CApital 4-7254

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Exhibit's New Star Shooting Gallery, Write
Mutoscope's New Drive Mobile \$785.00
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Chicago Coin Basketball Champ 195.00
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New York 36, N.Y. BRyant 9-6677
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THREE (3)
for \$100.00

SEEBURG '46
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ROCK-OLA FIREBALL—45 RPM,
(120 Selection) \$395
ROCK-OLA 1428 175

WURLITZER 1250 \$265
WURLITZER 1500 575



A Quarter Century of Service.

ATLAS MUSIC COMPANY

2120 N. Western Ave., Chicago 47, Ill., U. S. A. ARmitage 6-5005

RECONDITIONED AND REFINISHED LIKE NEW!
Terms: 1/3 Deposit, Bal. C.O.D.

SHUFFLE GAMES

Keeney American Match Write Century, Match \$450 Diamond, Match 395 Carnival 195 10 Pl. Team 145	Ace, Match \$425 Team, Match 385 Classic, Match 225 Clover, Match 200 Official, Match 95 6 Pl. Star, Match 125 League 365 Olympic 200 10 Frame Super 125 6 Pl. Deluxe 75	Chicago Coin Double Score \$185 Triple Score 245 Crown, Match 265
United Banner, Match Write	Genco Target \$ 50 Shuffle Pool 225 Match Pool 325	

SPECIAL
18 Ft. Rock-Ola Shuffle-board \$149.50

PURVEYOR DISTRIBUTING CO.
4322-24 N. Western Ave.
Chicago 18, Illinois
Phone: JUNiper 8-1814

SHUFFLEBOARD SUPPLIES
Shuffle Game Wax, Case (12) \$ 3.50
Pucks (Set of 8) 12.00
Fast Wax, Case (12) 4.50
Score Sheets, 10 Pads 7.50
Fluorescent Lights, Pr. 22.50
Used Rock-Ola Shuffleboard, Lite, Pr. 12.50
Adjusters 18.50

CLEANING HOUSE! CITATION \$15 } Bring Your Truck
TURF KINGS... \$25 } and Pick 'Em Up!

RECONDITIONED EQUIPMENT Un. Team \$375 Ea. Un. League \$210 Un. Leaders \$395 Un. Imperials 350 Un. Classics 250 Un. Clover 225 Chicoin 6-Player 95	Genco 3 Pl. Basketball Call \$210 Un. Cascade 225 Un. Olympic 225 Un. DeLuxe 95 Un. Super 110 Keeney Bonus Bowler 300	MISCELLANEOUS Ex. Big Broncho \$395 Bally Champion Horse 395 Ex. Rabbit Ride 295 Ex. Rudolph 295 Ex. Six Shooter 125 Ex. Gun Patrol 165 Pop Corn Sez Vendor 69
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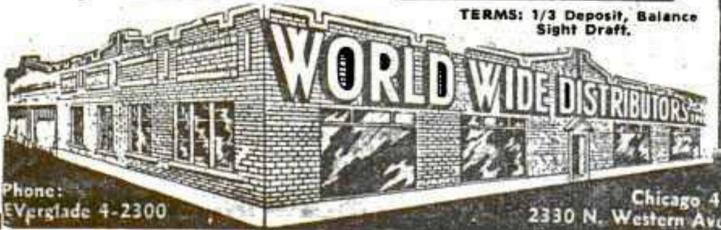
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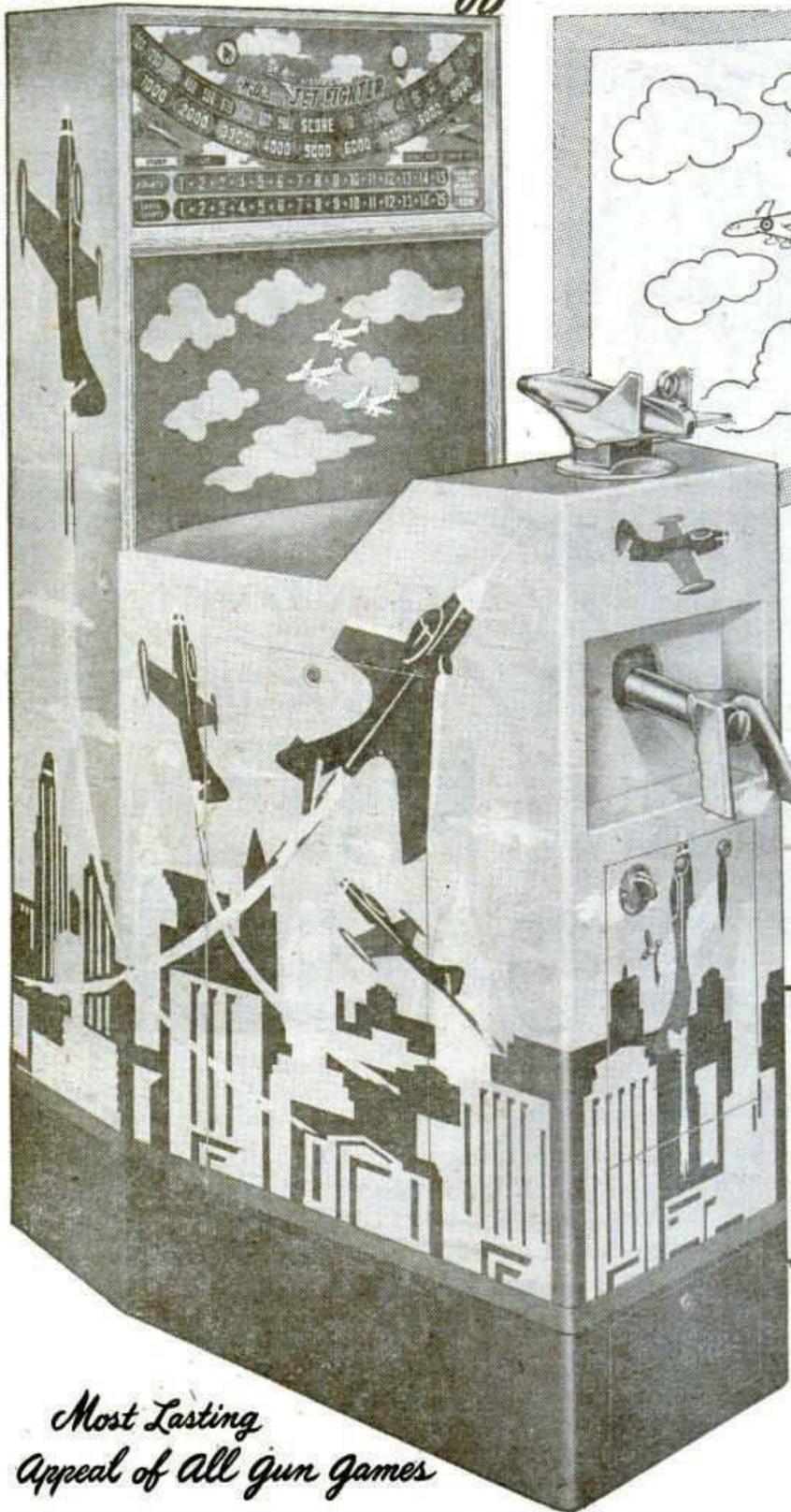
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The MATCH

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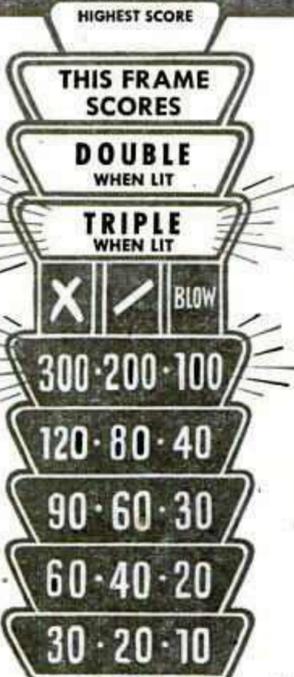
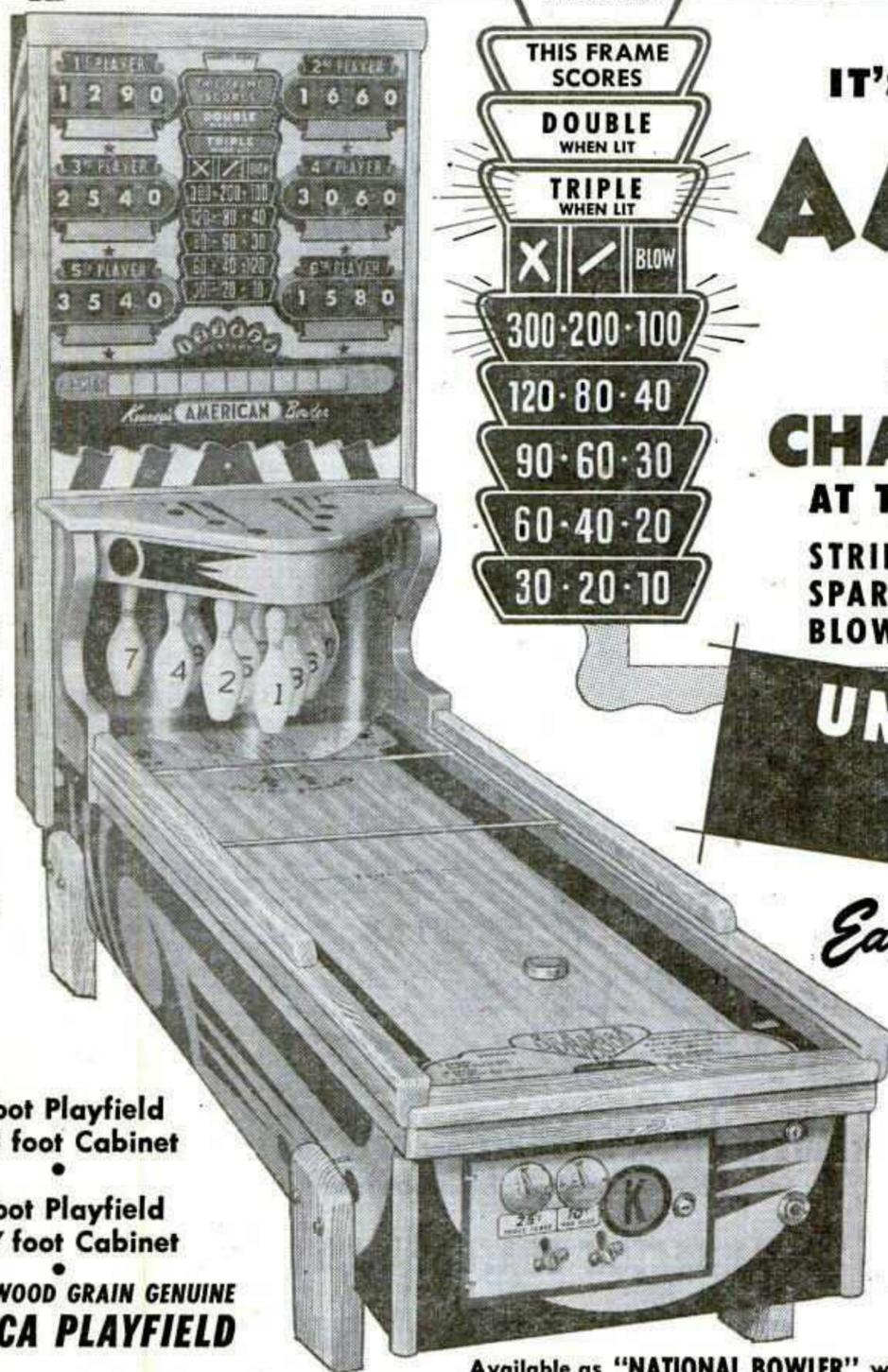
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WITH KEENEY'S ORIGINAL CHANGING VALUES AT THE START OF EVERY FRAME!

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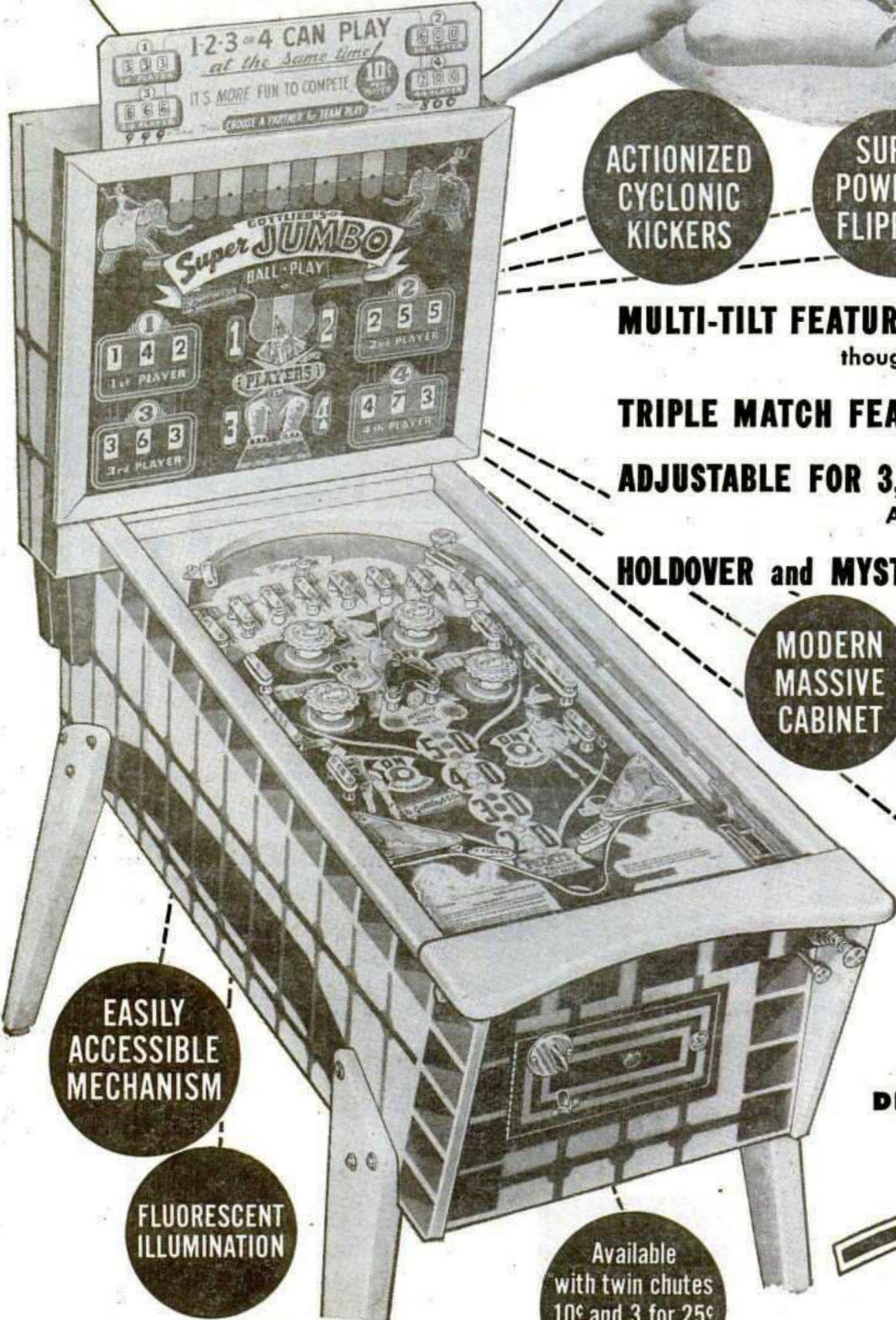
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ADJUSTABLE FOR 3, 4 or 5 BALL PLAY
 A competitive **HIGH SCORE** amusement machine

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NEW SENSATIONAL POINT CREDIT FEATURE!
Point Credit Totalizer Located on Top of Score Glass Shows Player Accumulated Number of Credit Points He Will Score by Matching a Number, Star and Crown!



NEW SCORING THRILLS GALORE!
NEW! Player Matching a Number Scores 1 Credit Point!
NEW! Player Matching a Number and Star Scores 10 Credit Points!
NEW! Player Matching a Number, Star and Crown Scores Total Number of Points Contained in Point Credit Totalizer!
(Points are carried over from game to game until a 3-way match is accomplished — Number, Star & Crown.)



NEW SURPRISE SCORING FEATURE!
Occasionally, at the Start of a Match Frame All Stars Light Up. Player Then Has the Opportunity of Scoring Points by Matching Either a Number or a Number and Crown!

NEW! A Different Number, Star and Crown Arrangement Appears for Each Player During the Match Frame.



A Symphony of Brilliant Live Colors Give the Holiday Cabinet a Most Festive, Radiant, Attractive Appearance!



NEW! Ultra Modern Deluxe Cabinet is as Handsome, Trim and Sleek as Any Ever Designed!
NEW Colorful Formica Playfield!



NEW! Game Credit Button and Light is Mounted On The Center Top of the Front Molding!

Adjustable for Automatic Replay Feature!

Game is Adjustable For Match Play in 2nd - 5th or 10th Frame!

At Players Option He May Start A New Game After The Match Frame or Continue to Play for Score!

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The Match Bowler With Entirely New Matching Principles!

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SUPER HOME RUN

6 Player Baseball Game With the 3 Way "Match" and "Free Play" Features!

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Bally JET-BOWLER

WITH MATCH-SCORE FEATURES

Rocket Bowler

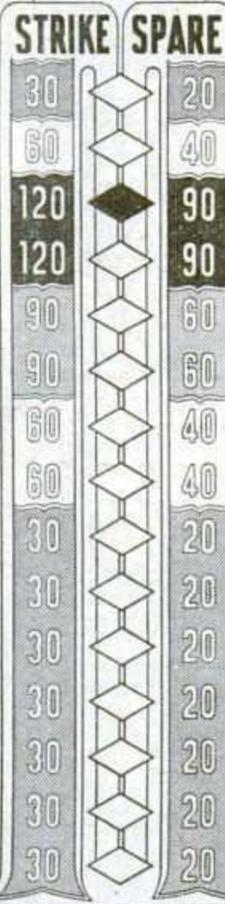
WITHOUT MATCH-SCORE FEATURES

SPEED-CONTROL SKILL of skee-ball combined with AIM-CONTROL SKILL of bowling results in a bowler that really keeps players coming back day after day, month after month. Get in on the big new bowler boom... get JET-BOWLER and ROCKET-BOWLER!



Amazing electronic Speed-O-Meter detects relative speed of each and every puck-shot. Player controls shot-speed for highest Strike-Spare Scores. If shot is too fast diamond-pointer shoots to top of Speed-O-Meter, registering 30-20 or 60-40. If too slow, pointer remains in lower 30-20 section. Perfect speed-control permits player to ring up 120 for Strikes, 90 for Spares.

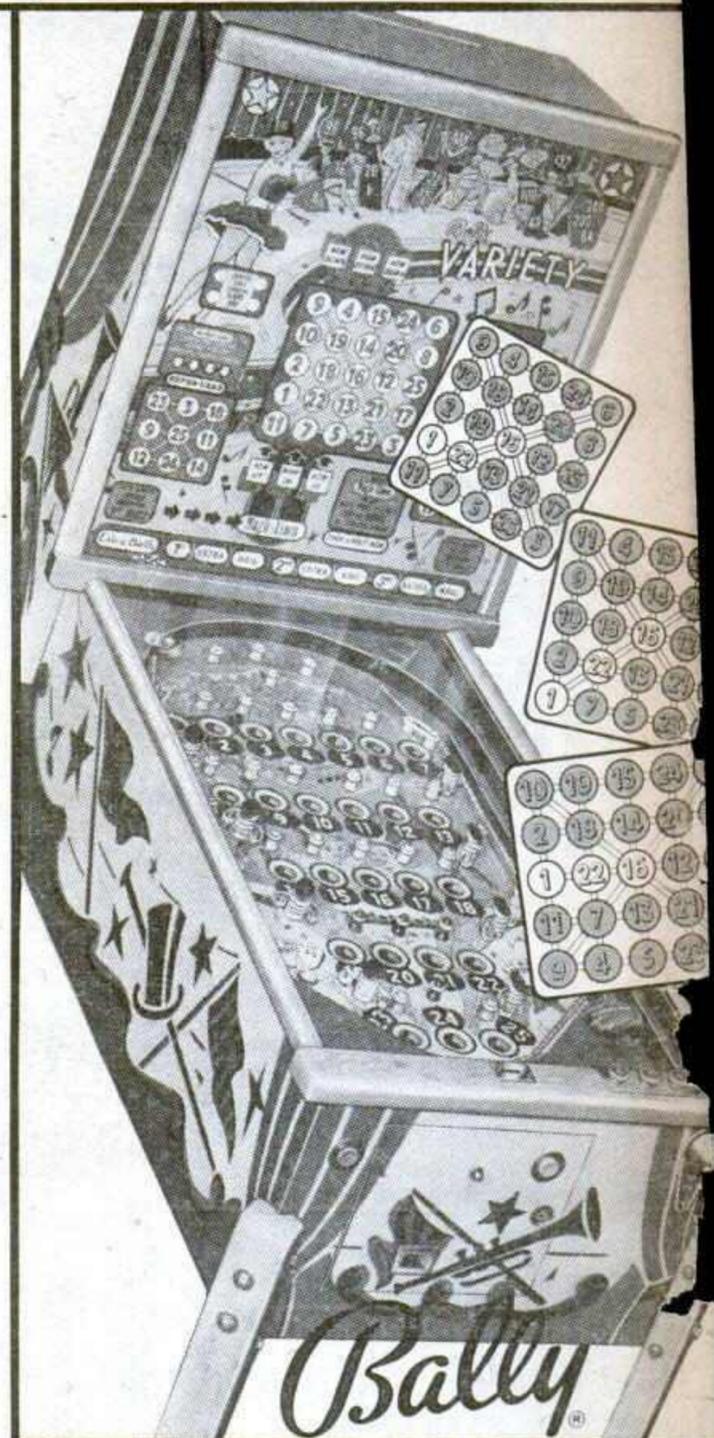
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SPEED-O-METER**
CONTROL SPEED OF SHOT
TO REGISTER HIGHEST
STRIKE SPARE SCORES



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Magic-Lines

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See Magic-Lines in action in Bally VARIETY! See Card-numbers change before your eyes! See lop-sided line-ups of lit numbers magically straighten out into scoring line-ups! You'll see why location-reports from coast to coast prove that VARIETY tops all other in-line games, including BEACH CLUB, for immediate attraction, continuous repeat-play and record-smashing earning-power. Get your share... get VARIETY today.

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SPARE SCORES	40	80	120	160	200	240	280	320	360	400	SPARE SCORES
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FRAMES	1	2	3	4	5	6	7	8	9	10	FRAMES



**UNITED'S
DE LUXE**

11th

FRAME

SHUFFLE ALLEY

WITH NEW **HIGH** SCORES

**BIG SCORES
BUILD BIG INCOME**

ONE TO SIX
CAN PLAY

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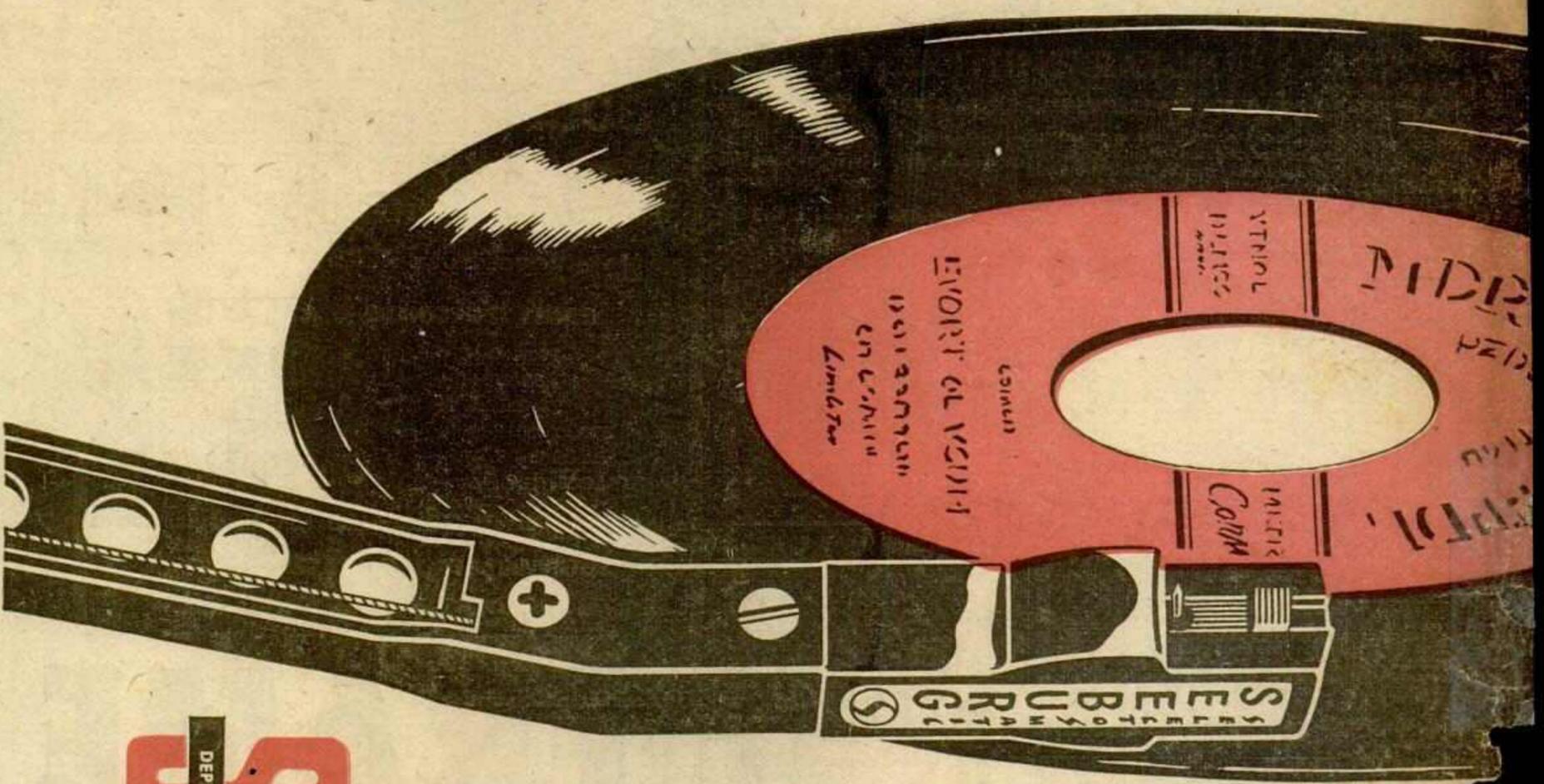
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except
**TRIPLE MATCH
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