

The Billboard

OCTOBER 23, 1954 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Shoot a Video Film And See the World

India, Africa, Brazil, Australia and Others Open Government Purses to Syndicators

By LEON MORSE

NEW YORK, Oct. 16.—Telefilm production is more and more taking on a global character.

Producers are being offered all kinds of deals in strange and exotic locations. In the past most of the product made abroad has been produced in England, France and Germany. Now, however, deals are being offered in such places as India, Yugoslavia, Argentina, Africa, Brazil, Australia, and Spain.

More important, in several cases, government financing is being provided to get the business. The Yugoslavian government, for example, has been prime mover behind the offers made to produce in that country. The Nassour brothers have made the contact with the Yugoslavian government, and it is thru them that tenders are being made to syndicators.

Own Ticket

Distributors can virtually write their own tickets on costs of production. One of the standard deals is for each party to invest 50 per cent. The foreign money gets European rights (including England), and the American capital distribution in this country. The profits are to be shared equally. But there are many variations on this theme.

Another usual deal is a demand for a negative pick-up. This can be 100 per cent of the production cost or can run to as low as 10 per cent. The more costly the series, the higher the negative pick-up desired. The money is paid, of course, on delivery of each film in the series.

Above and Below

Occasionally the distributor is asked to contribute to the above-the-line costs such as talent, writer and producer. Foreign money is willing to furnish below-the-line costs. These consist of studios, cameras, technicians, film and others. Ostensibly these costs run about \$13,000, but in many cases cost less because of cheaper production costs.

One of the major difficulties is completion guarantees. These are bonds which provide that the films will be acceptably completed by a specific date or the money is to be forfeited.

Crime Series Set in Sweden

STOCKHOLM, Sweden, Oct. 16.—Albert Schatz is scheduled to arrive here this weekend to start work November 14 on a vidfilm series of crime-detective stories with Swedish settings. Schatz has specialized on documentaries recently.

The films will be produced in the Sandrew studios, with English-speaking Swedish casts and the Sandrew staff. Some 39 stories will be culled from the writings of Harry Soderman, Swedish crime expert, who wrote "Modern Criminal Investigation," "The Lot of a Policeman" and other books. Soderman now resides in America and helped organize New York's crime laboratory.

Syndicators who go out and sell product must be certain that it will be delivered if their relations with the stations are not to be jeopardized. And when film is being produced abroad and little control and contact is had with its producers, the syndicator must have some assurance that he will not be left hanging on a limb in the event problems develop.

Indian Interests

The Indian telefilm interests are represented by Charles Herrick, who is offering "Cub Reporter" as his property for filming in Bombay. The Indians are asking for a small negative pick-up, plus one-third of the production costs. In Yugoslavia the government is willing to throw 50 per cent of the production coin into the pot, the rest to be contributed by the American distributor.

Scandinavia is also being reactivated as a production center. Richard Gordon, the former packager, has produced the pilot film of a series titled "The Golden Griffon." The program is a costume whodunit, complete with knights,

(Continued on page 9)

RCA SALUTES ARNOLD'S TENTH YEAR ON LABEL

NEW YORK, Oct. 16.—RCA Victor will stage a major anniversary promotion next January when Eddy Arnold chalks up 10 years with the company. The campaign will run thruout the entire month, teeing off here with a testimonial dinner given in Arnold's honor by RCA prexy Frank Folsom.

The campaign will be built around four new Eddy Arnold record merchandising items—both singles and packages. Arnold will be joined on one disk by his eight-year-old daughter Jo Ann. The country and western artist, who has never recorded for any other label, has sold about 30,000,000 Victor records since he joined the firm in 1945.

Arnold will tour key record cities thruout January appearing at dealer parties held by Victor distributors. Meanwhile the William Morris Agency is lining up a series of guest shots for the singer, and NBC has plans for a special "Eddy Arnold Night" on its radio web.

Advance promotion on the artist's new TV film series "Eddy Arnold Time" will break next month.

100,000 People to Get Ears Tuned to Hi-Fi Shows' Pitch

Attendance at Fairs Reflects Big, New \$500,000,000 Industry

By IS HOROWITZ

NEW YORK, Oct. 16. — Well over 100,000 persons will have attended high fidelity shows by the end of this year to hear the gospel of good home sound reproduction on records, tape and radio.

A postwar phenomenon formerly the exclusive province of the technician or knowing gadgeteer, hi-fi has grown into a lusty business grossing over \$500,000,000 annually in consumer sales. And manufacturers have seized upon the hi-fi show to demonstrate their newest wares in a fast-growing industry that sees new models displacing old with irritating speed.

New York Fair

The biggest show, and the oldest, is the New York Audio Fair, which closes a four-day run at the New Yorker hotel here tomorrow. The 150-odd manufacturers and distributors, occupying 176 exhibit rooms on four floors are considered a sure bet to attract 30,000 visitors. But in 1949 the first Audio Fair,

a copyrighted name owned by Harry N. Reizes, managing director of the event, pulled a mere 3,000 to its 30 displays. That pioneering venture was also held at the New Yorker. Since then the local fair has become an annual equipment showcase, and the formula has been picked up and exploited elsewhere.

Last February Reizes and his associates held their second annual West Coast fair in Los Angeles. The same city will host the 1955 event and plans are already laid to shift scene to San Francisco the following year.

Chicago Exhibit

Just last week Chicago's second annual International Sight and Sound Exhibition, run by another group of entrepreneurs, concluded a successful run with a reported attendance of 28,000.

Boston will host the first of a projected annual series of New England Music shows October 22-24 at the Touraine Hotel. Trade observers tag this as the latest to rate inclusion among the national "big four."

Probing the hinterlands, however, are a batch of local shows that this year will total about 20. Most are organized by distributors of equipment and large record retailers, and successful sessions have been held in Washington and Philadelphia, among other cities. In Atlanta a few months ago Capitol Records provided part sponsorship of the first hi-fi show to hit that territory.

Shows Pay Off

Exhibitors claim the shows pay off. Business picks up substantially in each post-show area. But the competitive forces in the burgeoning industry are still so strong a few can be trusted to report rate figures. That the rising market is actually there, however, is attested to by repeat showings of older producers and new ones figuring prominently at each succeeding show.

Exhibitors plunk down \$250 to \$340 a room for the New York (Continued on page 13)

NEWS OF THE WEEK

NBC Problem: How to Clamp Lid On Spectaculars Sponsors' Squawks . . .

The failure of the spectaculars to get good ratings has brought about an increasing number of protests from the sponsors of the extravaganzas on NBC-TV. The web is trying to shut the lid on their complaints, but they are mounting in intensity.Page 2

Syndication of Kines of Former Live Programs Gains Headway . . .

The trend towards syndication of kinescopes of former live shows gained impetus. Commonwealth is getting set to distribute the kines of "Pulitzer Prize Playhouse" and Talent Associates is mulling syndication of "Jamie" kines.Page 3

Exaggerated Reports of TV Film Profits Bounce Back, Hurt Sales . . .

Video film distributors and producers are finding that inaccurate reports as to the vast profits being made with film are beginning to boomerang and hurt sales.Page 4

Year's Crop of TV Features to Exceed 400 by End of 1954 . . .

TV film buyers have had a crack at a minimum of 378 first-run feature films since January 1. The total of new pictures for TV will probably pass 400 before 1955 dawns. Buying is increasingly on a title-by-title basis, with an increasing number of single sponsorships on new feature packages.Page 7

50% of U.S. Families Own Phonos, Columbia Records Survey Shows . . .

Only 50 per cent of U. S. families today have phonos, and of that group only 26 per cent buy even one record a year, according to a Columbia Records survey. Columbia production analyst Milton Selkowitz discussed the report in Boston this week at the first convention meet-

ing of the Record Dealers' Association of Eastern Massachusetts.Page 13

Threatened Truck Strike Perils Disk, Phono Shipments in NY Area . . .

Record and phono manufacturers spent the last part of the week in frantic attempts to prepare for the truck strike scheduled to begin on the week-end. With many plants and suppliers right in the center of the Metropolitan New York area, a halt in trucking would have serious effects on both industries.Page 13

Slow Shipment of 'Hot' Hi-Fi Phonos Irks Record Dealers . . .

Record dealers are fretting over the slow delivery of "hot" hi-fidelity sets from Columbia and Philco. Sets were debuted in August with fanfare, but only a limited number have yet been delivered to stores.Page 14

Personal Appearances Seen Vital To Western Star's TV Film Status . . .

"The Cisco Kid" (Duncan Renaldo), with new records at major fairs in Detroit, Salt Lake City and Memphis behind him, sees personal appearances as vital to keeping a Western star's TV films among the top-rating shows.Page 48

DEPARTMENTS AND FEATURES

Amusement Games	92	Magic	45
Burlesque	45	Merchandise	63
Carnival	55	Music	13
Circus	60	Music Charts	24
Classified Ads	68	Music Machines	83
Coin Machine Market	94	Parks & Pools	54
Coming Events	72	Pipes	66
Drive-In Theaters	62	Radio	13
Fairs & Expositions	52	Review Digest	11
Final Curtain	46	Rinks	62
General Outdoor	48	Roadshow Repertoire	62
Honor Roll of Hits	24	Routes	51
Legitimate	11	Television	2
Legit Routes	45	TV-Film	4
Letter List	71	Vending Machines	76

1954 CHRISTMAS MERCHANDISE SECTION BEGINS ON PAGE 63

Decibel Meter Halts Earaches

NEW YORK, Oct. 16. — Audio Fair officials prowled exhibition corridors at the New Yorker Hotel this week with a sound-level meter to provide unbiased judgment on manufacturers accused of playing their equipment too loud. Some took this as an unsporting slap at hi fi tradition, which most often has been "the louder the better."

The meter, a development of Herman Hosman Scott, gives sound readings in decibels. A reading of 120, or over, will produce pain. And sound levels of about 100 may damage the hearing if sustained. Recalcitrant exhibitors were threatened with power-line yanks.

NBC Spectaculars: Bubble, Bubble, Toil and Trouble

Clients of Shows Before, After Add Cry to Spec Sponsor Rate Beefs

By LEON MORSE

NEW YORK, Oct. 16.—NBC-TV is sitting on a cauldron which is nearing the boiling point and which is being hotted up by the weak ratings of its Saturday and Sunday spectaculars. Practically all the spectacular clients, led by Hazel Bishop, have beefed loud and long about the failure of these shows to do the job that was promised them—that is to deliver mass audiences.

And clients who have shows scheduled before and after the spectaculars—Reynolds Metals' "Mr. Peepers" and "TV Playhouse," owned jointly by Goodyear and Philco—have also been hurt by the showings of the extravaganzas.

Hazel Bishop does not wish to cancel its spectaculars but wants NBC to find a cure for the trouble, which has led to a cost-per-thousand that runs well over \$35. Raymond Spector, head of the agency bearing his name and boss of Hazel Bishop, has repeatedly asked for meetings with Max Liebman, producer of the shows. Liebman, however, has been too busy.

Spector asked for such a meeting when he saw the first script of "Satin and Spurs," the Betty Hutton opus. Spector has come around to the belief the entire format of the Sunday night spectacular is inadequate and should be junked.

Cut to Hour

But since NBC has backed Liebman to the hilt, Spector's immediate desire is that the shows be cut to an hour. He believes that shortening them will improve their rating and claims that the hour and a half length of the program gives viewers two chances to switch channels, at the end of each half hour.

NBC, for its part, is trying to bolster the spectaculars by adding more names. But whether it can get the kind of names needed after Miss Hutton's bad experience on the debut show is questionable, to the trade.

The failure, so far, of the NBC spectaculars to deliver ratings has resulted in deeper examination of the soundness of the once-a-month programming concept braintrustered by web chief Sylvester (Pat) Weaver.

A top programming exec at a rival network maintains that it is impossible to establish programming habits unless shows are programed on virtually a regular basis, for how else can such habits be developed if not regular viewing. This same top exec also states that he has come to the conclusion that names are not sufficient to pull audiences on programs which are not on regularly.

A good case in point is the second "Best of Broadway" series sponsored on CBS by Westinghouse. The vehicle was "The Man Who Came to Dinner," and it featured such names as Merle Oberon, Joan Bennett, Bert Lahr, Monte Woolley, Zasu Pitts, William Prince and Buster Keaton. Yet its rating for the first half hour was 19.6 against "This Is Your Life's" 31.5. And the same has been true of the NBC spectaculars, which also are star-studded and whose ratings are even lower.

This exec believes that NBC's major mistake in programing the spectaculars was that it thought it could duplicate the ratings achieved by the first two spectaculars—General Foods' Rodgers and Hammerstein festival, and the Ford program which starred Ethel Merman and Mary Martin. He pointed out that both shows were presented over all four networks, so that viewers virtually had to take what was offered.

In essence, the sponsors bought out the theater and there was no other entertainment available. The

spectaculars, of course, are running into top competition, as is obvious from the strong ratings of Ed Sullivan's "Toast of the Town."

Harm to Others

The damage that the NBC spectaculars are doing to programs following them and to shows which are presented the other three weeks of the month is obvious. Goodyear's "TV Playhouse" got a 12 Trendex against the GE drama last Sunday night. And "Peepers" has been consistently running behind his rating of last year.

These sponsors are wondering whether NBC will stay with the spectaculars next season, and whether they should change their video plans in the event such a programing plan is continued. They, of course, have alternatives. Magazines are putting together spectaculars of their own. Reynolds has been offered a six-page aluminum type magazine insert which seems very tempting. The company is wondering whether it might not be wise to take some of its TV money and throw it into magazines next fall.

SHIFT CALLS IN MITCHELL

O'Brien's Withdrawal Solidifies Kintner Hold, Unites UPT-ABC

NEW YORK, Oct. 16.—The withdrawal of Robert H. O'Brien from the ABC hierarchy followed by the naming of John Mitchell as head of the TV web, this week served the dual purpose of solidifying President Robert Kintner's control of the network and uniting the UPT-ABC forces for the common fight ahead.

The official announcement of O'Brien's departure from ABC to return to the parent company, American Broadcasting-Paramount Theaters, confirms The Billboard's exclusive behind-the-scenes report of Kintner's firm command over the ABC situation (The Billboard, October 2). O'Brien, who was executive vicepres of the web, was widely regarded as UPT's top man, virtually on a par with Kintner.

Kintner held numerous conversations during the past two weeks with industry execs outside the company about the top TV network post. However, he finally reached inside the web itself to fill the post, and picked Mitchell, a former Paramount circuit theater exec prior to his entry into TV.

The move is regarded in the

trade as serving a twofold purpose: It shows Kintner's confidence in his own authority by the naming of a man with UPT background, and it underlines his desire to rally all forces in a united drive to better ABC's competitive position.

Arries Resigns

Mitchell's former duties with the local outlet reportedly will be taken over by Ted Oberfelder, currently head of WABC radio. This week, also, ABC sports director, Les Arries Sr., resigned his post. Meanwhile, ABC-TV moved a step closer to filling in some of its remaining sponsorship holes.

Western Union has been tentatively tagged as alternate sponsor of "Who Said That?" a John Daly-emseed panel stanza, for the

COLOR BLIND? WHY BUY A SET?

WASHINGTON, Oct. 16.—The extra expense of color television is lost on some eight million Americans because they are color blind, Dr. Israel Dvorine, a Baltimore optometrist, reported here this week.

Dr. Dvorine advised that color TV broadcasters might overcome this handicap, at least in part, by avoiding use of easily confused colors such as blue and purple, and green and orange.

Color blind viewers also might use filters to accentuate the brightness values of different colors, thus increase the color contrast in TV pictures, he said.

NBC, Paper Mate Pacts to TV Spots

HOLLYWOOD, Oct. 16.—Contracts were awarded to TV Spots this week by NBC and by Paper Mate Pens. Film firm will produce animated clips announcing change of call letters by NBC's New York, Los Angeles and Washington stations. Two special commercials will be shot for use on Paper Mate's "People Are Funny" program.

CBS-TV Sits Tight on Silvers Show

NEW YORK, Oct. 16.—The CBS-TV network is sitting tight on its Phil Silvers show. The kind of the property, which was produced by Nat Hiken, seems to have all the ingredients of a hit; so the web is looking for the right slot for it.

Indications are that Colgate may get first crack at the show. If "Strike It Rich" wears out its welcome this fall in its Wednesday night CBS-TV time period, the advertiser would have a strong show on hand as a replacement, and the network would have the benefit of the show's potential impact on viewers to strengthen its position on that evening.

Swift to Video In 'Red Wagon'

NEW YORK, Oct. 16.—The Swift Meat Packing Company this week asked the TV networks for January 1 availabilities for its new property. The advertiser will program "Little Red Wagon Time," a musical show which features Horace Heidt and his orchestra and guest stars.

The program will travel from city to city. Swift was in video in the early days of the medium but has remained away for many years. The advertiser is handled by J. Walter Thompson, Chicago.

Kodak Pacts NBC Colorweb Of 68 Outlets

NEW YORK, Oct. 16.—Eastman-Kodak this week bought the NBC-TV network for its new film show, "Norby" because the web will be able to deliver 68 interconnected stations with color facilities. The color program, which goes on early next year, will be presented at 7 p.m. in the East and Far West, and at 9 and 10 p.m. in the Midwest.

Reports are that the client might have considered nationally spot booking the program, but felt too few stations were ready to originate colorfilm shows locally. Many more are ready to handle color originating at network centers. "Norby" stars David Wayne, was created by David Swift and costs \$43,000 for each half hour.

cepted the order from Smith, Kline & French for its "March of Medicine" to be programed six times during the season because no other sponsor appeared who would buy the time period thrice monthly thru the season.

Sponsors who are interested in CBS and NBC time, at this point, want availabilities for early next year, but these depend on current TV advertisers moving out of the medium. So far no such casualties have appeared.

TIME ON THEIR HANDS

CBS, NBC Hunt Marginal Clients

NEW YORK, Oct. 16.—The network sales staffs, both at CBS-TV and NBC-TV, find themselves unable to come up with clients for some of the marginal time periods still on their hands. CBS seems to have the greater problem and has, over a period of several months, failed to flush sponsors for Red Skelton, the remaining availability in "Omnibus" and "The Search."

CBS network sales seems to feel that sponsorship interest in TV has turned soft because of the uncertain business conditions in the country. The fact of the matter also seems to be that more advertisers are turning to the ABC-TV network as an alternative, in lieu of accepting marginal time on CBS and NBC. Their feeling seems to be that a good time period at ABC will deliver a stronger rating than a weak one at the others.

Skelton Problem

A good case to prove this point is Red Skelton. The comedian was sold early last season to Geritol, which sponsored him thru the fall and spring. So far no takers have appeared for Skelton, even tho it

has been reported that the network will make program cost concessions to get a bankroller.

NBC has found itself unable to sell Sunday 5:30-6, which is vacant three weeks out of four. It ac-

'Lux Theater' Dickers For Films of 2 Majors

HOLLYWOOD, Oct. 16.—Negotiations are under way with two major studios for the release of motion picture properties for showing on "Lux Video Theater," according to Cornwall Jackson, vice-president of J. Walter Thompson. Jackson, who said that he expects an announcement will be made on the closing of the deals within the next two weeks, declared that there is definitely no plan to move the show from Hollywood to New York, as was reported last week.

Hollywood identification has al-

ways been the basis of the Lux campaign, and it certainly would be foolish to switch now when it looks as if we've about cracked thru the movie studios' ban against TV production, Jackson continued. To date, Paramount is the only major studios which has permitted Lux utilization of its stories.

Altho there is some sentiment to switch the show to film, Jackson said, there is little chance of this at the moment unless the contracts with the theatrical motion picture companies can be so arranged as to permit filming of the programs.

RKO PIX VS. 'TONIGHT'?

CBS Says No, But With Fingers Xed

NEW YORK, Oct. 16.—A CBS-TV official this week denied that the network had made overtures to see whether it could buy the RKO feature films from Howard Hughes. The web ostensibly is seeking the features to slot against NBC-TV's "Tonight" to provide network competition for the Steve Allen vehicle.

RKO reportedly is on the block with several groups of financiers interested in acquiring the entire property, including films and real estate. So far no deal has been made, but Floyd Odium is said to have the inside track. There are also several distributors of feature film who have been working to pry Hughes loose from the films only.

Strong feature film is deemed a good bet to give "Tonight" plenty of trouble. WCBS-TV, the CBS-TV flagship station here, consistently outrated Allen with its feature films when he was on locally last season. And WOR-TV, here, has racked up sensational ratings with its "Million Dollar Movie" series.

Consequently, some CBS officials are reported to believe that given top feature product they can move in on Allen. Such films as "Kitty Foyle" starring Ginger Rogers, and "Captain Blood" which features Errol Flynn, they maintain, would be sure to get large audiences.

EDITORIAL

TV Can Police Itself

As indicated elsewhere on this page, chances are that the Senate committee investigating juvenile delinquency will not wind up its probe recommending anything like censorship of TV programs as a possible solution. Should events bear this out, it will be an indication of clear thinking by the law-makers.

Attempts by some pressure groups to urge upon TV a czar, self-imposed or otherwise, in emulation of the comic book industry, are based upon calculated misinterpretation or lack of knowledge about the differences between the two media.

These differences are very clear. The comic books are published by individual firms with no reins upon them but their consciences and their estimate of the profit potential of their product. Not so in TV, which not only is governed by industry codes, but also by a set of checks and balances hardly less stringent or effective than are operative in the federal government itself.

Before a show can become airborne, it must pass muster with its sponsor, his ad agency, the production staff, and either the TV network or the film distributor, as the case may be. Each of these, individually, has a reputation—personal as well as commercial—to maintain. Even should one or more have the poor taste to seek to get such a show on the air, the others, out of sheer self-interest if not revulsion, would be certain to axe the offending opus.

More codes or the crowning of a czar could scarcely be as effective as the system which is in effect by the very nature of the commercial broadcasting system. It is to be hoped that this fact of life will be recognized in Washington in the days ahead.

Stage Set for Senate Group Probe Of Video's Violence-Horror Shows

Questioning of Broadcasters to Revolve Around Committee Programing Analysis

WASHINGTON, Oct. 16.—A parade of witnesses from the TV broadcasting industry will face a barrage of questioning from the Senate Juvenile Delinquency Subcommittee at next week's two-day hearing (19-20) on TV "crime, violence and horror" shows.

The hearing will take a novel turn from customary Washington airings inasmuch as the subcommittee will question the witnesses largely about data to be shown on a series of exhibits prepared by the subcommittee on the basis of a four-month staff analysis of TV programing. The staff analysis included monitoring programs in several cities.

Industry witnesses will be invited to read prepared statements

or deposit them in the record without reading them, but most of the testimony will be gathered from questioning on the exhibits based on the staff analysis. These exhibits will show in graph form the distribution of "crime and horror" shows televised during hours when young children are likely to comprise a heavy proportion of viewers.

The witness list will include President Harold E. Fellows, of the National Association of Radio and Television Broadcasters, and Ralph W. Hardy, NARTB's vice-president in charge of government relations. The subcommittee said it expects nearly a score of witnesses, including network officials, psychologists, producers, sponsors, actors, station

managers and government officials to testify.

The subcommittee also stressed it "has approved televising the hearings if such requests are made."

Sen. Robert C. Hendrickson (R., N. J.), subcommittee chairman, said, "This examination of television's contribution to the education, entertainment and culture of American children will be entirely objective.

"It results directly from the pleas of thousands of American parents that we explore TV programing and its asserted deleterious effect upon young minds."

Other members of the subcommittee are Senators William Langer (R., N. D.), Estes Kefauver (D., Tenn.) and Thomas C. Hennings Jr. (D., Mo.).

The exhibits to be shown depicts the programing pattern of both networks and individual stations as it relates to the TV menu available to children.

The four-month survey by the subcommittee staff in preparation for the Washington hearing included the monitoring of various crime and horror programs, a study of filmed shows supplied by the producers of TV crime and violence, an examination of all published material relating to TV's impact on children and the industry's own method of screening such programs.

The hearing, Senator Hendrickson stressed, will seek to evaluate the responsibility of networks and individual stations for program content and the ability of smaller stations to cope with horror-crime package shows.

Among the exhibits will be detailed logs of programs (their titles and stars), pinpointed geographically. Logs of programs available to children in off-school hours have been graphed in the following cities: San Francisco, Washington, Philadelphia, Dallas, Seattle, Denver, Kansas City, Cleveland, Chicago, Atlanta and Los Angeles.

"The subcommittee," Senator Hendrickson said, "has been told repeatedly that TV shows are loaded with crime, horror and violence during the hours when children can watch such programs. We do not know if such is the case and our sole objective is to determine, thru these public hearings, just what mental climate is created via this mass communications medium.

"My colleagues and I on this subcommittee are opposed to censorship in any form. But at the conclusion of these hearings, if we determine that remedial steps are in order, such a blueprint will certainly be included in our final report."

WASHINGTON BACKSTAGE

DELINQUENCY PROBERS WON'T GO OFF DEEP END

By BEN ATLAS

Behind the hubbub of the Senate Juvenile Delinquency Subcommittee's current probe of TV "crime and horror" shows, there's strong evidence that the Senate group will avoid rash action such as proposing creation of a broadcasting industry counterpart to the "comic books czar."

True, the subcommittee headed by Sen. Robert S. Hendrickson (R., N. J.) is ready to fire a barrage of tough questions at TV broadcast industry witnesses, especially network spokesmen, during next week's (19-20) hearings (see separate story and editorial). There'll be plenty of uneasy moments for the industry we can safely conjecture.

As usual, next week's sound and fury may encourage some of the daily press to engage in scareheads detrimental to TV, but an objective behind-scenes appraisal of the subcommittee right now gives every indication that the scareheads won't prejudice the subcommittee in the long run.

It's an accepted fact among most of the subcommittee that the comics book industry suffered a severe economic dent as a result of the unfavorable publicity that industry received from the Senate group's hearings on comics. Sales of educator-approved comics have reportedly declined along with sales of blood-and-thunder comics.

The subcommittee recognizes that it faces a delicate situation. The approach to the broadcasting industry obviously must be far different from the comics probe approach.

Judging from the present "inside" subcommittee thinking, the outcome of the current hearings may result in something beyond a report making certain recommendations. It may be an industry conference to talk over any reforms deemed necessary in TV children's programing.

This, it is recognized, would be the most logical course to pursue inasmuch as the TV broadcasting industry is well organized and operates under a programing code which is subject to constant revision. The machinery for self-regulation has been operating for some time, and, off the record, this is a matter of great relief to the subcommittee.

For there is no tougher legislation to write than legislation which deals with censorship. One subcommittee member has already raised such a question as: How could a law be written to prohibit certain types of TV shows at certain hours of the day? The inevitable answer has been: You don't, unless you want to try mandating censorship—and the subcommittee chairman has made it clear he doesn't want to do that.

WABD Near to Videodizing, Toiletry Merchandising Plan

NEW YORK, Oct. 16.—WABD, the Du Mont station here, is about to kick off a big drive on its toiletry merchandising plan, Videodizing, after a year and a half's successful operation of its food merchandising offer, Teledizing.

Norman Knight, who quits as the station's manager as of November 1, said that WABD is having its best season to date. He said it expects to gross \$6,000,000 to \$7,000,000 in the year beginning September, 1954, and will run well in the black.

He said WABD intends to continue to have the biggest line-up of live participating shows (women's, kids' and Ernie Kovacs) in New York. With WABD's Frequency Discount Plan working vertically and horizontally on these and a selection of co-op and film shows, Knight believes WABD is offering the most flexible accommodations for any kind of spot campaign.

WABD uses the Bories Organiza-

tion to work its merchandising plans. This gives them 21 men, with five just checking displays. The Teledizing is operative in the five largest supermarket chains in the city, with a minimum of 1,000 stores guaranteed. The advertiser gets mass displays for one week by buying \$1,500 worth of time per week for 13 weeks at full card rate. If the advertiser takes his frequency discount, he doesn't get the merchandising. Knight says the cost of the merchandising is greater than the difference.

The Videodizing will consist of one week's placement of basket or dump displays in 700 supermarkets. Bories is working thru the rack jobbers for this service. The drug advertiser gets it for spending \$1,000 a week for 13 weeks on WABD on the same basis as the Teledizing.

ABC-TV to Yank Sat. Night 'Dance'

NEW YORK, Oct. 16.—ABC-TV is pulling its "Let's Dance" Saturday 8-9 p.m. stanza out of its line-up effective next Saturday (23). In its place the web will put the Dottie Mack show, which will be expanded to one hour. Dottie Mack currently is seen 7:30-8 that night.

There is a good possibility the web will not offer any programing in the Saturday 7:30-8 p.m. spot. "Let's Dance," a General Artists Corporation musical package, has been on the air approximately a month.

NEWS IN BRIEF

Five top radio-TV execs are slated to be honored at the Joint Defense Appeal's annual awards dinner to be given by the advertising and allied industries November 11 at the Waldorf-Astoria Hotel in New York. They are Ted Bergmann of Du Mont, Robert Kintner of ABC, Thomas O'Neil of Mutual, J. L. Van Volkenburg of CBS-TV, and Sylvester Weaver of NBC.

McCann-Erickson this week picked up the \$5,000,000 Bulova account, which moved out of Biow a few weeks ago. Terence Clyne, who left Biow with the account, becomes senior vicepce at McCann.

Advertisers buying 10-second ID's on stations repped by NBC Spot Sales can now have the use of the whole TV screen for 7/4 seconds, leaving the station to use the full screen for 2 3/4 seconds. This is an alternative to the present method whereby the advertiser used three-fourths and the station one-fourth of the screen for the entire 10 seconds. The new method does away with the necessity for the advertiser making different films for each station's different call letters.

Retail sales of television receivers jumped in August to reach a record high for the month, according to the Radio-Electronics-Television Manufacturers' Association. A total of 484,533 TV sets were sold in August compared with 367,634 in July and 430,101 in August last year. Total TV set sales for the first eight months this year were 3,658,927 compared with 3,546,407 for the same period

last year. Radio sales, while up in August, are running slightly behind a year ago, RETMA reported.

Promotion by television and radio are credited with boosting milk sales in Memphis. The Agriculture Department reported that as a result of price changes and stepped-up promotion milk sales in Memphis went up 7 per cent.

R. H. Williamson, of the General Electric Company, has been named chairman of the Atomic Test Committee of the RETMA. He'll co-ordinate RETMA activities with the atomic test in Nevada next spring when a number of electronic equipments and components will be tested.

Nominations for the 1954 Alfred I. duPont radio and TV awards can be sent to the duPont Awards Foundation, Washington & Lee University, Lexington, Va., until December 31, the foundation's curator O. W. Riegel said this week. One high power radio or TV station, one lower power radio or TV station and one radio or TV commentator will be selected for awards.

More than 2,000 Voice of Democracy transcriptions were shipped to radio stations this week for use during National Radio and Television Week, November 7-13, according to James D. Secret, executive vice-president of RETMA and this year's national chairman of the VOD competition.

TV Playhouse Wants Realism, Says Producer

NEW YORK, Oct. 16.—Gordon Duff, producer of "TV Playhouse," this week denied that the show would switch from its policy of realistic story treatment as reported last week in The Billboard. Duff maintained that the show would continue to accent a realistic approach to drama and use such writers as Paddy Chayevsky, Horton Foote, Tad Mosel, and Sumner Locke Elliot if possible.

Duff finds, however, that Chayevsky is currently busy writing motion pictures, Foote is working on a play which is coming to Broadway, Mosel is in Europe, and N. Richard Nash, another writing bulwark, is also busy with the legit version of "The Rainmaker," which is being readied for Broadway. The search is therefore on for more scripters who can continue in the tradition set by these video writers.

The Billboard
The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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Subscription rates payable in advance. One year, \$10 in U.S.A. and Canada. All foreign countries, \$20. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio, under act of March 3, 1879. Copyright 1954 by The Billboard Publishing Company. The Billboard also publishes Tide, the fortnightly magazine of sales and advertising trends, 16 per year, \$6.50, and Vend, the monthly magazine of automatic merchandising; one year, \$4.

46 No. 43

'Big Money' Talk Boomerangs To Hurt Pic Makers, Distributors

Even Technicians Now Want Profit-Sharing; Stations Ask Lower Rates

NEW YORK, Oct. 16.—The constant talk of big profits and fat killings to be made in TV film is beginning to prove a boomerang to distributors and producers in the industry. There is no question but that in recent months the business has received a tremendous amount of overinflated publicity and glamorization—out of all proportion to the real conditions prevailing.

This has created three major problems. Stations hearing the talk of tremendous profits have asked distributors to take less for their product. Actors, writers and even, in a few cases, technicians have begun to ask for a percentage of the profits instead of salaries. And promoters and small time producers have begun to promote pilots which usually are so badly put together that they have no future and to milk their backers.

The true story is somewhat different. Distributors are now operating in the most competitive market in the history of the business. There are more shows available this season than ever before, but the number of outlets has remained fairly constant. Rate slashing of videofilm series has become a current practice in an effort to get the shows before viewers. Producers are being asked to deliver better shows for less money and, except for hit properties, few of them are growing fat on their earnings.

Demands Increase

But stations hearing the chatter of the millions being made have asked distributors to take less, distributors whose costs are actually rising as they are faced with problems of adding to their staffs and bettering their coverage of the country. And some stations, hearing of new pilots being produced are loath to buy product now being offered because they feel they may be committing themselves hastily. Instead of purchasing immediately, many of them wait for shows which never come to fruition in spite of ambitious production plans.

There is no question but that Hollywood is once again pilot-happy, even though many producers had had experiences with pilots made when TV first crashed into

the national scene and the get-rich-quick bug bit the producing fraternity. It was estimated then that several millions were spent for pilots which turned out to be worthless.

Many proven producers, such as Hal Roach Jr. and Samuel Goldwyn Jr., have made pilots that never were bought. Since these knowledgeable filmmakers have been unable to succeed in some cases, the casualties among the small-time producers are bound to be much larger. Another veteran packager, Frank Cooper, made a pilot of "The Chase" and so far hasn't sold it. Don Sharpe, another successful packager, has failed with several of his pilots using big-name stars.

The demands of actors and writers, whipped up by tales of fantastic profits in video film, have been responsible for many deals never getting started. George Sanders, for instance, has asked for 50 per cent of any property calling for his services. And other name actors start at 25 per cent and their demands continue upwards to the point where, in many cases, they become totally unreal. And the fever seems to have been caught by writers, cameramen and practically everyone concerned with production except — so far — the electricians.

Result is that some disgusted film execs are asking if those who demand a share of the profits are also willing to risk sharing losses.

SIGNATURE LACKING

TV Film, AFM Pact Still Not Set

NEW YORK, Oct. 16.—A new basic agreement between TV film producers and the American Federation of Musicians has not yet been set. Ziv-TV's recent signing of a five-year contract was apparently no more than a gesture to demonstrate that Ziv from now on intends to live with the AFM and kick in 5 per cent to the Music Performance Trust Fund on its current production.

This was probably a necessary preliminary to setting up a permanent music department and signing David Rose as musical director. It was learned this week that the paper Ziv signed has still not been counter-signed by the union.

It seems there are still a number of points in the old TV film agreement that James C. Petrillo, president of the AFM, wants changed. Some negotiations on these points are understood to have taken place here. Ziv and Desilu Productions

are two of the parties reported to have been participating on the industry side.

Who's Rushing?

But Petrillo has never acted as if he were in a hurry to get the new agreement pinned down. All the signatories to the old agreement, which expired January 31, have long since indicated that they will pay up retroactively whenever the new contract is completed.

Ziv was a hold-out thruout the tenure of the first contract. During those three years, Ziv produced only dramatic shows, whose background music was canned.

In order to hire a 32-piece orchestra for "The Eddie Cantor Comedy Theater" and proceed with plans for future musical series, Ziv apparently had to give some indication that it too will go along with the new contract whenever it is set.

New UM&M Corp. Off to Flying Start in Handling MPTV Sales

NEW YORK, Oct. 16. — The giant new UM&M Corporation was reported to have started out with flying colors in its sales of the shows it is now handling for Motion Pictures for Television. A gross for the two weeks it has had the additional properties could not be learned. But it was reported that a new "finder" assigned by MPA-TV to the Eastern region had single handedly turned up \$26,000 worth of business. A number of other sales were reported in hinterland stations, which is the type of deal that UM&M's saturation coverage was especially designed to snare.

UM&M has been handling only five of the MPTV shows to date. The other three ("Sherlock Holmes," "Paris Precinct" and "Junior Science") moved into UM&M's hands at midnight yesterday.

With the unloading of its syndication chores, MPTV's staff on that side has been shifting to the new combine. The deal between MPTV and UM&M apparently specifies that the latter organization will give first consideration to MPTV veterans in its hiring of TV supervisors.

Personnel Switches

Cy Donegan and Bill Merritt have joined the Minot branch of the UM&M operation. Verne

Behnke, MPTV's Eastern sales manager, is negotiating with United Film Service, also a party to UM&M. Further, Rand Watkins in Detroit, Jerry Liddiard in San Francisco and Bill Boyce in Los Angeles are going with UM&M. Guy Cunningham is staying at MPTV as director of publicity as well as advertising. Mike O'Shea, former publicity director, is opening his own office next month.

O'Shea Quits MPTV Post

NEW YORK, Oct. 16. — Mike O'Shea, national publicity director of Motion Pictures for Television, this week resigned his post effective November 15, to set up his own publicity-promotion office here, handling video shows, personalities, and legit shows. O'Shea has headed publicity for both the syndicated and feature film divisions of MPTV since last October.

He leaves Tuesday (19) for 10 days of West Coast huddles with Lou Kerner, MPTV's production veepee, to conclude current newspaper and magazine campaigns on behalf of MPTV shows.

Matty Fox, head of MPTV, said that five former syndication salesmen have been moved over to the firm's feature film operation. He said a total of 10 or 12 ex-syndication men would probably be moved over to features before the dissolution is completed.

MPTV is committed to have five new series ready for UM&M's distribution by September. According to Fox, the additional properties will not be definitely selected until the beginning of next year.

Mull Color Again

Fox said he is seriously thinking of producing all future shows in color. The firm went deeply into color when it entered syndication a year ago, but quickly thereafter switched ground. The first 26 segments of "Duffy's Tavern" were tinted, and the last 13 were monochrome, as are MPTV's subsequent shows which were originally planned for tint.

The reason for the switch, according to Fox, was that the black-and-white prints on color production were coming out fuzzy on the air.

Before the end of the year, Fox is going out to the West Coast to study the latest in color TV filming. He is particularly interested in

THE BILLBOARD SCOREBOARD

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

This monthly feature of The Billboard's TV Film department shows the relative standing of the 25 top-rated TV Film series sold on a regional or national-spot basis. The Average Rating is based on the rating scored by each show in the 22 basic markets studied monthly by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion to its TV population.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 16th Street, New York.

Rank Order	Title & Distributor of Series	Avg. August Rating
1.....	Famous Playhouse (MCA-TV)	16.8
2.....	I Led Three Lives (Ziv TV)	16.3
3.....	Madge 714 (NBC Film)	15.5
3.....	City Detective (MCA-TV)	15.5
5.....	Lone Wolf (United TV)	14.8
6.....	Mr. District Attorney (Ziv TV)	14.6
7.....	Inner Sanctum (NBC Film)	13.2
7.....	Royal Playhouse (United TV)	13.2
9.....	Waterfront (United TV)	13.0
10.....	Kit Carson (Coca-Cola)	12.9
11.....	Favorite Story (Ziv TV)	12.1
11.....	Foreign Intrigue (S. Reynolds)	12.1
13.....	Boston Blackie (Ziv TV)	12.0
14.....	Liberace (Guild Films)	11.8
15.....	Eversharp Theater (Eversharp Pen)	11.3
15.....	Superman (Flamingo Films)	11.3
17.....	Cisco Kid (Ziv TV)	11.0
18.....	Amos 'n' Andy (CBS Film)	10.5
18.....	Wild Bill Hickok (Flamingo Films)	10.5
20.....	Counterpoint (United TV)	10.2
20.....	Gene Autry (CBS Film)	10.2
20.....	Racket Squad (ABC Film)	10.2
23.....	Cowboy G-Men (United Artists)	10.0
24.....	Annie Oakley (CBS Film)	9.9
24.....	Dangerous Assignment (NBC Film)	9.9

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows and comparative rank among all web shows

This feature, which runs once a month in The Billboard's TV Film department, shows the relative standing of the top 10 film shows telecast on a network basis. It also stacks up film shows vs. live web shows by indicating the standing of film show vs. live web show by indicating the standing of film programs among all network entries. In the latter column, film shows which did not hit the top 25 among all web programs carry no rank number, but are designated with asterisks. Rating figures are from the latest monthly finding of the American Research Bureau.

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	Sept. AFR Rating
1.....	1.....	Dragnet	NBC	57.0
2.....	2.....	You Bet Your Life	NBC	47.6
3.....	7.....	Life of Riley	NBC	37.3
4.....	9.....	Public Defender	CBS	35.4
5.....	10.....	Ford Theater	NBC	35.1
6.....	14.....	Burns and Allen	CBS	31.0
7.....	17.....	Our Miss Brooks	CBS	30.0
8.....	19.....	Fireside Theater	NBC	29.9
9.....	*	Four Star Playhouse	CBS	27.7
10.....	*	The Medic	NBC	26.4

Ziv-TV Nabs Contract For Cantor 'Comedy'

CHICAGO, Oct. 16. — Almost simultaneously with the air debut of "Meet Corliss Archer," Ziv-TV has nabbed its first contract for "The Eddie Cantor Comedy Theater."

Drewery's Beer has signed to carry the new show in about 15 Midwestern markets, or approximately the same spread it previously had on Ziv's "Favorite Story." Ziv was reported to have been

making a strong pitch to Anheuser-Busch (Budweiser Beer) for national sponsorship. But the completion of a major regional deal appears to have spelled the end to those negotiations.

Drewery, whose ad agency is MacFarland, Aveyard, here, will carry the Cantor show in Chicago, Detroit, Toledo, Indianapolis and Fort Wayne, Ind., among others. Meanwhile "Corliss" sales have

(Continued on page 7)

Lee International Net Lines Up Nine Affiliates for Early Debut

MADISON, Wis., Oct. 16.—The Lee International TV Network has lined up nine affiliates to date, it was revealed by Raymond L. Kulzick, president, this week. Kulzick said the film network would definitely debut within a couple of weeks. He was originally aiming for an air date by October 1, but ran into production delays.

The nine stations have optioned

at least three hours a day to Lee International. According to Kulzick, a veteran advertising man here, the new network is already S.R.O. but he would not identify the advertisers. He did say that the products included foods, drugs, apparel and appliances.

Kulzick's scheme is to have affiliates carry the same vidfilm

(Continued on page 7)

Guild Films To Open 3 New Offices

NEW YORK, Oct. 16. — Guild Films this week was set to open three more offices—in Atlanta, Dallas and Boston—bringing its total to 10. Guild already has offices here in Chicago; Detroit; Hollywood; Kansas City, Mo.; Cleveland, and Portland, Ore.

Heading its Southwestern operation will be Walter Bates, a former station relations representative for the Mutual Broadcasting System. Boston will be manned by Ted Swift, who has been an account executive at WEEI, there. The Atlanta sales chief has not been selected. Bob Devinney, who heads up the Chicago office, will be given assistance from Vern Dempsey, who has been hired to cover Iowa and Wisconsin for Guild.

'Mayor's' Sales Hit 600G Mark

HOLLYWOOD, Oct. 16.—Pre-release sales of the Rawlins-Grant production, "Mayor of the Town," have reached \$600,000, according to United Television Program's Vice-President Wynne Nathan. Eight regional deals have been made and the show placed in 56 markets.

Sponsors are Richfield Oil in the West, Kennecott Copper in the Rocky Mountain States, Schmidt Brewing Company in Pennsylvania, Sealtest Dairy Products in Tennessee, Gill Coffee in Virginia, United Gas in Texas, Standard Humpty Dumpty Stores in Oklahoma and Meister Brau Beer in the Midwest.

UTP Acquires Colbert Pilot

HOLLYWOOD, Oct. 16.—Claudette Colbert's pilot film for Toni has been acquired by United Television Programs and will be used for one of its anthology series, possibly the "Author's Playhouse" package which has not yet reached the production stage.

The picture, "Leave it to Liz," was originally contemplated as the first of a series. The deal between Miss Colbert, Toni and NBC fell thru, however, when the actress refused to appear in the commercials, thereby leaving Rockhill Productions holding the show.

'Veloz-Yolanda' to Artists' Distributors

HOLLYWOOD, Oct. 16.—Artists' Distributors this week began syndication of the "Veloz and Yolanda Show," a 15-minute telefilm program of which 39 segments are planned.

Featuring the famous dance team, the pictures combine a specialty number with demonstration lessons in various styles of dances and a "mystery dance" for contest purposes.

Official Film May Distrib New Robin Hood, 'Musketeers' Pix

NEW YORK, Oct. 16. — Back on a short visit to Europe, Hal Sackett, president of Official Films, indicated that the company was considering distribution of two new properties, "Robin Hood" and "The Three Musketeers." The first is being produced by Hannah Weinstein, the producer of "Colonel March" which Official distributes, and the second is being produced by Thetis Films of Rome. Both deals are in their early stages.

Sackett said that there is a great deal of excitement in Europe over the medium which will shortly become commercial on one channel. The masses, however, felt that the masses

ARE THERE ANY MORE BAKERS?

NEW YORK, Oct. 16.—Corliss Archer is not the only Ann Baker in TV film. The young star of Ziv-TV's current "Meet Corliss Archer" show is getting some oblique publicity from none other than NBC Film's "Badge 714." For Ann Baker is the name of the character that Frank Smith has been trying to talk Joe Friday into marrying.

The young lady, looking like a somewhat older but still pert Corliss, figured prominently in the episode of "Badge" that played WOR-TV this week.

CASH ON TWO

Official Pays Talent 70G Re-Run Fees

NEW YORK, Oct. 16.—Official Films has already paid \$70,000 to talent for re-run fees. Two of Official's properties, the Robert Cummings show and "Terry and the Pirates," have been selling well to local stations. The first program was on NBC-TV for Philip Morris and the second nationally spot booked by Canada Dry.

According to the Screen Actors Guild contract, producers get the first two runs for the original fee, the next two runs for 50 per cent of the original fee and thereafter must pay 25 per cent for perpetuity rights. Among the actors deriving benefits from re-runs of the Robert Cummings show are Julie Bishop and Fred Lytell, since they were regulars on the series.

New Pact Approved By TV Cartoonists

NEW YORK, Oct. 16. — Peace was restored in one area of the TV film field this week as agreement was reached late yesterday (15) on a new contract between Screen Cartoonists Local 841 and nine commercial producers.

Following the agreement, the union canceled its order which last week halted animators from working overtime or on a free-lance basis at Bili Sturm Studios and Cineffects. A 60-day strike notice against these two producers was also called off.

The agreed terms of the new contract, which would be retroactive to July 1, reportedly call for the producers to contribute approximately \$3.80 per employee per week to a welfare fund. Each worker would contribute 10 cents per week to pay to the fund, which would be jointly administered by the producers and the union. The welfare fund would cover not only the employee but his dependents as well.

as yet were not able to afford TV, because it is beyond their income. He also maintained that there seemed to be some amount of psychological resistance in Britain against commercial video, because it violates their privacy and leaves viewers open to selling in the home.

Official would also like to make a deal with one of the three contractors who will supply programming on the commercial channel in England. Sackett believes that some of the product produced for English viewers may be acceptable here, and that some of Official's American video films may be of value in England.

MCA SEEKS NEW INVENTORY

Firm May Get 'Long John,' Cugat Shows for Distribution

NEW YORK, Oct. 16.—MCA-TV is getting set to expand its new show inventory before the end of the year. The firm was this week reported to have the inside track for the distribution of "The Adventures of Long John Silver," which Joseph Kaufman is currently producing in Australia. It was also giving serious consideration to a Xavier Cugat show to be produced by the band leader.

The acquisition of these shows would give emphasis to what seems a radical shift in policy at MCA-TV since the summer.

Previously, the firm would tend to hold off on production until it had a regional deal from the pilot film. This was particularly true of shows coming out of its own pro-

duction affiliate, Revue Productions.

Along this line, "City Detective" was kicked off last year with a 12-market deal with Falstaff Beer, which subsequently expanded its spread to over 60 markets. The "Famous Playhouse" series was at that time being expanded by production for "Chevron Theater" in six Western markets. It held true until last spring, when still more miscellaneous dramas were blueprinted as the result of a multi-market deal for Heinz "Studio 57."

In the negative sense, "The Westerner" faded out of the firm's future when it failed to come up with sufficient regional business on the basis of the pilot.

While MCA-TV's syndication

sales staff was at that time doing brisk business in hinterland sales of these shows and re-run sales of outside productions like "Follow That Man" and "Playhouse 15," the men were for a long time bereft of new product.

With the beginning of the current season, MCA-TV appears to have switched to a policy of going right into syndication with shows already committed to full-scale production.

This trend began to emerge in July, when the distributor took on two weekly sports shows from Tel Ra Productions: "Touchdown" and "Telesports Digest." Since the football season was already imminent, the salesmen went into an intensive drive on "Touchdown," and sewed up 75 sales in a little over a month.

Shortly after that MCA-TV signed to distribute "Guy Lombardo and His Royal Canadians" and "Man Behind the Badge." Eight segments are completed on the former show. The latter is due to start shooting momentarily.

All Outside Segs

It has been noted that these four shows and the two reported to be under consideration are all from production auspices outside MCA. One reason for the absence of MCA productions appears to be that Revue currently has a house full of network film shows, including Ray Milland Show, "Pepsi Cola Playhouse" and "Studio 57."

Both "Long John" and the Cugat show, it is understood, would be shot in full color. Lombardo and Cugat, incidentally, were among the first five artists ever handled by the Music Corporation of America.

TALBOT'S FREMANTLE

Australia to Consume \$1 Mil of U. S. TV Film

NEW YORK, Oct. 16.—The future Australian TV industry will consume about \$1,000,000 worth of American TV film during its first three years of operation. This, at least, is the amount that Paul Talbot, president of Fremantle Overseas Radio & TV, expects to be exporting once telecasting begins down under, 18 months hence.

In his recent round-the-world trip, Talbot took the first steps in setting up a new company in Sydney to provide Australian telecasters with programming. In addition to importing film, this company will work on local live productions.

Talbot believes in having his foreign agents keep a balance between live production and American film. He said he is trying to get his agents to start now to help overseas areas develop their local production. By thus becoming part of the local scene and, at the same time, not trying to oversell American film, Talbot believes the Fremantle representative will ultimately be in the most favored position for selling film shows.

Fremantle's new Australian affiliate will be owned in conjunction with native broadcasting interests. Initially there will be three TV stations in Sydney and three in Melbourne.

Unity's Drive May Mean \$5 Mil Gross

NEW YORK, Oct. 16. — Unity Television's 10th anniversary "Len Firestone Sales Drive" looks as if it will push the firm's gross for the year over \$5,000,000, according to Archie Mayers, general manager.

In the two weeks before the drive got under way October 1, the sales staff pulled in over \$300,000 in contracts, Mayers said. Another \$200,000 has poured in during the first two weeks in October. Mayers expects that the sales figure for the last quarter of this year will hit \$1,000,000.

Schmidt Buys Prockter Film

NEW YORK, Oct. 16.—On the basis of its promising pilot, "Man Behind the Badge" has already been sold to Schmidt's beer in Philadelphia and Washington by MCA-TV. There is also reported to be great interest in the property from several West Coast advertisers.

The video film program is now in the process of being filmed at the American National Studios by Bernard Prockter. It will be on TV by December 15 or, at the latest, the beginning of 1955.

KINE SYNDICATION

Trade Watching Trend; 'Pulitzer,' 'Jamie' Eyed

NEW YORK, Oct. 16.—Distribution rights to the kinescopes of the hour-long "Pulitzer Prize Playhouse" series have been acquired by Commonwealth Television.

The firm, which is headed by Mort Sackett, is currently involved in exploratory negotiations with the writing, performing and technical personnel that worked on the live series. If agreement can be reached on re-run payments, the kines will be put into syndication by Commonwealth.

Meanwhile it was also reported this week that Talent Associates is mulling the idea of turning the kines of "Jamie" over to a TV film distributor for syndication. The live stanza, starring Brandon DeWilde, went off ABC-TV last week. Talent Associates is understood to be discussing the distribution of the "Jamie" kines with Official Films.

The possible entry of two more

kine shows into the syndication market underscores the success being chalked up by George Foley with his distribution of the "Tales of Tomorrow" kines. The Foley property was picked up a few weeks ago by Eversharp for 41 markets.

The syndication of kine shows is being watched with considerable interest by the entire TV film industry as well as by the networks. If kine syndication proves to be profitable, it's considered highly likely that the networks would start casting long looks at their stored kines of former live shows with an eye towards turning some of them over to their film divisions for distribution.

The fact that these kines would be competing with film series probably would bring the film craft and talent unions to a re-appraisal of the situation and an almost certain attempt to limit the number of kine shows to be syndicated.

Premiums Via Laughton Pic

HOLLYWOOD, Oct. 16.—A premium plan for sponsors of the new Charles Laughton vidfilm show, "This Is Charles Laughton," was announced this week by the Teevee Company, syndicators of the program.

Tempo Records is dinking a special platter featuring two complete programs, one on each side, to be given away as premiums by sponsors, for whom they will be provided at the cost price of \$1.

A total of 26 of the 15-minute Laughton programs have been filmed. The show features Laughton readings of great tales.

Film Features Reaching TV At Better Than One-a-Day

Early Drought Eased with 378 New Titles, 140 of Them Late Domestic

By GENE PLOTNIK

NEW YORK, Oct. 16. — In the beginning of the year the TV station film buyer did not know where his next first-run feature film was coming from. It looked as if the well had run dry.

But when all is told, 1954 will have turned out to be a great year for feature film programming. The buyer will have had a crack at more and bigger first-run product than in either of the two previous years.

With 1954 three-quarters thru, the distributors have brought into TV at least 378 titles that were not available a year ago. There is all likelihood that the total will pass 400 before 1955 dawns.

Of the total so far, at least 70 pictures were made in America since 1950. This is the type of product that every film buyer says he wants—recent and domestic. But some of the even bigger titles to emerge this year were made in the '40's. The General Teleradio group, for instance, was produced between 1946 and 1949. "Algiers," which certainly no buyer would snub, was made as far back as 1938.

At least another 70 of the total were made in the U. S. during the '40's. Of course there was an appreciable proportion of British product, about 80 titles, some of which are still playing theaters. Also there were Italian and German productions.

The Line-Up

The 378 pictures are being sold in 18 different packages by 15 different distributors. They break down as follows:

Hollywood TV Service's Jubilee Group—26; General Teleradio Film Division—30; Hygo's Big 10 and, more recently, 26 Wild Bill Elliott films—36; Associated Artists' 12 Sherlock Holmes and its new group of 39, to go on sale shortly—51; American-British TV Movies—28; Fortune Features (Italian)—69; Atlas (Continental Group)—6; M.&A. Alexander—19; Quality—6; National Telefilm Associates—5; Official Films (Robert Lippert productions)—38; Governor TV Attractions' eight Bulldog Drummond films and 16 British—42; Sterling—8; Atlantic—12.

This list represents a lot of digging and scraping by these distributors. And in some cases it represents the biggest money ever advanced to get features into TV.

As a result, buyers have been putting up record-breaking money this year. But the feature side of TV film is a different business from what it was two years ago.

New Stations Bid

The traffic in large libraries has now gravitated to the newer stations, which means the smaller markets. The last big splash in this type of selling was Unity's Plus-80 package, which broke forth over a year ago.

The veteran users of features are now picking and choosing individual titles or small packages out of the above list. The largest purveyors of feature libraries, Unity and Motion Pictures for Television, are finding that an increasing part of their business is in re-run sales of individual pictures.

In many cases the seasoned users of features are booking the new packages as individual shows, rather than throwing them into their regular feature theaters.

In an increasing number of instances, the first runs are getting full sponsorship, the sale to the sponsor frequently being made by the distributor directly. For example, Hygo's Big 10 has single sponsorship in most major cities.

Pressure Eases

In their bidding for the big new product, the stations with late-night theaters are now getting some price relief from NBC-TV's "Tonight," which has taken about 35 NBC affiliates out of the market for features. With less or no rival bidding, many of the competing

stations are seizing the opportunity to stock up on features, on which they are banking in their rating race with the network show.

The distributors have by no means despaired at "Tonight," however, because they expect features to continue to outrate live at night, as they consistently have in New York.

There is a good chance for still more first-run pictures before the

end of the year. Hygo is known to be putting together a new package, perhaps another eight or 10 titles. NTA is also known to be working on another package.

Where new features will come from in 1955 nobody knows at the moment. But the outlook was equally bleak in the beginning of 1954, and the outcome has been a 12 per cent expansion in total product.

AFTRA Gives Web Demands

NEW YORK, Oct. 16. — The American Federation of Television and Radio Artists and the video networks will get down to serious negotiations this Monday (18). Demands were given the webs at the first confab last Monday (11).

AFTRA's key demand is for a pension and welfare plan which would be paid for by employers, who would contribute 10 per cent of the talents' gross pay. Union is also demanding a 20 per cent across-the-board salary increase, a reduction in unpaid rehearsal time, and the elimination of the "multiple discount rate" to actors appearing in strip shows.

'Waterfront' Passes \$1 Mil

HOLLYWOOD, Oct. 16.—Sales of the Preston Foster starrer, "Waterfront," this week passed the \$1 million mark, according to producer, Roland Reed.

"Waterfront" has been placed in 110 markets up to this time. Only regional deal is in the West where Standard Oil sponsors the show and has picked up options for third renewals. With the first 39 pix finished, shooting on the next 26 is expected to get under way early in November.

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Available to only 100 stations in the United States

Filmusicals by Merc-Int'l

HOLLYWOOD, Oct. 16. — Production on two new musical television series was begun this week. The first is Margaret Whiting's "Holiday in Rhythm," of which three segments have been shot so far. The second is "Musical Chairs," previously a live show on KTTV, which features Johnny Mercer, Al Layden, Helen O'Connell and Marcel Blanc, and of which only the first has been lensed. Both series are scheduled for 39 segments. National Telefilm Associates will syndicate the Margaret Whit-

Ziv-TV Nabs

• Continued from page 4

reached 130 markets, including all but three of the top 70. The largest single product classification is still food.

The latest additions to the sponsor list include Oscar Mayer Meat Packing here and in Madison, Wis., and Davenport, Ia.; Pet Milk in Johnson City, Tenn.; Greensboro, N. C., and Columbia, S. C.; AAA Roofing and Supply in San Antonio, and Neuhoff Packing in Dallas.

ing show, with network distribution planned for the "Musical Chairs." Three other series are in the works, according to newly appointed Executive Producer Edward Yuhl.

National Tea Seen Seeking Tie-In With NTA 'Tic Tac Toe' Contest

CHICAGO, Oct. 16. — National Telefilm Associates' \$1,000,000 giveaway promotion was reported to have been greeted with an enthusiastic proposition this week from a major supermarket chain with several hundred stores throughout the Midwest. The National Tea Company here, having heard about the mammoth promotion from NTA's Chicago man, Johnny Graf, is apparently trying to tie into the contest in about 10 major markets.

An executive of National Tea's ad agency, Lilienfeld & Rutledge, is understood to have flown into

New York to negotiate the offer with NTA officials. What kind of response he received could not be learned here.

The giveaway contest, "TV Tic Tac Toe," was conceived by NTA as strictly a station promotion. Of course, National Tea could always tie in station by station in the cities it wants. In fact, it was reported to have already made such a deal with one station due to pick up the contest.

Apparently impressed with the store-traffic potential of "TV Tic Tac Toe," National Tea is understood to be aiming to extend it into

a 52-week promotion. But as set up by NTA the contest would run only 17 weeks, plus a build-up promotion a few weeks before.

Chain's Plan

The way the grocery chain would get on the merchandise campaign, it was reported, would be to sponsor a half-hour across the board on the participating stations. The shows it would ride would probably be NTA properties, and the sponsor would probably pay most or all of the program cost for that strip.

The minimum requirement for a station to get the contest is to buy the NTA library. Who would foot the bill for the NTA film not sponsored by National Tea is one point that would probably have to be worked out.

Meanwhile, in New York, Ely Landau, president of National Telefilm Associates, conceded he had been approached by a major supermarket chain to participate in NTA's new \$1,000,000 giveaway promotion, "TV Tic Tac Toe." But he refused to comment on what direction negotiations were taking.

Landau revealed that the kick-off date of the contest had been pushed back two weeks to January 17. This was to allow the participating stations to start their pre-contest promotion after the Christmas holiday.

Format Change

He also said that the format of the contest had been changed, so that the stations would have to carry three clues a day. Originally the plan called for one clue a day, which the station could carry as often as it chose. If the station had one weak slot it wanted to build, it could book the clue only once, and promote the time of the clue by spots throughout the schedule.

The reason for increasing the clues to three a day, according to Landau, was their decision that the major aim of the promotion was to build viewer loyalty, to get the audience into the habit of turning to that channel. Therefore, they want to have the clues spread throughout the schedule, rather than having them pinpointed.

Landau emphasized that the contest will not necessarily tie in directly with NTA shows, and is not in itself a program. It is a merchandising promotion, the principal aim of which is to build audience, with the subsidiary potential of building store traffic.

Apparently the grocery chain negotiating with NTA would want to confine distribution of the "TV Tic Tac Toe" playing cards to its own stores.

Underdog's Day

The outrated station in any city, Landau declared, has to come up with something big, create excitement, use novel showmanship in order to pull viewers away from the more favored outlets. The "Tic Tac Toe" gimmick, he said, is the greatest thing of this kind that such stations can latch on to.

Landau also pointed out that the weaker station today has to compete against the local theaters as well as the bigger stations; the motion picture business is doing better now than it has in years. This contest, he added, gives the populace a strong reason to stay home and watch TV.

Lee International

• Continued from page 4

show simultaneously, which means that he will need as many prints of each show as there are affiliates.

Of the affiliates signed up so far, five are VHF and four are UHF. The stations are KSNV-TV, San Francisco; KVEC-TV, San Luis Obispo, Calif.; KXLF-TV, Butte, Mont.; WDXI-TV, Jackson, Tenn.; WOKY-TV, Milwaukee; WKOW-TV, here; WNOW-TV, York, Pa.; KDUB-TV, Lubbock, Tex., and KDRO-TV, Sedalia, Mo.

Kulzick is still auditioning production people and talent, as well as signing additional stations.

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This One



PWEU-LKF-8UGO



TV FILM PURCHASES

All-Canada TV Sales sold "My Favorite Story" to CBLT, Toronto. The show goes into the 7:30 to 8:30 p.m. slot. "View the Clue," produced by Nat C. Goldstone and distributed by Medallion Productions, has been sold to Johnson's Wax to be shown in three Canadian markets. Sterling Television has sold "Music for Everybody," with Sigmund Spaeth, to Fargo, N. D.

"Top Plays of 1955," Screen Gems' newest release of current "Firestone Theater" films, has been sold to Honolulu; KELO, Sioux Falls, S. D., for Wayne Donohue Furniture Company; and KIEM, Eureka, Calif., for Mercer-Frazier and F. A. Mathews & Sons. "Rin Tin Tin" picked up three new sponsors this past week with WABT, Birmingham, Ala.; WNEM, Bay City, Mich., for Watson Ice Cream, and KVAL, Eugene, Ore., for Meadow Land Creamery, all picking up the tab. Station KLTU in Tyler, Tex., has leased "TV Disk Jockey Films Library" for one year. Package consists of 60 films.

The American Liberty Oil Company has purchased "All Star Theater" from Screen Gems to be shown over KCMC, Texarkana, Ark. Another company, American Oil, will sponsor the "Big Play Back" over KSBW, Salinas, Calif. "Jet Jackson" was sold to KFDX, Wichita Falls, Tex., and "Professor Yes 'n' No" to KELO, Sioux Falls, S. D., for Nassif Carpet Company.

Station WSAU, Wausau, Wis., has purchased five shows from NBC Film Division, and KTXL, San Angelo, Tex., has purchased four. Wausau purchases are: "Victory at Sea," "The Falcon," "Hopalong Cassidy A," "Hopalong Cassidy B," and "Dangerous Assignment." And in San Angelo, "Badge 714," "The Falcon," "Captured," and "Inner Sanctum" will be viewed. NBC bagged three beer sponsors this past week with Kroger Beer sponsoring "Badge 714" over KFVS, Cape Girardeau, Mo.; Burger Brew picking up the tab for "Badge" on WOOD, Grand Rapids, Mich., and Gunther Beer sponsoring "Badge" and "Inner Sanctum" over WWSA, Harrisburg, Pa., and WLVA, Lynchburg, Va., respectively.

"Badge 714" was also sold to WSUM, St. Petersburg, Fla., for the Pure Oil Company; KALN, Lincoln, Neb.; KROD, El Paso, Tex.; WKJG, Fort Wayne, Ind., and WABI, Bangor, Me.

Other NBC Film sales included: "Victory at Sea" to KTIV, Sioux City, Ia., and KOPO, Tucson, Ariz., for Perma Realty; "The Falcon" to WTOP, Washington; "Hopalong Cassidy" in its half-hour version to KCMC, Texarkana, Ark.; "Dangerous Assignment" to WSBM, Indianapolis; "Captured" to WBKB, Chicago; "Life of Riley" to KZTV, Reno, Nev., for Sewell Markets; KGMB, Honolulu, and KLAS, Las Vegas, Nev., and "News" to WMTV, Madison, Wis.; KFDX, Wichita Falls, Kan., and WHO, Des Moines, Ia.

Tom J. Corradine & Associates, Hollywood, have made the following feature film sales: Seventy-seven Westerns to KOIN, Portland, Ore.; 26 features to KOIN, Portland, Ore.; 26 features to KRON, San Francisco; 38 features to KOAT, Albuquerque, N. M.; 140 features to KOVR, Stockton, Calif.; 56 features to KUTV, Salt Lake City, Utah; 38 Westerns to KHJ, Los Angeles; 52 episodes of "This Is the Story" to KTTV, Los Angeles, and nine features to KTLA, Los Angeles.

"Florian ZaBach," a Guild Film package, picked up seven new stations this week: KROC, Rochester, Minn.; KXJB, Fargo Valley, N. D.; WIBW, Topeka, Kan.; Anchorage, Alaska; KWFT, Wichita Falls, Tex.; KFBC, Cheyenne, Wyo., and WSAU, Wausau, Wis.

CBS Film Sales sold "Gene Autry" to the following markets which will be sponsored: WMT, Cedar Rapids, Ia., for Trosch Baking Company; KTRK, Houston, Tex., for Higginbotham Buick Company and WKBT, La Crosse, Wis., for M. Erikson Bakery Company. "Amos 'n' Andy" was sold to KOAX, Albuquerque, N. M.; KHOL, Holredge, Neb., for the Appliance Department of Grand Island; KOTV, Tulsa, Okla., for Superior Food Stores and KLTU, Tyler, Tex.

Other CBS sales include: "Crown Theater" to WTWO, Bangor, Me., for Arthur Chagice Wholesale Grocers; "Cases of Eddie Drake" to KOPO, Tucson, Ariz., along with "Holiday in Paris"; "Files of Jeffrey Jones" to WGBI, Scranton, Pa., and "Art Linkletter and the Kids" to WKJG, Fort Wayne, Ind., for Seyer's Potato Chips; "Annie Oakley" to WJIM, Lansing, Mich., for Procter & Gamble, and KWFT, Wichita Falls, Tex., for Carnation Milk.

UTP has sold "Royal Playhouse" and "Heart of the City" to KOAM-TV, Pittsburg, Kan., and "Waterfront" to KPRC-TV, Houston.

BEER & PAPER

'Fabian' Push For Molsom, In Print, Too

NEW YORK, Oct. 16. — The exploitation of "Fabian of Scotland Yard" is getting into full swing for Molsom Beer, which sponsors the show in 10 markets in Canada and Northern U. S.

Robert Fabian himself is currently touring Molsom territory to autograph his two books, "Fabian of the Yard" and "London After Dark," and for other promotional gimmicks. Book and department stores are getting window streamers plugging the TV film show. Also, Molsom is now working out a line of premiums, which may include a special reprint of the introduction to the former book.

Meanwhile, the Scripps-Howard newspapers are shortly due to carry a feature story on Fabian written by Frederick Woltman.

A couple of weeks ago Fabian attended the police chief's convention in New Orleans, where he was guest speaker. While there he was photographed with practically every one of the nation's police chiefs individually for spotting in local newspapers.

Telefilm Enterprises distributes the film show.

ATFP, SEG in Wages Hassle

HOLLYWOOD, Oct. 16.—The Alliance of Television Film Producers this week accused the Script Editors' Guild of trying to obtain higher pay from it than from producers not part of the organization.

A raise of 5 per cent, which the Guild is demanding, would push Alliance salaries considerably over those being paid by anyone else, producers contend.

With efforts at federal mediation having failed, the Guild is meeting Tuesday (19) to consider whether or not to strike against the Alliance.

Brioschi Company Budgets 100G for Four-Market Spots

NEW YORK, Oct. 16. — The A. Brioschi Company (stomach antacid) which heretofore has only placed an occasional spot on WPIX here, is boosting its TV budget and expects to spend \$100,000 in 1954 and probably double that next year. Using an animated film commercial produced by Tony Ford, it has bought time on WPRT, Wilkes Barre, Pa., WTVJ, Miami, and KSTP, Minneapolis, in addition to WPIX. It may take another four stations if these work out satisfactorily.

Brioschi will also shortly begin sponsorship of a live sports show to be emceed by Phil Rizzuto and Sal Maglie. It will go on either WABC-TV or WPIX. The sponsor is thinking of filming the show when the baseball season begins and then booking it on additional stations. The agency is Pittinella Advertising.

First 2 of Leahy Series Completed

HOLLYWOOD, Oct. 16.—Shooting on the first two pictures of the new Frank Leahy series has been completed by Warren Lewis, producer of "Four Star Theater." Not strictly a sports program, the show will feature the lives of famous personalities with Leahy acting as host and narrator.

First of the pix, featuring the life of high school coach Mark Wilson, will be presented on "Cavalcade of America" November 9, while the second, built around Olympic swimmer Nancy Markey, will actually kick off the Leahy series.

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 film 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, designated by an asterisk (*), are U. S. 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 film series in each market.

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

Sept. ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time
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CLEVELAND 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

15.8	14.5	Superman—Adv.—Flamingo Films.....	WNBK—M, 6:00-6:30
		Top Opp. & Rating: Dinner Platter..... 2.7	
12.0	10.5	Wild Bill Hickok—West.—Flamingo Films.....	WNBK—W, 6:00-6:30
		Top Opp. & Rating: Desert Deputy; Bob Neal.....	
11.1	8.7	Dick Tracy—Mys.—Combined TV.....	WNBK—T, 6:00-6:30
		Top Opp. & Rating: Desert Deputy; Bob Neal.....	
10.8	9.0	Kit Carson—West.—Coca-Cola Co.....	WNBK—Th, 6:00-6:30
		Top Opp. & Rating: Dinner Platter.....	

Sign-On to 7 p.m.—Saturday and Sunday

13.1	12.0	Annie Oakley—West.—CBS Film.....	WNBK—S, 6:30-7:00
		Top Opp. & Rating: Baseball..... 27.3	
9.4	11.9	Cisco Kid—West.—Ziv TV.....	WNBK—S, 6:00-6:30
		Top Opp. & Rating: Baseball.....	
9.0		Captain Midnight—Adv.—Wander Co.....	WEWS—S, 11:00-11:30
		Top Opp. & Rating: Fun Wagon.....	
8.7	12.2	Ramar of the Jungle—Adv.—TPA.....	WEWS—S, 5:00-5:30
		Top Opp. & Rating: Baseball.....	
4.0		Joe Palooka—Adv.—Guild Films.....	WEWS—S, 4:00-4:30
		Top Opp. & Rating: Baseball.....	

7 p.m. to Sign-Off—Monday Thru Sunday

35.5	23.5	Liberace—Music—Guild Films.....	WEWS—W, 9:00-9:30
		Top Opp. & Rating: Strike It Rich..... 20.0	
21.0	28.8	I Led Three Lives—Adv.—Ziv TV.....	WEWS—F, 10:30-11:00
		Top Opp. & Rating: Baseball..... 37.2	
18.7	23.0	Foreign Intrigue—Adv.—Sheldon Reynolds.....	WEWS—Su, 10:00-10:30
		Top Opp. & Rating: Loretta Young..... 25.2	
18.0	14.2	Mr. District Attorney—Mys.—Ziv TV.....	WEWS—T, 10:00-10:30
		Top Opp. & Rating: Truth or Consequences..... 17.2	
17.0	8.7	Badge 714—Mys.—NBC Film.....	WNBK—F, 7:00-7:30
		Top Opp. & Rating: Captain Video; News..... 1.7	
14.2	12.8	Range Rider—West.—CBS Film.....	WEWS—Su, 7:00-7:30
		Top Opp. & Rating: You Asked for It..... 14.0	
13.0	12.7	Favorite Story—Drama—Ziv TV.....	WNBK—M, 10:30-11:00
		Top Opp. & Rating: Summer Theater..... 16.8	
12.5	14.0	Death Valley Days—West.—Pacific Borax.....	WEWS—Th, 10:30-11:00
		Top Opp. & Rating: Lux Video Theater..... 23.2	
11.4	6.5	Janet Dean, R.N.—Drama—MPTV.....	WNBK—T, 7:00-7:30
		Top Opp. & Rating: Pooch Parade; Meet Your Schools.....	
11.0	9.4	Kent Theater—Drama—P. Lorillard.....	WEWS—S, 10:30-11:00
		Top Opp. & Rating: Your Hit Parade.....	
10.1	7.6	Crown Theater—Drama—Ziv TV.....	WNBK—W, 10:30-11:00
		Top Opp. & Rating: Best of Broadway.....	
9.6	5.2	Files of Jeff Jones—Mys.—CBS Film.....	WNBK—S, 7:00-7:30
		Top Opp. & Rating: Baseball.....	
9.1	6.4	Eversharp Theater—Drama—Eversharp Co.....	WNBK—W, 7:00-7:30
		Top Opp. & Rating: Waterfront.....	
7.8		Crown Theater—Drama—CBS Film.....	WNBK—F, 8:00-8:30
		Top Opp. & Rating: Mama.....	
7.4	12.9	Waterfront—Adv.—UTP.....	WEWS—W, 7:00-7:30
		Top Opp. & Rating: Eversharp Theater.....	
5.9		All Star Theater—Drama—Screen Gems.....	WNBK—Th, 7:00-7:30
		Top Opp. & Rating: Captain Video; News.....	
4.9	5.9	Life With Elizabeth—Comedy—Guild Films.....	WEWS—M, 7:00-7:30
		Top Opp. & Rating: Starlite Theater..... 7.6	
1.7	0.9	Big Playback—Sports—Screen Gems.....	WEWS—F, 7:00-7:15
		Top Opp. & Rating: Badge 714.....	

BALTIMORE 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

5.6	4.4	Kit Carson—West.—Coca-Cola Co.....	WMAR—T, 6:00-6:30
		Top Opp. & Rating: Movietime.....	
4.2	3.1	Dick Tracy—Mys.—Combined TV.....	WBAL—M, 6:00-6:30
		Top Opp. & Rating: Early Show.....	
1.7		Hopalong Cassidy—West.—NBC Film.....	WBAL—Th, 6:15-6:45
		Top Opp. & Rating: Early Show.....	
1.3	3.4	Terry and the Pirates—Adv.—Official Films.....	WBAL—F, 6:00-6:30
		Top Opp. & Rating: Early Show.....	

Sign-On to 7 p.m.—Saturday and Sunday

12.5		Death Valley Days—West.—Pacific Borax.....	WMAR—S, 6:30-7:00
		Top Opp. & Rating: NCAA Football..... 12.9	
8.6	12.2	Annie Oakley—West.—CBS Film.....	WBAL—S, 5:30-6:00
		Top Opp. & Rating: NCAA Football.....	
5.8		Meet Corliss Archer—Comedy—Ziv TV.....	WBAL—S, 6:30-7:00
		Top Opp. & Rating: You Are There.....	
5.6	9.3	Cowboy G-Men—West.—Flamingo Films.....	WAAM—Su, 6:00-6:30
		Top Opp. & Rating: Meet the Press.....	
3.6	3.9	Flash Gordon—Adv.—MPTV.....	WBAL—S, 4:30-5:00
		Top Opp. & Rating: Film Short; Pre-Game Huddle.....	

(Continued on page 9)

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INDUSTRIALS

Shape Up as Multi-Million-Dollar Field

HOLLYWOOD, Oct. 16. — A million-dollar business has sprung up in the production of industrial TV films, Jerry Fairbanks, TV and commercial film producer, said this week.

Fairbanks, who has produced 500 telefilms since 1948, pointed out that industries are turning up to a quarter million dollars for films to show on TV at private screenings. Cost of making "With Arthur Godfrey," for Eastern Airlines, was about \$100,000, and a film only recently completed for the Miller Brewing Company cost approximately \$100,000.

Telefilm producers, thru their shows, have pushed industrial films out of the nuts and bolts category, Fairbanks said, and have made them entertaining as well as informative. In this way they have become one of the biggest cogs in the manufacturers' postwar drive for public relations.

Two versions of the same movie are usually prepared, Fairbanks said, one for half-hour TV screening, and a longer one for private screening. Some of the pictures had as many as 10 runs on the air.

Uncovering Co. to Syndicate 'Adventure' Skein

CHICAGO, Oct. 16.—Jack Vanishing, producer of "Adventure of the Doors," a nature series, announced this week that he is forming his own syndication firm to handle the sale of TV film series.

Levine, Midwest sales manager for Sportsvision, Inc., will head up the sales division for the firm with headquarters at 2000 Wacker Drive, Chicago. Present plans call for offices in Detroit as well as representation in the East, South and West Coast areas. Levine will remain at Pontiac, marking the first national syndication outfit to operate in that area.

Vanishing, in addition to being a wildlife editor of The Chicago Free Press, is also a contributor to national outdoor publications. He is an authority on outdoor wildlife and has exhibited his work widely thruout the country and abroad.

A new series of quarter hour telefilms which deal with real life experiences of hunters and fishermen will be available in monochrome or color.

Exec Meet to Discuss Los Angeles

CHICAGO, Oct. 16. — A last-minute change in plans sets the meeting of United Television Productions in Los Angeles at the firm's office rather than in Chicago at the Ambassador East Hotel. The meeting will be held over the week-ends of Oct. 15-17 as scheduled, with most of the firm's executives in attendance.

The main purpose for the meeting will be the discussions devoted to the possibility of the firm's expansion. Other topics will include a formula to hype sales on a backlog of properties, and the inclusion of a new library program plan. Also up for discussion will be plans for the firm's "Playhouse" series, if and when it goes into syndication.

Attending the meet will be Phil Levine, president; Lee Savin, executive vice-president and sales manager; Dave Sheets, sales manager; Wynn Nathan, vice-president; Aaron Beckwith, New York vice-president; Tom McCarthy, Eastern sales chief, and John Mohr, Chicago vice-president.

TOPICAL SKED FOR WOR PIX

NEW YORK, Oct. 16. — There's more than meets the eye to WOR-TV's selection of features each week for its "Million Dollar Movie." It selected "Magic Town," starring James Stewart and Jane Wyman, as its first offering because of the publicity Stewart was getting from the theatrical premiere of his new feature, "Rear Window," and Wyman's build-up from the theatrical run of "Magnificent Obsession."

During the week of November 8 it won't be Hollywood but Washington that will be in the news. For on that date the U. S. Senate reconvenes to consider the censure of Senator McCarthy. So WOR-TV has set as its feature for that week an opus titled "The Senator Was Indiscreet."

Foreign Lands Extend Open Hands to TV Film Makers

Continued from page 1

jousting and tournaments and is set in medieval England. Gordon has signed Mischa Auer and is shooting some new footage around him.

Argentinian film interests have bankrolled a new program, "Adventure in the Andes," and have shot 13 films in the series. The show is said to contain beautiful scenic film. The backers are trying to dispose of the property and are asking \$15,000 for each film.

Brazil is represented by Gloria Productions, which is reported to have shot a travel film on South America. This group wants an American distributor to ante up half the cost of the production. The only really active Australian

operation at present is that of Joseph Kaufman, whose "Long John Silver" is being shot for theatrical as well as TV distribution.

African Activity

Much of the African activity is concentrated in Morocco where exteriors for "Captain Gallant" are being filmed. Interiors are being filmed in France. Tony Bartley, Deborah Kerr's husband, also filmed a pilot called "Ivory Hunter," which has not yet been set for a deal.

There are, of course, any number of deals available in France, England, Germany and Italy. The last-named country is filming "The Three Musketeers." This is being done by Thetis Films, whose head

is Adm. Ricardo Pontremoli. Official Films is showing some interest in this property. Robert Haggiag, who owns the Scalera Studios where the "Barefoot Contessa" was filmed, is extremely interested in getting into the video film act.

Marty Poll and Ed Gruskin's Intercontinental Films was the source of the outstanding activity in Germany, where they produced "Flash Gordon." Poll, however, moved out of video film, and Gruskin is now carrying on alone. Paul Gordon, however, is active in German video film production. He produced six hour films called the "Continental Group" which Atlas is now distributing. Gordon is now

(Continued on page 10)

How to color a TV network...

Changing the television network so that it can carry color pictures is a big job—one that is still going on.

Black and white pictures are easy to handle by comparison. But color requires three times as much information. And all of it must reach every point on the network at the correct level and without being changed.

Otherwise, the actress might have purple hair instead of red.

To keep the colors true, equalizers are added at many locations along the network, and more amplifiers are installed to boost the signal.

Hundreds of technicians have been trained in color techniques and many more are being taught to maintain and adjust the added equipment to exact standards.

Already more than 36,000 channel miles in the nationwide television network have been adapted for color transmission, as the Bell System continues to keep pace with the industry's rapidly expanding needs.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW



PRODUCTION NOTES

By BOB SPIELMAN

Bank of America ties up California TV completely for an hour Sunday night (17) with its 50th anniversary show. Scheduled for all 27 stations, the program bumps "Toast of the Town" and others off the air. Produced by Jack Denove for slightly under \$100,000, the show has verve and imagination but lacks consistency and fails to give a very clear picture of either the Bank of America or the State. Two best segments are a reproduction of the San Francisco earthquake and a parody of the silent movie industry. Also in the show is a clip from Al Jolson's "The Jazz Singer."

Anna Maria Alberghetti gets a vote as the most unsophisticated and refreshing of all the Hollywood TV-motion picture stars. Off-stage she prances around like a 16-year-old. Father, a former opera singer himself, hopes to give voice lessons once his permanent residence in the U. S. is approved.

Mark Stevens last week laughed off a lecture Hal Humphrey gave him in The Los Angeles Mirror following Stevens' rather impassioned speech on the virtues of "Big Town" at a press preview. "It was a good column," said Stevens, who was told to "take the chip off your shoulder." Stevens continued, "I think I'll write him a letter." Of course, he didn't say what would be in it.

Preston Foster's 15-year-old daughter, Stephanie, will have a singing role in the next "Waterfront" picture entitled the "Christmas Story."

Hal Roach Jr. and Roland Reed this week completed shooting their 100th "My Little Margie" show.

Revue Productions is trying to ink Xavier Cugat to a musical series but, according to insiders, deal is still very much up in the air.

"Big Town's" Doc Merman filmed background shots on Los Angeles' skid row Friday night (15).

Mickey Rooney Productions will shoot the pilot of its "Daniel Boone" series at Big Bear Lake in San Bernardino Mountains.

Shooting on "Lone Ranger" pictures will be delayed six weeks because Tonto suffered a heart attack on location. After completion of the current 52 Jack Chertok will have lensed a total of 180 half hours for General Mills.

What's the younger generation coming to? David Sarber, youngster in the "Mayor of the Town" series, is refusing to take a vacation next week when the schedule calls for a week's layoff in production. "I don't want to get behind in school," he explains.

Chef Milani recorded his 1500th telecast Thursday (14) over KCOP.

Joel Aldred, New York television announcer, is going to be up in the air for the next two weeks. He'll do one-minute spots for H. J. Heinze Company in California and will fly west on Mondays, Wednesdays and Fridays, returning East on Tuesdays, Thursdays and Saturdays.

Phillip Rawlins, son of producer John Rawlins, has been named production manager for the "Mayor of the Town" tele series.

Elliot Schick has been signed as production co-ordinator on commercial films by Grosse-Krasne.

Jess Openheimer attributes the success of "I Love Lucy" to the fact that the shows never go beyond the realm of probability, even tho some good ideas have to be discarded. Too many shows will do anything for a laugh, in his opinion, and thereby sacrifice audience identification.

Academy of Television Arts and Sciences' president, Don Defore, is preparing to produce a theatrical motion picture next summer. Defore says he has script and financing, and distribution is being arranged.

Animated for Gen. Mills

HOLLYWOOD, Oct. 16.—An animated film, depicting the growth of the General Mills Com-

pany, has been prepared by Don McNamara of Dudley Pictures Corporation entitled "Mr. Winkle Returns." The pic made its debut this week and will be shown at all General Mills stockholder meetings.

50,000,000 FRENCHMEN CAN'T BE WRONG, NEITHER CAN 40,000,000 AMERICANS!



50,000,000 Frenchmen have acclaimed Louis Jourdan and Claude Dauphin, stars of "PARIS PRECINCT," as two of their favorite actors of stage and screen. In May of this year some 40,000,000 American TV viewers switched their dials to watch them on rival networks . . . at the same hour. Now Andre Hakim has starred them as ace-detectives of the famed Surete. Filmed in Europe for American TV film tastes, "PARIS PRECINCT" presents Jourdan and Dauphin solving baffling, true cases of the French police. To "lock-up" big business locally, regionally or nationally shoot for "PARIS PRECINCT."

- released by:
- MPTV
655 Madison Ave.
New York 21, N. Y.
- MPTV (Canada) Ltd.
277 Victoria St.
Toronto, Can.
- distributed by:
- U.M.&M., Inc.
United Film Service,
Inc.
2449 Charlotte St.
Kansas City, Mo.
- MPA-TV
1032 Carondelet St.
New Orleans, La.
- Minot TV, Inc.
509 Madison Ave.
New York 21, N. Y.

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- THE CISCO KID
- YOUR TV THEATRE

ZIV
TELEVISION

1579 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Beil Named Schwimmer Mgr.

CHICAGO, Oct. 16.—Walter Schwimmer, president of Walter Schwimmer Productions, Inc., announced this week the appointment of Ted Beil as Eastern sales manager. Beil has been associated with National Telefilm Associates and M-G-M Pictures in the same capacity. Beil will cover the territory from Maine to Florida and will work out of the firm's New York office.

Beil will handle "Movie Quick Quiz," "Championship Bowling" and "Eddy Arnold Time." The latter stars Eddy Arnold, the Gordinaires, and Betty Johnson, and is currently before the cameras at Kling Studio's new lot here. Joe Csida, of Csida-Green Associates, New York, executive producer, and Eddy Arnold have been planing in each week for studio shooting dates. Ben Park, of NBC, is handling the direction-writing chores. The new series is set for January 1 premiere. Sales drive on the series begins this week.

WABC-TV Adds 4 New Sponsored TV Films Series

NEW YORK, Oct. 16. Four more sponsored TV film series made their way to WABC-TV this week.

Gordon Baking is bringing "Rocky Jones, Space Ranger" to the outlet in the Sunday 4:30-5 p.m. spot starting October 24; Premier Foods is taking on bank-rolling of "Dangerous Assignment" in the Saturday 7:30-8 p.m. period starting October 30, and Eversharp has bought Sunday time on the station for its "Tales of Tomorrow" kines.

The fourth film stanza is called "Mister Executive," and starts airing on the station October 31 in the 1-1:30 p.m. spot. It was produced by Associated Ad Services, which lined up Brazilian Airlines, Eagle Clothes and Icelandic Airways as participating sponsors. The stanza, which consists of interviews of business executives, was formerly a live show.

Grant Issued to AETC

WASHINGTON, Oct. 16.—The Federal Communications Commission issued one non-commercial, educational TV grant this week, bringing total authorizations to 714, of which 606 are post-freeze grants, including 33 non-commercial, educational grants. With 101 grants canceled, outstanding authorizations now number 613. This week's grant went to the Alabama Educational Television Commission, Channel 10, Birmingham.

New UM&M Corp.

Continued from page 4

Technicolor's new 16-mm. color prints, which he wants to see on closed circuit.

Fox estimated that color production would hike MPTV's negative costs \$6,000 to \$7,000 per segment over monochrome.

Foreign Lands

Continued from page 9

in New York trying to line up several new deals.

Spain Facilities
Spain has excellent facilities both in Barcelona and Madrid. The problem there seems to be that the studios are unheated, and that the government turns off power fairly early in the day to conserve it. But the costs are said to be lower than elsewhere in Europe.

Holland, of course, now is being used for "Secret File," which is now in production. There will undoubtedly be an upbeat in English video film production. Because English TV will go commercial shortly, more film will be produced for the English market. This may

THE BILLBOARD SCOREBOARD

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

Continued from page 8

Sept. ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time
3.3	4.6	Hopalong Cassidy—West.—NBC Film	WBAL—S, 12:45-1:45
		Top Opp. & Rating: Various	
2.3		Captain Midnight—Adv.—Wander Co.	WMAR—S, 11:00-11:30
		Top Opp. & Rating: Space Patrol	
7 p.m. to Sign-Off—Monday Thru Sunday			
24.6	14.1	Badge 714—Mys.—NBC Film	WBAL—T, 10:30-11:00
		Top Opp. & Rating: Wrestling	19.8
20.0	16.6	City Detective—Mys.—MCA-TV	WMAR—Su, 11:00-11:30
		Top Opp. & Rating: News; Sports; American Day Parade	6.7
18.3	9.8	Superman—Adv.—Flamingo Films	WBAL—W, 7:00-7:30
		Top Opp. & Rating: News; As You Can See	6.3
17.9	6.3	Kent Theater—Drama—P. Lorillard	WMAR—S, 7:00-7:30
		Top Opp. & Rating: NCAA Football	12.1
16.2		Amos 'n' Andy—Comedy—CBS Film	WAAM—Th, 10:30-11:00
		Top Opp. & Rating: Lux Video Theater	29.8
13.8	26.3	Mr. District Attorney—Mys.—Ziv TV	WBAL—S, 10:30-11:00
		Top Opp. & Rating: Premium Playhouse	29.6
13.6		Boston Blackie—Mys.—Ziv TV	WBAL—F, 8:00-8:30
		Top Opp. & Rating: Mama	29.4
13.5		Colonel March—Mys.—Official Films	WBAL—M, 10:30-11:00
		Top Opp. & Rating: Summer Theater	26.9
11.7	7.3	Cisco Kid—West.—Ziv TV	WBAL—T, 7:00-7:30
		Top Opp. & Rating: Sports; News	3.8
11.3	16.6	Liberace—Music—Guild Films	WBAL—Su, 7:00-7:30
		Top Opp. & Rating: You Asked for It	
10.4	11.2	Boston Blackie—Mys.—Ziv TV	WBAL—T, 8:00-8:30
		Top Opp. & Rating: The Goldbergs	
10.0	5.4	Wild Bill Hickok—West.—Flamingo Films	WBAL—F, 7:00-7:30
		Top Opp. & Rating: News; Your Family Doctor	
9.2		Eversharp Theater—Drama—Eversharp Co.	WMAR—Su, 7:00-7:30
		Top Opp. & Rating: You Asked for It	
6.2	3.4	Janet Dean, R.N.—Drama—MPTV	WBAL—S, 7:00-7:30
		Top Opp. & Rating: Kent Theater	
6.0	3.9	Flash Gordon—Adv.—MPTV	WBAL—M, 7:00-7:30
		Top Opp. & Rating: News; Keep On Learning	
4.4		Hans Christian Andersen—Child.—Interstate TV	WBAL—Th, 7:00-7:30
		Top Opp. & Rating: News; Sports	
4.2	3.9	Dangerous Assignment—Adv.—NBC Film	WMAR—M, 11:15-11:45
		Top Opp. & Rating: Picture Playhouse	
2.3	2.4	Cases of Eddie Drake—Mys.—CBS Film	WMAR—W, 11:15-11:30
		Top Opp. & Rating: Football	
1.9	1.5	Famous Playhouse—Drama—MCA-TV	WMAR—Th, 11:15-11:45
		Top Opp. & Rating: Picture Playhouse	
1.7	5.1	All Star Theater—Drama—Screen Gems	WMAR—T, 11:15-11:45
		Top Opp. & Rating: Picture Playhouse	

WASHINGTON 4 STATION

Sign-On to 7 p.m.—Monday Thru Friday

2.6		My Hero—Comedy—Official Films	WTOP—M, 6:15-6:45
		Top Opp. & Rating: Footlight Theater	
2.1		China Smith—Adv.—Nat'l Telefilm Assoc.	WTOP—T, 6:15-6:45
		Top Opp. & Rating: Footlight Theater	
1.4		Colonel March—Mys.—Official Films	WTOP—Th, 6:15-6:45
		Top Opp. & Rating: Footlight Theater	
1.4	2.7	Range Rider—West.—CBS Film	WTOP—F, 6:15-6:45
		Top Opp. & Rating: Footlight Theater	

Sign-On to 7 p.m.—Saturday and Sunday

5.5		Captain Midnight—Adv.—Wander Co.	WTOP—S, 11:00-11:30
		Top Opp. & Rating: Space Patrol	
5.3		Ramar of the Jungle—Adv.—TPA	WTOP—S, 6:30-7:00
		Top Opp. & Rating: NCAA Football	
3.9	2.9	Jackson and Jill—Comedy—Consolidated TV	WMAL—Su, 6:00-6:30
		Top Opp. & Rating: Meet the Press	
3.2		Famous Playhouse—Drama—MCA-TV	WTOP—Su, 5:30-6:00
		Top Opp. & Rating: Super Circus	
3.2	9.4	Joe Palooka—Adv.—Guild Films	WNBW—S, 5:30-6:00
		Top Opp. & Rating: NCAA Football	
2.0		The Passerby—Drama—Nat'l Telefilm Assoc.	WTOP—Su, 4:45-5:00
		Top Opp. & Rating: Zoo Parade	
0.9		Animal Time—Child.—Sterling TV	WMAL—S, 10:15-10:30
		Top Opp. & Rating: Billy Johnson	
0.6	0.3	Public Prosecutor—Mys.—Consolidated TV	WMAL—Su, 6:30-6:45
		Top Opp. & Rating: Roy Rogers	
0.3	1.0	Washington Spotlight—News—Standard TV	WMAL—Su, 6:45-7:00
		Top Opp. & Rating: Roy Rogers	

7 p.m. to Sign-Off—Monday Thru Sunday

18.8	16.9	Badge 714—Mys.—NBC Film	WNBW—W, 7:00-7:30
		Top Opp. & Rating: Mark Evans	4.3
17.2	15.6	I Led Three Lives—Adv.—Ziv TV	WNBW—M, 10:30-11:00
		Top Opp. & Rating: Summer Theater	17.8
13.9	13.0	Wild Bill Hickok—West.—Flamingo Films	WNBW—Th, 7:00-7:30
		Top Opp. & Rating: Safeway Comedy Hour	3.6
13.1	13.9	Superman—Adv.—Flamingo Films	WNBW—T, 7:00-7:30
		Top Opp. & Rating: Curtain Time	2.1
12.5	7.2	Hopalong Cassidy—West.—NBC Film	WNBW—F, 7:00-7:30
		Top Opp. & Rating: Amos 'n' Andy	9.9
12.3	16.3	Foreign Intrigue—Adv.—Sheldon Reynolds	WNBW—W, 10:30-11:00
		Top Opp. & Rating: Best of Broadway	22.0
10.5	7.4	Eversharp Theater—Drama—Eversharp Co.	WNBW—M, 7:00-7:30
		Top Opp. & Rating: Mark Evans	5.7
9.9	10.0	Amos 'n' Andy—Comedy—CBS Film	WTOP—F, 7:00-7:30
		Top Opp. & Rating: Hopalong Cassidy	12.5
8.7	9.7	Front Page Detective—Mys.—Consolidated TV	WMAL—F, 10:30-11:00
		Top Opp. & Rating: Person to Person	21.6
7.5	17.4	Mr. District Attorney—Mys.—Ziv TV	WMAL—F, 10:00-10:30
		Top Opp. & Rating: Star Theater	19.6
7.3	13.2	Racket Squad—Mys.—ABC Film	WMAL—Th, 10:30-11:00
		Top Opp. & Rating: Lux Video Theater	

7 p.m. to Sign-Off—Monday Thru Sunday

7.3	5.8	Annie Oakley—West.—CBS Film	WTTG—S, 7:00-7:30
		Top Opp. & Rating: NCAA Football	
7.2	8.7	Favoritè Story—Drama—Ziv TV	WTOP—Th, 10:30-11:00
		Top Opp. & Rating: Lux Video Theater	
5.9	3.9	Gene Autry—West.—CBS Film	WTOP—S, 7:00-7:30
		Top Opp. & Rating: NCAA Football	
5.8	6.5	Duffy's Tavern—Comedy—MPTV	WTOP—T, 8:30-9:00
		Top Opp. & Rating: Baseball	
4.9	3.5	Janet Dean, R.N.—Drama—MPTV	WTOP—S, 10:30-11:00
		Top Opp. & Rating: Safeway Theater	
4.9	11.6	Liberace—Music—Guild Films	WTTG—Th, 10:30-11:00
		Top Opp. & Rating: Lux Video Theater	
0.3	0.3	Tenth of a Nation—Docum.—Essex Films	WTTG—Su, 10:30-10:45
		Top Opp. & Rating: What's My Line	

mean that reciprocal deals between English film makers and American interests may be possible. Product produced for English viewers may also be of interest to American audiences.

But there is bound to be a continuing upbeat in foreign produc-

tion. Since video has proved a prolific source of revenue many, foreign film makers to get their cut out of it. As the merry chase for the fast they are certain to interest American capital, both distribution and production.

Diskers Prepare for Strike Emergency

By JOE MARTIN

NEW YORK, Oct. 16.—Record and phonograph manufacturers in the metropolitan New York area were making frantic moves to prepare for a general trucking strike scheduled to begin at 12:01 a.m. today (16). Execs still recall the three-week trucking strike staged here in 1948 which upset sales for many weeks after that strike was scheduled. Negotiations to resolve the hassle between the International Brotherhood of Teamsters and the truck operators broke down at 9 p.m. last night with little hope of settlement.

Tho the strike covers only the metropolitan New York area, the

effects can be felt nationwide, since several of the larger record pressing plants are located within or close to the struck area. For example, RCA Victor's new plant in Rockaway, and the M-G-M plant in Bloomfield, both in New Jersey, are right in the middle of the strike area.

There was also some questions as to whether the Teamsters' jurisdiction covered the Columbia plant in Bridgeport, Conn., and the Decca plant in Gloversville, N. Y.

Custom Pressing

In addition to the disks being pressed for the major labels in these plants, M-G-M, Columbia and Victor handle a lot of custom pressing work for other labels, while independent pressing plants in and around this city also handle work for many labels.

The importance of this area as a traffic center for raw materials and parts used in record and phonograph production could also seri-

(Continued on page 16)

Fox Concludes Final Pact on Jap Royalties

NEW YORK, Oct. 16.—Agreements have now been reached between the Harry Fox office here and all major Japanese recording firms for the Japanese Society of Rights of Authors and Composers to collect royalties for American publishers on records sold there. The last agreement was signed this month between JASRAC, which collects for the Fox office, and Taihai Records, which presses for Mercury in Japan. In addition, the Fox office is now negotiating with the Japanese diskeries for royalties on records sold prior to the recent agreements, covering the period from 1943 to 1953 on which American publisher royalties are estimated to total about \$540,000.

The Harry Fox office offered its collection services to American publishers about 15 months ago when Julian Abeles, of Abeles and Bernstein, first worked out an agreement with JASRAC to collect

(Continued on page 16)

WFAA Shindig To Exit Dallas For Ft. Worth

DALLAS, Oct. 16.—Ed Hamblen, head of the WFAA Artists Bureau here, announced today that the "WFAA Shindig," presented weekly in Dallas for over a year at the Auditorium and Band Shell, both located in Fair Park, will end its weekly Saturday night performances October 23 and move bag and baggage to Fort Worth, where it will combine with the WBAP operation early in November and continue every Saturday night at Northside Coliseum there.

The reason for moving the 30-people country and western unit to Fort Worth, Hamblen states, is the high rental on the Auditorium and the lack of another suitable building here to house the unit.

During its run here, the "WFAA Shindig" has played opposition to the "Big D Jamboree," which has been performing at the local Sportatorium the last 12 years, with a four-hour Saturday night broadcast over KRLD. With the "Shindig" moving, "Big D" will have the local field to itself.

RCA Closes Branch In Davenport, Ia.

CHICAGO, Oct. 16.—RCA Victor has closed its Davenport, Ia., company-owned distribution branch. Dealers formerly serviced from Davenport will now receive shipments from Victor Chicago distribution set-up, also a company-owned branch.

COOK'S DISKS NOW LOW AND MEDIUM FI

NEW YORK, Oct. 16.—

While it can hardly be expected to set a new trend, one manufacturer has just released a batch of LP's, among which are some actually identified on the jackets as of low and medium fidelity. The daring venture is a project of Cook Laboratories, known otherwise as a producer of hi-fi components and binaural disks and equipment.

The records are issued under the Road series, which Cook states were casually produced en route whenever the firm's traveling lab encountered a subject of interest. Reverse promotion warns listeners: "Easy to take if you like the circus . . . very insidious . . . hardly acceptable to the average listener."

Victor Readying 15,000-Cycle Tape Machine for \$300

NEW YORK, Oct. 16.—RCA Victor will introduce a new tape recorder early next year with a claimed frequency ceiling of 15,000 cycles. The unit, to list at \$299.95, incorporates new recording and playback heads designed by Victor engineers. It will be double-track machine, capable of playing at 3 3/4 and 7 1/2 inches per second.

SQUARE DISK WILL WARP

But It's One Way to Gain Attention for Your Single

By JUNE BUNDY

NEW YORK, Oct. 16.—In a move to beat the ever-increasing competition for deejay spins, artists and publishers are shelling out their own cash these days to package their single releases in special eye-catching jackets.

With hundreds of labels now sending releases to station librarians and disk jockeys, performers and publishers are afraid their own wax may get lost in the shuffle, and not even get a listen let alone a spin on the air. The big artists, of course, are assured of a special promotion push by the label, in addition to the fact that stations and spinners automatically look for the big names in the disk pile first.

Artists of medium importance tho claim the special jackets pay off in extra attention from the platter boys. The jackets look like mini-

ature album covers and usually carry biographical information on the artist and tune on the back, and eye-catching art work on the front. A mailing to about 2,500 deejays on a 45 release runs the artist or publisher around \$350.

The jackets are only used for deejays, with the artists usually supplying them, while the label handles the actual mailing. Orchestra leader Dick Jacobs was the latest artist to use the gimmick, with his Coral record going out to stations encased in an attractive blue, yellow and white jacket, adorned by a sultry cover-girl picture.

Ray Anthony is another artist who makes a definite attempt to attract the attention of deejays. The Capitol band leader sent out a release to stations on stop-red vinyl. He also seriously toyed with the idea of sending out a square record, so it would instantly stand out in a pile of platters. The idea was finally abandoned tho, after experiments showed that a square-shaped disk warped too easily.

Heath Asks AFM English-American Exchange of Bands

LONDON, Oct. 16.—The latest attempt to arrange an exchange of musical attractions between this country and the United States is in the form of an official request sent this week by band leader Ted Heath to James C. Petrillo, president of the American Federation of Musicians. Heath specifically asks Petrillo to permit the Heath band to play in the United States for four weeks in exchange for an American band playing four weeks in Great Britain.

Heath suggests the exchange as a trial and points out that prior to 1939 many American bands and musicians were permitted to play in England but that the AFM never reciprocated. In recent years several official inter-union attempts to reach a solution to the exchange problem have been fruitless.

CAPAC Wins Final Victory vs. Radio

By HARRY ALLEN

TORONTO, Oct. 16.—The right of Composers, Authors and Publishers Association of Canada, Ltd., the Canadian licensing organization, to impose a royalty levy based on the gross revenue of a radio station has been upheld by the Supreme Court of Canada. This is the court of final jurisdiction. The decision will give CAPAC nearly half a million dollars covering royalties from 1952 to 1954 inclusive. It is also possible that CAPAC music will be banned from some radio stations, which will turn to the exclusive use of songs licensed thru Broadcast Music, Inc.

The next target for CAPAC is the coin machine operators. A case against one of the operators is in the works.

The case was also won by CAPAC when first heard in the Exchequer Court of Canada. It was between Maple Leaf Broadcasting Company, Ltd. and CAPAC. The facts were agreed upon, no evidence taken and both sides also agreed to abide by the decision of the court of final jurisdiction. There is no longer an appeal from the Supreme Court of Canada to the Privy Council of England.

The Exchequer Court originally awarded \$500 damages in favor of CAPAC against infringement of the copyright by Maple Leaf which owns radio station CHML, Hamilton. The Supreme Court upheld the decision.

The case was brought to court after the Copyright Appeal Board granted to CAPAC the right to fix its fees on the basis of 1 3/4% of the gross revenue of any radio station wishing to play CAPAC music. CAPAC was also granted the right to have a representative examine the books and records of the various stations "to such extent as may be necessary to verify any and all statements rendered by the licensee."

On the right of CAPAC to examine the books of a station, the majority opinion of the Court points out "once it has been held that the Copyright Appeal Board was acting within its powers in fixing fees at a stated percentage of the gross revenue of a licensee it appears to follow that it must be within its powers to approve or proscribe the manner in which the amount of such revenue is to be ascertained or verified."

For some years previous, the basis of the royalty charges was the number of radio sets in use in Canada, but this, said Justice Rand of the Supreme Court, is "much less germane to the functional participation of the works than what is now contested."

Big 'Fortissimo' Push to Launch 4 Col. Albums

NEW YORK, Oct. 16.—Columbia Records is starting "Operation Fortissimo" next week to push four of the firm's new album sets with distributors and dealers. The new sets at which the big guns will be leveled are "The Confederacy," the historical-musical saga of the Confederate soldier; the new Brahms package consisting of the composer's four symphonies and other works played by the New York Philharmonic under Bruno Walter; "White Christmas" with Rosemary Clooney, and "Christmas Moods" featuring special Christmas carols sung by a large choir.

To push the various sets, the firm's sales and promotion execs will visit distributors across the country. Paul Wexler, Columbia sales chief, will visit Detroit and Chicago, and Forrest Price will cover Dallas and Fort Worth. Stan Kavan will hit Minneapolis, St. Paul; Kansas City, Mo., and Milwaukee; Pete Munvies will visit Cincinnati, Indianapolis and St. Louis, and Irving Townsend will cover Philadelphia, Pittsburgh and Cleveland. George Hayes will visit Albany, N. Y.; Hartford, Conn., and Boston, and Art Schwartz will cover Buffalo and Syracuse. Executive veepee Goddard Lieberman will travel thru key Southern towns to stir up interest on "The Confederacy." Publicity head Debbie Ishlon will also visit some of the firm's Southwestern distributors.

Audio Has Display For Classic Disks

CHICAGO, Oct. 16.—The Audio Book Company has introduced a compact counter display for its new series of classic records. The display is a highly colorful unit requiring a minimum of counter space and is sturdily constructed to hold any volume featured in the series.

Included in the Talking Book Classics for the holiday market are "The Tales of Poe," "Famous Poems," "Alice in Wonderland," and "Storytime Favorites for Children." The firm originally entered the talking book field with its "Talking Bible," the King James version of the new testament. Since then, four albums have been added to its line of religious recordings.

100,000 to Get Ears Tuned at Hi-Fi Showings

Continued from page 1

show. The fee includes all hotel charges, but it is only a small part of the required total outlay. Some budget more than \$10,000.

A significant trend over the past few years has been increased direct participation by record companies. Early events attracted only a couple of diskeries, smaller specialist companies whose forte was hi-fi.

At this week's Audio Fair record company exhibitors included RCA Victor, Columbia, Capitol, Mercury, Westminster, London and Haydn Society. Besides plugging their product in their own rooms, each was lavish in the distribution of its more spectacular disks among amplifier, speaker, turntable and other component exhibitors.

Record companies figure the exposure worth the expense. "What better way to distribute upward of 15,000 record catalogs to a prime prospect list?" observed one manufacturer.

A new feature at the current show was the first appearance of a record retailer. Haynes-Griffin, a local dealer, was doing a humming retail business selling \$5.95 LP's at \$4.85. Special hi-fi disks were featured, of course.

50% of U. S. Homes Own Phonos; 1/8 Buy Disks

BOSTON, Oct. 16.—Only 50 per cent of U. S. Families today own phonographs, and of that group only 26 per cent buy even one record per year, according to a special survey of the record and phono business made for Columbia Records over the last few years. A report on this survey by guest speaker Milton Selkowitz, production analyst for Columbia, highlighted the first convention meet of the Record Dealers' Association of Eastern Massachusetts here Tuesday (12).

Altho Selkowitz declined to elaborate on certain findings of the survey, he did tell the group that the study showed chain stores and appliance stores are beginning to lose out on record sales, while department stores, "purely" music stores and specialty shops are still holding their own.

One of the most disappointing factors uncovered by the survey,

said Selkowitz, was the fact that altho quantity-wise sales have risen dealers haven't been able to increase the proportion of phonographers over the years.

Home Stress

Selkowitz said that dealers could help remedy this situation by emphasizing the importance of recorded music as a home-entertainment unit, which belongs in the same class with the TV set, radio, encyclopedia and dictionary.

Also on the program was Alexander Akerman Jr., executive director of the Federal Trade Commission, who spoke to the group on trade practices under the Eisenhower administration, with special emphasis on the Commission's efforts in behalf of the small businessman. The meeting was presided over by the Association's president, Frank Homeyer, of Charles W. Homeyer & Company, Inc.

BAND BIZ HAS A REVIVAL

Entire Trade Reports Improved Outlook With Biz Up About 15%

CHICAGO, Oct. 16.—The long-awaited return of the bands has apparently begun with the fall season. Band leaders, bookers and ballroom operators report business up about 15 per cent in general, at least as far as band grosses are concerned.

An indication of the present upturn was presented during the recent National Ballroom Operators' Association convention, at which time operators reported that business was up slightly and that the future looked better than it had in years. Many divergent opinions have been forthcoming as to the reason for the upswing.

One reason put forth by some trade people is that operators are now convinced that extra promotion and leg work contacting disk jockeys will pay off at the box office. The statement is true. However, there are some that say this isn't all there is to the credit of better business. This contingent claims that bands are willing to work harder in trying to please various types of audiences.

Another group claims that recording companies have been cutting more instrumental wax and that the teen-agers are again eager to see these artists in action. This group claims that more kids are dancing again but as yet they haven't been able to find out why. Some say that the kids are getting tired of television and seeking more entertainment away from home. If this is true, operators say, business

can look to a really strong upswing in the near future.

Regardless of the reasons behind the increased business, the ballroom field has already begun to swing along with it. In Chicago alone, the past few weeks have seen the opening of three new ballrooms. These, the Oriental, Mardi Gras and Regent, are all new operations, not merely a reopening of a formerly closed house. Of the three, the Mardi Gras has booked Dan Belloc's orchestra, probably the biggest name being used in the three new units. Belloc has a recording contract with M-G-M and

is currently well known in this area. Elsewhere on the ballroom scene there have been several widespread but noticeable openings of new and closed terperies.

In South Dakota, where dancers have a yen for seating space along with dancing, Tom Archer is expanding his Sioux Falls ballroom to provide 400 more seats, and has expanded his Val-Air in Des Moines, as well as enlarging the season to a full year operation. In Kenosha, Wis., a new ballroom, the Eagle, is now on a name-band policy, with such bands as Eddy (Continued on page 16)

DEALER SALES DIP

Hi-Fi Phono Mfrs. Can't Fill Orders

NEW YORK, Oct. 16.—The sales that dealers had expected to rack up on the new hi-fidelity phonographs premiered last August by Columbia and Philco have not yet materialized due to inability of dealers to obtain more than a frac-

tion of the sets ordered. And the sales that dealers had hoped to grab from new RCA Victor phonos has also fallen thru since that firm is aiming its big guns at the 1955 market.

Both Columbia and Philco debuted their hi-fi jobs at press conferences over eight weeks ago. The key set in the Columbia line was the new 360K, with twin speakers plus two kilosphere speakers. Columbia started to turn out the sets then halted production to make an improvement in the bass response. About two weeks ago Columbia started to deliver its first improved 360K's and as of this week had filled about 20 per cent of the orders. The firm hopes to fill all orders by the early part of November. Other sets in the line, however, have been delivered.

As for Philco, the firm's key set in its new line is the hi-fi model with twin speakers and two electrostatic speakers. As yet few of these units have reached dealers' hands, although other sets have been delivered.

Dealers are fretting about the delay for two reasons. Columbia had the "hottest" hi-fi set in its 360 (Continued on page 16)

Plan Testimonial For Count Basie

NEW YORK, Oct. 16.—Top names in the music business, especially on the jazz side, are throwing a testimonial dinner to Count Basie on the 20th birthday of the Basie ork. The dinner, which will be held at the Starlight Roof of the Waldorf-Astoria on Sunday, October 31, is being sponsored by John Hammond, Willard Alexander, Alan Morrison, Jack Bregman, Dave Kapp, George Simon and Bob Bach. Dave Garroway will be toastmaster.

It is expected that prominent figures of the band business will be at the dinner, plus most of the jazz musicians, critics, etc., who can make it. The dinner commemorates Basie's taking over the Benny Moten Kansas City crew in 1934.

PERPETUATE MUSIC VALUE

Loesser Cues Change In Ranks of Pubbers

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 16.—There is an important change of scenery quite innocuously taking place within music publisher ranks, a change built on the theory of "perpetuating the value of music." The man responsible for the face-lifting is Frank Loesser, who since the start of his Frank Music firm in 1950 is responsible for the publication of five Broadway musicals, and two motion picture scores.

It's generally recognized that only a handful of professional songwriters actually make their living at writing tunes. It is also accepted as status quo, that the old-guard giants of the music business publish the Broadway musical and Hollywood motion picture scores.

If you had a Broadway show, chances are you'd find either the Chappel or E. H. Morris firms with the publishing rights. The same can be said of the motion picture industry with the operation of their subsidiary publishing firms, Big Three, Music Publishers Holding Corporation, Famous-Paramount, etc.

The rise to major status of the Frank Music firm is important from many aspects. It is the opinion of Loesser that a "majority of the established standards, the songs that require no super-salesmanship or special promotion, have generally come from the Broadway stage or

motion pictures. They are the songs that live, that continually are reprinted on radio and television, re- (Continued on page 46)

NO JOKE!

IRS Ruling On D.J. as Entertainer

WASHINGTON, Oct. 16.—Programs in which disk jockeys do no more than announce and play recorded music are not classed as entertainment by the Internal Revenue Service, an IRS spokesman told The Billboard this week.

The issue arises from the trend toward broadcasting disk shows from restaurants and cocktail bars where the patrons have to pay an extra 20 per cent excise tax on their purchases when entertainment is provided.

While stating that each case involving a disk show in a bar or restaurant is decided on its own merits, the IRS spokesman said that when the disk jockey cracks jokes, interviews guest stars, or comments "humorously" on the records he plays, the show is classed as entertainment for tax purposes.

RHODES BALLROOM BACKS NAMES WITH PROMOTION

PROVIDENCE, Oct. 16.—Use of disk personalities coupled with saturation promotion and exploitation in virtually all media has apparently developed into a profitable plan of operation for Rhodes-on-the-Pawtuxet, ballroom at nearby Cranston, R. I. The spot, acquired from the Rhodes family last November by Meyer Stanzler and booked by Abe Feinberg, has a capacity of 4,000, with parking facilities for 1,500 cars.

According to Feinberg, the operator who thinks his job is done when he books in a name is headed for disaster. The folks will not leave their TV sets and drive to a ballroom from a radius of 25 to 35 miles unless all exploitation angles are operative. Management of Rhodes, for instance, works closely with about a dozen New England disk jockeys, operating in Boston, Springfield, Worcester, Holyoke in Massachusetts, etc. They are invited to cocktail parties, emcee shows, etc. In addition, time is purchased on stations and space is purchased in dailies. Artists and labels are asked to co-operate, the talent making appearances on jockey programs and the diskeries supplying free records for autograph purposes.

Feinberg, who for many years has been familiar with theater exploitation methods, keeps the Rhodes promotional pace in high gear. In addition to aforementioned media, he establishes music store tie-ins, theater tie-ins, distributes tickets thru downtown department stores, etc.

Other Bookings

Playdates are Wednesdays, Saturdays and holidays. In between, Rhodes books trade and industrial shows to enhance the profitable operation—generally such groups as the New England grocers.

Plans are currently being made for a gala anniversary program. This would be timed for December, in order to take the edge off the usual pre-holiday business slump.

The spot, which sells nothing stronger than Coke to the teenagers, admits parents free of charge. Admission is \$1.25, except on gala nights, when price is upped to \$1.50. During the past year successful dates have been played by such names as Ray Anthony, Ralph Flanagan, Richard Hayman, Billy May, Kitty Kallen, the Crew Cuts, Jerry Vale, the Four Aces, Vaughn Monroe, etc. Many have repeated. Vale goes in for the third time October 23. Alan Dale is booked November 6, to be followed by the Gaylords November 17 and the Four Lads November 20.

NEWS REVIEW

Three Orks Bow in Gotham Spots to Mixed Receptions

By BOB ROLONTZ

NEW YORK, Oct. 16.—Afcionados of the band business got a boot this month when two new orks, Pete Rugulo and Dick Hayman, made their debuts in Gotham, and the hot Earl Bostic crew also made its belated bow on the main stem. Rugulo played 10 days at

Birdland preparatory to a road trek with this year's "Biggest Show." Bostic did two weeks at Basin Street. Hayman is currently at the Hotel Statler's Cafe Rouge, along with Vaughn Monroe.

The Rugulo ork has a modern-sounding outfit in the Sauter-Finegan tradition. It's a big band, consisting of 20 men. Stress here is on sound, and the ork uses such instrumentation as French horns, flute, tuba, plus regular instrumentation to get a different sound. Arrangements are on the cool side. The ork is fun to watch and will probably shape up well for concerts after it gets a book under its belt. But as a dance crew it will have to come up with different arrangements if it wants to attract any dancers.

The Bostic ork, on the other hand, is a fine one for dancing, and would have been better in a ballroom than in the Basin Street. The ork, only seven pieces on this date, is in the swing tradition and it really rocks when Bostic, a sensational altoist, is blowing his gutty solos. In fact the ork is all Bostic, with the other men standing by (Continued on page 16)

Hassle at Lounsbury's 'Matinee'

CHICAGO, Oct. 16.—Four packed police squad cars and three motorcycle policemen were called in to quell the riot that resulted at Jim Lounsbury's "Bandstand Matinee" on Columbus Day this week.

More than 2,000 teen-agers started lining up around noontime for the TV deejay show which is aired over WGN-TV at 4 p.m., and which only seats 400. By the time the doors were opened to the auditorium, a riot had started and police help was necessary to calm the milling throng.

The jam was blamed on a mixture of events; for one, the kids had a day off from school, and secondly, the McGuire Sisters of Arthur Godfrey's show were mak- (Continued on page 16)

'On Your Toes'

Continued from page 11

cellent cast to play before and in them.

Good Jobs

Bobby Van, in the role created by Ray Bolger, is a dancer of great versatility as well as a creditable actor. Zorina as usual dances brilliantly and exhibits a fine flair for sexy comedy. Elaine Stritch makes another personal hit, and there are further good contributions from Joshua Shelly, Kay Coulter, Ben Astar and Jack Williams.

As to "Toes" future, it may be reported that the songs and tunes are there (and will likely spark renewed interest via Goddard Lieb-ling's Columbia album recordings). The dancing is just great, and there was a 250C advance in the till on opening night. But book-wise, it's a long, long time from '36 to '54.

MASTER'S MIND

Crosby Takes A 'Look' at Music World

NEW YORK, Oct. 16.—"The whole music business has shaken out and changed a lot—but not all for the better..." So says Bing Crosby in the Tuesday (19) issue of Look in a yarn titled "I Never Had to Scream."

The Crosby piece contains much that's provocative and controversial, as well as much that's admitted in the trade. "I would say success in the hit-record-making business is about 75 per cent luck, 15 per cent hustle and 10 per cent talent."

Other thoughts of the Master: There are too many good singers and not enough good songs. Or, (Continued on page 16)

IRISH LABEL

Top Artists Will Tour U. S. in '55

DUBLIN, Ire, Oct. 16.—Top record artists from Glenside Records, Ireland's first label, will tour the United States and Canada starting the first of the year. The troupe of singers will play dates in Canada first and then open their United States trek at Carnegie Hall, New York, in January, and play concert halls in all major cities. The tour will run thru March 17, at least, since the singers desire to celebrate St. Patrick's Day with song in the United States.

Glenside Records is owned by Martin Walton, who also has his own publishing firm, pressing plant, music shop and recording studios here. The Glenside label is now distributed thruout the world with over 100 records on the market in the United States. So far the records released in the (Continued on page 16)

MCA Sets Up Territorial Booking Plan

CHICAGO, Oct. 16.—The Chicago office of the Music Corporation of America, which handles the entire Midwest territory for the firm, is currently operating under a new system of booking acts, bands, and singers, designed to save time and money. The new system, set up by Vice-President Jim Breyley, eliminates duplication of efforts and travel.

Previously the firm worked in departments with one man handling acts, another bands, and still another small units. In many cases two or more of the departments would be working on bookings in the same out-of-town location, which meant that all of them had to make the trip to that location. Under the new set-up, each man is being assigned to a territory (Continued on page 16)

THE MAMA DOLL SONG



PATTI PAGE



MERCURY #70458

DEALER DOINGS

By JUNE BUNDY

SEADER EXPANDS: Jack Seader who owns The Music Box in Newark, N. J., opened a new record store, The Village Music Shop, in Ridgewood, N. J., last week. The event was ballyhooed with ads in local newspapers, giveaway prizes and a personal appearance by band leader Les Elgart. Seader is also the president of the New Jersey Record Dealers' Association.

TRAFFIC MOVERS: Mrs. A. B. Dabney, Dabney Music, Lancaster, S. C., writes, "My record club is the biggest drawing card for repeat sales I have ever tried. However, the book keeping it entails is growing to be quite a headache. If someone could work out a simplified form of bookkeeping for the stores that participate in this type of promotion it would be a very real service." . . . Tony's Radio, Detroit, lists the top tunes of the week on a blackboard in their front window. . . . Norma Prather, record department of Abdalla's Furniture Store, Opelousas, La., says the store is pushing platter sales via "weekly ads in our local Daily World newspaper, radio spots and special window displays."

STING IT! Sol Goodman, Collegiate Music, Brooklyn, is still looking for new suggestions from dealers for his customers' Bloopers Club. In line with this, Goodman says he's been getting calls lately for "Scorpion" by "that South African Band." He gives them "Skokiaan," of course, and they go home happy.

JUST BROWSING: Clarence Malin, formerly manager of the instrument sales department of the RCA Victor Distributing Company in Detroit, has been named manager of the RCA Detroit branch. George Mansour, ex-sales manager of the branch's record department, has succeeded Malin in the instrument post. . . . Phyllis Wilks, of the Columbia phonograph staff at Buhl Sons, local Detroit distributor, will honeymoon in Northern Michigan following her marriage October 16. . . . Sabel Wallace, formerly veepee and traffic manager of Colonial Record Service, Inc., Richmond, Va., will establish a new indie record distrib- (Continued on page 40)

VOX JOX

By CHARLOTTE SUMMERS

RHYTHM AND BLUES: Bill Miller, WMON, Montgomery, Ala., agrees with the comments on the lyrics of r.&b. wax. He writes: "There's no excuse for the type of thing that some of the honkers do consistently. It's sometimes rather tiring to have to rehearse every second of every r.&b. side you'd like to use. Maybe some people are catering to a public which likes that sort of stuff, but I think the majority of the deejays will agree with me. Incidentally, thanks for the opportunity to communicate with you each week. It's one place the deejay can blow off steam without getting scalded." . . . However, Bob Ferris, KOKX, Keokuk, Ia., is throwing his hat in the ring for the r.&b. lyrics and is taking issue with Peter Potter who complained about the off-color lyrics. He says, "Peter Potter is nuts! That 'low-level' type of music he plays is his bread and butter. Why knock it? Listen to his 'Juke Box Jury' and he plays r.&b. pops three-quarters of the time."

MUSIC AHOY: Ken Goodman, staff announcer at WCSC, Charleston, S. C., has a rather cute story to tell this week. "I have a telephone request program which is on once a week on Saturday afternoon. The show is called the 'G.I. Mailbag' and is designed primarily for the servicemen and women of the Charleston area. A few weeks ago I received one of the strangest phone calls I believe I've ever got on a phone request show. It was from a ship at sea, using a radio-telephone hook-up. It was a Charleston-based fishing vessel which was putting back to port. The men were listening to my show on their radio. By the way, the request was 'Hernando's Hideaway,' because they were looking for a hideaway due to the rough waters caused by a hurricane."

Buddy Kling is moving the locale of his all-night radio show from the WWDC transmitter, Silver Spring, Md., to Eddie Leonard Sandwich Shops, Washington. He'll feature recorded music, news, and interviews with guest stars and customers. Jack Rowzie, well-known Washington deejay, has been promoted by WWDC's teen-age listeners. They voted to change name of the Fred Fiske Fan Club to include Rowzie.

Station WGN, Chicago, holds a poll each week in which listeners of the 10 deejays send in their votes for top record of the week. Votes are counted and the 10 top winners are played alternately each week by one of the 10 deejays. This week, for the first time, an instrumental has taken over first position, Ralph Marterie's "Skokiaan." Rosemary Clooney has the unique and highly enviable position of holding down two positions, third and fifth, with "Hey, There" and "This Ole House."

GIMMICK: Claude Fraul, WKYW, Louisville, suggests an interesting gimmick which might prove to be an aid in programing: "Run a contest to find out what 15 records your listeners would choose if this set of records was the group they would have to listen for the rest of their natural lives. The diversification of the choices will not only surprise you, but it may give you a new insight into programing your show (Continued on page 32)

JUKE BOX WRAP-UP

A Florida music machine operator this week tears into the music machine distributors who operate their own routes. The Miami op points out that such endeavors do great damage to the smaller operators whose entire existence is based upon successful route operations.

The Bush Distributing Company, Wurlitzer distributor in the Georgia, Florida, Cuba territories, has been doing a healthy export business in used music machines for some years now. The firm points out this week the heavy growth of this phase of its business.

The showings of the new AMI and Rock-Ola juke boxes will continue around the country this coming week. Thus far 15 AMI distributors have unveiled their wares locally, while seven Rock-Ola distributors have also held local showings.

For full details on these stories see the Music Machines section.

COST DISPLAY

Lion Puts Price Tag On Cover

NEW YORK, Oct. 16.—M-G-M's decision to display prices on the album covers of a new EP series released by its Lion Label last week is considered quite a policy switch.

Several years ago when the price of 78 singles was raised from 75 cents to 85 cents (plus tax) by most companies, M-G-M kept its prices at the original level. At that time the trade's impression was that the label was aware that most dealers were charging 85 cents for M-G-M disks and pocketing the extra dime, but hoped to solidify its position with retailers by letting them keep the extra profit.

Consequently, the Lion announcement represents reversal by the label, in that dealers who have been charging what the traffic will bear on the low-priced album line, will now have to honor the price on the cover—\$1.69 as compared to the \$2.94 tag on similar packages in regularly-priced lines. The first price-marked Lion disks are three two-pocket EP's in Lion's new "Design for Dancing" series—the label's first EP releases.

Motivation

M-G-M's move is understandable, since Lion's prime sales asset is its appeal to buyers in the low-price market. Columbia has been listing prices on its kiddie record jackets for some time now to help buyers differentiate between its 25-cent, 49-cent and 98-cent lines, while Simon & Schuster's Little Golden Records, of course, have been forced to likewise.

However, Columbia denies that this represents any fear that dealers might up the price to customers. They insist that prices are listed to accommodate self-service operations and under-staffed chain stores.

MCA Sets Up

Continued from page 14

and he handles all booking matters in that territory.

Altho the system, which has been in use for several weeks, has been reported as operating successfully, it was made known that in some cases the one-nighters are still being handled by the original department heads because of the complexity of this one segment of the business.

Under the new program, Marvin Moss, who retains his title as head of the acts division on the local scene, will book Memphis, Kansas City, and St. Louis, covering bands and small units as well as acts. Augie Morin and John Carlos, who entail the small units department, will book all contracts in Omaha and other towns in States bordering Nebraska. Danny Cleary, agent for one-night bands, will handle all acts in the Milwaukee territory. He will still handle one-nighters in other territories along with his co-worker, Bill Richards.

Irish Label

Continued from page 14

States contain traditional Irish tunes, but new material will soon be released on the label.

Artists who will make the trip to North America include Joe Lynch, of the Abbey Players; Noel Persel, who also stars in films; Kitty Cahlan arranger, and accompanist for Radio Erin; Joe McNally, Morris Keary, and Charles Kennedy.

The Glenside label has come up with the biggest hit in Erin's history in "Cottage by the Lee" sung by Joe Lynch. This has sold over 65,000 records here. Joe Lynch's first tune recorded for the label, "The Whistling Gypsy" which has also sold well here, will be used in the new American film, "The Bold Black Knight," starring Alan Ladd. Altho Glenside features mainly Irish artists, the label now includes two Irish-American artists who have joined the label this year.

Fox Concludes

Continued from page 13

royalties there. All of the major American firms—Decca, Capitol, Columbia, RCA Victor, M-G-M and Mercury—sell records in Japan thru affiliated firms. Until last year George Folster was the only office collecting for any American publisher in Japan; he represented a group of American firms and still handles a few.

However, from about 1943 till last year, many publishers had not appointed any agency to collect their mechanical fees. The negotiations now going on are for these back royalties. Many of the Japanese affiliates of American firms have held the royalties. It is understood that the Japanese government is preparing to allocate dollars that can be used to pay a certain percentage of these back royalties each year until everyone is paid.

The Japanese record market has become increasingly important to American diskeries and publishers. Next to England, it is the second biggest foreign record and sheet music market.

Band Revival

Continued from page 14

Howard and Louis Armstrong already on the books.

Another indication of better business in the band industry is the fact that more bands are being formed, more bands are being used within territories, bands already in territories are being kept out longer, and percentages are being taken out more consistently. Examples of the latter are Les Brown, who has taken out double his guarantee on several dates since August. Louis Armstrong, who has played the Midwest territory more this year than in the past several, has been on consistent percentage. Even smaller territorial bands have been reporting grosses up 15 to 20 per cent over last year, with an even better outlook for the winter ahead.

3 Orks Bow

Continued from page 14

while he shows off his pyrotechnics. With some arrangements that would make it a band instead of a combo, this swinging crew could play any ballroom. Vocalist Sonny Carter also appears with the ork.

The Hayman ork takes second spot on the Statler Hotel bill, with Monroe the featured performer. The ork is not very spectacular, but a good workmanlike dance band that should appeal to the older set. It is at its best when Hayman turns to his harmonica solos, which he does mighty well. And the ork supports Monroe neatly.

Monroe, by the way, is a solid smash at the Cafe Rouge in his first appearance at the hotel as a single. He is packing 'em in every night.

Master's Mind

Continued from page 14

to put it another way, "The good songs aren't getting around."

Bing views with disfavor the a.&r. man's liking for gimmicks, and he feels it's the disk jockeys who produce the hits. Many of the latter, Bing says, lack authority or knowledge, force sales of bad material and will ultimately hurt the business.

As a picker of hits, Bing is humble: "In this racket I am as inept as a boy soprano," says the man who has sold over 125,000,000 records.

Hassle

Continued from page 14

ing a personal appearance on the program.

Since the incident, the show has been removed from the air and a feature film show has been inserted. The show will return to the air again next week in a closed-door modified form, and then will eventually get back to its original time and status in two weeks. However, from now on, the show will issue tickets only upon written request to the station.

MRIA Committees Study Standards For Tape Industry

NEW YORK, Oct. 16. — The Magnetic Recording Industries Association this week set up four subcommittees to study standardization problems faced by the growing industry and to forward recommendations to the parent org.

During the second annual meeting here Thursday and Friday (14-15) plans were also mapped to conduct educational panel meetings in various parts of the country, gather statistical data on sales of tapes and machines, and study freight rates for components.

Chairman of the four subcommittees are C. J. LeBel of Audio Devices, Russell Tinkham of Ampex, Arnold Hultgren of American Molded Plastics, and Clarence Sprosty of Brush Development. MRIA president, Joseph R. Hards, of Magne-Tronics, said the committee reports will be filed by the end of the year.

Diskers Prepare

Continued from page 13

ously affect many firms headquartered outside the struck area.

RCA Victor is known to be preparing to shift as much of its record pressing as possible to the Indianapolis plant. Decca, too, was ready to move into its Midwestern factory. Columbia believed it could operate normally in Bridgeport, but had the problem of getting records delivered to its distributors and custom clients in the New York-New Jersey area.

Most labels began preparing for the strike by shipping extra quantities of key merchandise to local distributors. A problem which still remained, however, was getting the records from distributor plants to local dealers. Ordinarily dealer orders are shipped by local truck.

Parcel Post could handle small record shipments, but the Railway Express Agency, it was expected, would not take new business during the strike period—a position the company held to in previous strikes in this area.

Embargoes on

As early as Thursday (14) some embargoes on truck shipments into the city were already in effect. This could stop the delivery of raw materials, cartons, packing equipment, etc.

Certain to be affected are the phono and disk plants within the struck area, manufacturers in this area who contracted their work with other firms, all the local distributors and dealers and any firm which is engaged in the export or import of finished product or raw materials.

Columbia, for example, would be seriously affected in shipping its model 360K phono which is being produced for the company by a Mt. Vernon, N. Y., firm. Phono makers with plants in the struck area are Emerson, Pilot, Wilcox-Gay, Sonic, Steelman, Dynavox, Dean, Presto and many others.

Dealer Sales

Continued from page 14

last year, and it created sales and much interest in records. The dealers expected the new 360K to again rack up healthy sales in September and October and to raise volume greatly after a slow summer. The new 360K sells for \$149, good big-ticket merchandise for a dealer.

The Philco set also sells for \$149, and dealers had anticipated good sales with it, too, since it also featured the same electrostatic speakers as the Columbia model. It is true, of course, that dealers have other good hi-fi sets available, such as the Webcor, the Magnavox, the V-M, the Mitchell and others. But it was the Columbia and Philco sets that had created the greatest interest.

If dealers had had the sets to sell over the past eight weeks, they could have anticipated big record sales over the Christmas season to these new phonograph owners. Now the average dealer will be happy to have the set to sell, and will worry about selling records to these new owners come January.

Hit!

A SMASH Ballad!

THAT'S ALL I WANT FROM YOU

RCA Victor 20/47-5896

JAYE P. MORGAN

with

HUGO WINTERHALTER

Orchestra and Chorus



Recorded in "New Orthophonic"

High Fidelity Sound

RCA VICTOR
FIRST IN RECORDED MUSIC



TALENT TOPICS

'OLE OP'RY' PULLS BIG MINN.-WIS. CROWDS . . .

The "Grand Ole Opry" unit headed by Webb Pierce, Slim Whitman and the Wilburn Brothers has been drawing hefty crowds on its current personal appearance tour thru the Minnesota-Wisconsin territory, an area rarely hit by the important country and western attractions. Last week the Pierce unit drew over 4,000 in Minneapolis which hasn't seen an "Opry" unit in six years. The unit also played to turnaway crowds in Sault Ste. Marie, Wis.; Duluth, Minn., and Milwaukee. The next stop is Canada.

AUDIVOX SIGNS UP SORRELL TRIO . . .

Audivox Records this week signed the Frank Sorrell Trio to a recording contract. The trio is currently appearing at the Circus Lounge in the Hotel Piccadilly here. The group is also featured on new Mutual radio network remote show which originates from the hotel at 12:30 a.m. on Tuesdays, Thursdays and Fridays.

GINA LOLLOBRIGIDA IN CORAL DISK PACT . . .

Actress Gina Lollobrigida has been signed to a recording pact by Coral Records. The two parties were brought together by publisher Larry Spier, whose contract writer Ulpio Minucci is a personal friend of the Italian thespian. Minucci will write several ditties for Miss Lollobrigida which she will cut in Rome soon for release here by Coral.

COL'BIA, 'STUDIO ONE' MAKE TIE-IN DEAL . . .

Columbia Records has worked out a tie-in with the CBS-TV show, "Studio One," to use a record featuring the firm's newly signed thrush, Joan Weber, on a forthcoming program. The record will be used as an integral part of the November 15 show, titled

"Let Me Go, Lover." A deejay is the key character in the play and the record he will spin is the Joan Weber Columbia cutting of the title tune.

Don Cornell plays the State Theater, Hartford, Conn., November 6 and 7, following which he plays a week at the Monte Carlo in Hackensack, N. J., starting November 12. . . Coral signed The Lancers. . . Fred Waring's new Decca Album "Waring College Memories," includes his original waxing of "The Whiffenpoof Song" with Bing Crosby, which sold over 1,000,000 copies when it was released some years ago. . . Joni James will appear at the Town and Country Club, Brooklyn, November 5 thru 14. . . Betty Madigan opens a three-day date at the Boulevard in Queens, N. Y., November 5. . . Bob Stewart is booked into the Pelham Heath Inn, Bronx, N. Y., for three days starting October 22. . . Mary Mayo has been signed as fem singing star of the CBS radio series "On a Sunday Afternoon."

Canary Eydie Gorme, re-signed for three years this week by General Artists Corporation, goes into the Rustic Cabin, Englewood Cliffs, N. J., this weekend. . . M-G-M warbler Tommy Mara opens at Blinstrub's, Boston, December 13. . . Vocalist Bob Anthony has signed a three-year personal management contract with Jolly Joyce. . . Erroll Garner opens at the Hi-Hat, Boston, October 18, following which he moves into the Rendezvous in Philadelphia October 25. Then on November 15 the pianist joins Woody Herman for a two-week run at Basin Street in New York. . . Singer Frankie Lester inked a contract this week with Label "X." . . Jubilee has bought two sides by The Stylers from Derby. Masters feature "The World Is Yours" and "Believe It or Not." . . The November issue of Saga magazine spotlights a condensation of "Satchmo," John Groth's Louis Armstrong biography. Decca is co-operating with a tie-up promotion on the series in 5,000 music stores across the country.

FOLK TALENT & TUNES

By BILL SACHS

Arlie ("Y'All Come") Duff joined the ranks of benedicts Sunday, October 10, when he took unto himself a bride in the person of Nancye White, nonpro, at Hamlin Memorial Church, Springfield, Mo., with Red Foley serving as best man. Duff joined the cast of "Ozark Jubilee" in Springfield seven weeks ago, where he met Miss White for the first time. All the RadiOzark acts attended the wedding. Serving as ushers were Hawkshaw Hawkins, Porter Wagoner, Billy Walker and Tommy Sosebee. . . Carolyn Bradshaw, of "Louisiana Hayride," Shreveport, La., has joined Cliffie Stone's TV show in California. She'll remain on the Coast several weeks. . . Hoot and Curley, KWKH's "Hayride," cut a session in Houston last week, "Country Singing," a novelty, backed with "Battered Old Raincoat," a slow one. Release slated in two weeks. . . Jimmy Heap and His Melody Masters were gueststars on the "Big D Jamboree," Dallas, last Saturday (16). On Monday nights, Jimmy and his group play the Hoedown at Buckholts, Tex., using as guests whatever name talent may be meandering thru the area. Leon McAuliffe and his band are set for November 15. On Thursdays, Heap plays

Cook's Hoedown in Houston. . . Donn Reynolds, yodeling cowhand, is now doing a five-day-a-week shot over WHIS, Bluefield, W. Va., while playing personals up and down the East Coast. . . Wanda Jackson, featured with Hank Thompson and His Brazos Valley Boys, has been cast for the lead in the annual musical being staged by an Oklahoma City High School, where she's a senior. Wanda's latest waxing, "If You Don't Somebody Else Will," is reported meeting with action in the Midwest and Southwest.

Johnnie and Jack and Kitty Wells will be featured guests on the "Original New England Hayloft Jamboree" over WCOP, Boston, October 29, which has Carl Stuart as the regular headliner. Stuart will appear at the World's Championship Rodeo in Boston October 21, and his personal manager, Herb Schucher is arranging a tour that will take him thru most of New England. . . Folk talent guesting recently at Wonderland Ranch, Dunnville, Ont., included Abbie Neal and Her Ranch Girls, Ramblin' Lou and His Twin Pine Mountaineers and Rod Brasfield and his "Grand Ole Opry" unit. Uncle
(Continued on page 42)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The men who make the recordings for the rhythm and blues firms, and this includes the arrangers, directors, and the guys who handle the a.&r. work, can take a long bow these days. For the r.&b. beat has now captured a solid part of the pop music field and is even moving into hillbilly wax. Everyone knows how many tunes have started this year in the r.&b. field and then have broken thru pop, but this is only part of the story. Almost 20 per cent of the records being made these days with pop artists have a rhythm and blues beat, sound or arrangement.

The pop a.&r. men have jumped on the r.&b. style for only one reason of course—to sell records. The kids have indicated that they want the music with a beat, and the large pop firms are sharp enough to go along with the trend. This is a good thing, because it can only help to expand the r.&b. field, and bring more r.&b. records to the attention of more and more people. However, some of the execs of r.&b. firms greet the expansion with some reserve. Not that they are not happy about the ever-growing acceptance of r.&b. music. What they are a bit hacked about is the manner in which so many pop firms, when they cover an r.&b. hit, copy

both the arrangement and the singer's style so closely that it sometimes sounds like the same record.

Atlantic Records has been covered rather closely recently on its Ruth Brown cutting of "What a Dream" and The Chord's record of "Sh-Boom." Spark Records has been covered pretty much in facsimile on the Willie and Ruth record of "Love Me," and there have been many other instances of imitation. The r.&b. diskeries realize that imitation is still the sincerest form of flattery, and that some tunes can only be done in one way, but they would like to see some inventiveness on the part of the pop firms when they do cover an r.&b. hit.

Dave Cavanaugh, the "Big Dave" who has revitalized the Capitol Records r.&b. division, will visit the East Coast for a short stay in a few weeks. Cavanaugh signed The Five Keys, thrush Anisteen Allen and a host of other talent to the label recently. . . Lamp Records, Aladdin's East Coast subsidiary label, has packed two new singing groups: The Cues and The Mello-Fellows. Eddie Mesner discovered the quartets in New York, and their first disks will be out next week. . . There are plans in the works for other big rhythm and blues shows by one of the country's big agencies next season. The Gale Agency's giant "Rhythm and Blues Show" racked up healthy grosses over the summer.

New Crescent Nat'l Ad Program; Intros Merchandise Line

CHICAGO, Oct. 16. — Crescent Industries, Inc., manufacturers of phonographs, record changers, and tape records, last week announced their national advertising program pinpointed for fall and winter sales, plus a presentation of the firm's new and expanded line of hi-fi tape recorders, changers, and phonos.

The announcement was made at a meeting of the firm's sales representatives and personnel from 16 regions, as well as export division personnel and home office help. In addition to consumer and trade advertising, the new "full package" promotion includes essential elements of merchandising strategy, all the way from counters to windows. The package includes a three-color envelope stuffie, on the Crescent 3-speed phono, record changers, the 45 r.p.m. phono, and tape recorders. Also included is a demonstration center consisting of a pre-fabricated, two-shelf chrome plated rack, thrown in with the purchase of one hi-fi phono, one low-end phono, one hi-fi tape recorder, and one tape recorder in the leader price class. A new deal will allow the retailer to sell 45 r.p.m. phonos and records in a package. Lastly, an assortment of colorful window streamers, wall posters, and other point-of-sale tools will be made available.

Crescent has designed to give dealers a complete phono-recorder line from one source as well as a complete price range in each category. For example, tape recorders start at \$99.50 and step up to \$119.50, finally rounding off at \$149.50 for the Hi-Fi unit. Phonos are now available in manual as well as three speed automatics and 45 r.p.m. models. Phonos range from \$29.95 to \$99.75. Russ Gawne, sales manager of the firm, announced that shipments are now being made on every item in the new line.

WQXR Shows 3d Audio Fair Exhibit

NEW YORK, Oct. 16. — The New York Times radio station WQXR here is represented for the third consecutive year at the Audio Fair here this week at the Hotel New Yorker.

The only radio outlet represented at the annual affair, WQXR is featuring an exhibit spotlighting the music of the station received thru a high fidelity set.

Derby Bankruptcy Plea Filed in N. Y.

NEW YORK, Oct. 16. — Derby Records filed a bankruptcy petition in the Southern District Court of New York on Wednesday (14) listing liabilities of \$213,090 and assets of \$18,935. Derby Records, which started about three years ago, was headed by Larry Newton. The label came up with a number of hits in its short existence, including "Wheel of Fortune" and "The Breeze." The label discovered Sunny Gale, Bette McLaurin, and Bob Carroll.

CONTEST FOR EARLY RISERS

NEW YORK, Oct. 16. — Allyn Edwards, early-bird deejay over WNBC, is running a weekly "Mr. A.M. Contest" to stimulate interest in his daily 6:30 to 9:30 radio show. The first prize, oddly enough, is an RCA Victor clock-radio. Listeners are asked to vote for the man, woman or child who performs the greatest service to his community during the early hours of the morning—milkman, policeman, news dealer, etc. The clock-radio awards will be presented to both the winner and the listener, who submits his name.

RIVALRY SHARP AT AUDIO FAIR

NEW YORK, Oct. 16.—Like all record companies at the Audio Fair this week, Capitol rushed its hi-fi vinyl to equipment exhibitors for free demonstration. And on Thursday afternoon (14) London execs walked into the Telefunken room with records underarm only to be greeted by a loud playback of Cap artist Leonard Pennario playing Chopin waltzes. Subsequent use of London disks in this room was attributed by some to the fact that London's parent company, British Decca, is majority owner of Telefunken in Germany.

Brit. Ork Leaders, MU Sign Peace

LONDON, Oct. 16.—Two of the four band leaders who tangled with the British Musicians Union here a couple of weeks back over non-payment of union dues have signed a peace pact with MU officials. After a huddle between the parties, the union issued a statement claiming the misunderstanding between the two baton swingers and the MU had been due to a misunderstanding and all was now smooth again.

Despite this olive branch, criticism of the union's attitude and actions continues to grow here, and a number of dissatisfied members have been having locked-door talks on means of curbing union officials or alternatively forming a breakaway union.

At present this opposition is not thought strong enough to form a serious threat to the MU, but many more clashes between leading musicians and the union might swing over a sizable proportion of members and radically change the position.

Hollywood Records Buys Xmas Masters

HOLLYWOOD, Oct. 16.—Hollywood Records this week bought the masters of five rhythm and blues Christmas records from Swingtime Records and will release them on 45's and 78's along with a series of holiday tunes by the Soul Comforters.

Don F. Pierce, Hollywood's prexy, said the tunes, bought outright from Jack Lauderdale's Swingtime firm, include "Merry Christmas, Baby," by Charles Brown; "Sleighride," Lloyd Glenn; "Lonesome Christmas," Lowell Fulson; "Boogie Woogie Santa Claus," Mabel Scott, and "How I Hate to See Christmas Come Around," Jimmy Witherspoon.

The platters will be shipped from pressing plants in both Los Angeles and Memphis.

Pierce added that a series of Christmas perennials, including "White Christmas," are scheduled for pressing by November 1 by the Soul Comforters, a New Orleans spiritual singing group.

The Swingtime tunes were recorded about five years ago.

Word Label Buys All of Key Catalog

NEW YORK, Oct. 16.—Word Records, indie sacred label based in Waco, Tex., has purchased the entire catalog of Key Records, indie choral label that suspended operations about three years ago. The first two tapes to be released on the Word label from Key feature the Augustana Choir of Augustana College in Rock Island, Ill., and a recording of the "Seven Last Words of Christ" by DuBois.

The Augustana Choir LP was originally released on Key. It contains a number of classical selections including Benjamin Britten's "Hymn to St. Cecilia." The "Seven Last Words," which was not released on Key, is sung by the New Jersey Oratorio Society. Other records purchased from Key include recordings by the Howard University Glee Club, the Calvary Baptist Church Choir and the Rutgers University Glee Club.

Store Music Sales Up 11% in 8 Mos.

WASHINGTON, Oct. 16.—Department store sales of phonograph records, sheet music and instru-

ments the first eight months this year was up 11 per cent over last year despite a slight dip in sales in August, according to the latest Federal Reserve System tallies. Sales of these items in August were 2 per cent below August a year

ago. Radio, phonograph, television sales for the eight-month period this year was 9 per cent below a year ago while August sales were down 8 per cent from August sales last year.

"DAWNY"

*Comes up like thunder
with this sensational
new recording
by...*



JAYE P.

MORGAN

WITH HUGO WINTERHALTER'S ORCHESTRA
AND CHORUS

**A SMASH! Her RCA Victor
Debut . . .**

RCA Victor 20/47-5896

RCA VICTOR
FIRST IN RECORDED MUSIC



MERCURY PUSH FOR 'TWINKLE TOES' . . .

Biggest single record push for the Christmas season, according to Mercury record executives, will be the label's promotion of a new tune, "Twinkle Toes," as done by the Gaylords. It is being touted as another "Rudolph" and the label will pull out all stops in its campaign for the kiddie market at Santa Claus time. The promotion also will include a parade along Chicago's famous State Street, which will feature "Twinkle Toes," a reindeer with bells on his toes.

CAMARATA NAMED TO MERRILL POST . . .

Kelly Camarata has been named professional manager of the Bob Merrill publishing firms, Rylan and Goldenbell. The former is Merrill's newest firm and one in which he is associated with local disk jockey Murray Kaufman. Camarata has been professional manager of the Sam Fox publishing companies.

ASCAP SPONSORS OCT. BRAILLE MUSICIAN . . .

Stanley Adams, president of the American Society of Composers, Authors and Publishers, has announced the Society's sponsorship of the October issue of the Braille Musician. ASCAP will make the sponsorship of one issue of the magazine an annual affair.

CORAL COUNTER CARDS FEATURE MCGUIRES . . .

Coral Records is making a special counter card on the McGuire Sisters available to dealers this month. The three-color displays feature cut-out figures of the girls, and is cut to fit either a 45 or 78 display box. Copy spotlights the

KORGICH SELLS 12 OF 13 TUNES

CHICAGO, Oct. 16.—Sometimes it really pays to get out of bed in the morning. At least that is what Sam Korgich will say for a day last week. Sam is a songwriter, and as is the usual case with this lot, he took an armful of material to Bud Brandom, head of the Fredericks Music Company. The publisher, it turned out, liked the material and contracted for 12 out of the 13 songs submitted. This may not be a record but it is certainly an accomplishment of note.

Advertisement for Toni James' record "MAMA, DON'T CRY AT MY WEDDING" (MGM-11802). The ad features a decorative border and the text: "Toni James' 'MAMA, DON'T CRY AT MY WEDDING' MGM-11802".

Advertisement for "THE LITTLE SHOEMAKER" by BOURNE, INC. The ad features a starburst graphic and the text: "'THE LITTLE SHOEMAKER' *** Coming Up Fast! 'SMILE' BOURNE, INC. 136 W. 52nd Street New York 19".

Advertisement for "I HAVE THAT KIND OF HEART" by TOMMY EDWARDS (MGM #11821). The ad features a graphic of a heart with musical notes and the text: "WATCH FOR THE GREATEST RECORD BY TOMMY EDWARDS 'I HAVE THAT KIND OF HEART' MGM #11821 RELEASE DATE SEPT. 26".

MUSIC AS WRITTEN

sisters' latest three sides—"Muskrat Ramble," "Lonesome Polcat" and "Goodnight, Sweetheart, Goodnight."

PLEASANT MOVES TO LEASANT QUARTERS . . .

Pleasant Music Publishing, which has taken over the Sam Coslow Music Company, has moved to larger quarters on West 48th Street here. The firm's current plug, "God's Green Acres," by Hans Lengsfelder and Billy Kaye, has been acquired for England by Keith Prowse & Company, Ltd.

ILLNESS SIDELINES HELEN TRAUBLE . . .

Helen Traubel was forced to bow out of the Terrace Room of the Hotel Statler, Hollywood, after Wednesday night's (13) performance because of illness. She was replaced by the Cheerleaders, who finish out the segment ending October 20. Dorothy Shay headlines the show opening October 21 for four weeks with Ralph and Lorraine, dance team. Skinnay Ennis and orchestra continue on the bandstand, playing the sixth holdover time.

Eddie Fisher, RCA Victor recording star, has been selected by the Variety Club of Washington for its annual "Personality of the Year" award. The Variety Club pointed to Fisher's record-breaking number of consecutive hit records, his radio-TV programs, and his smash personal appearances as the basis for the award which will be presented to him at the club's annual dinner dance November 20.

DIRECTION CREDIT AIM OF MDA ORG . . .

A campaign for the restoring of credits for musical direction on theatrical motion pictures will be the first undertaking of the Music Directors of America Association, organizational meeting of which was held last week in Hollywood. Johnny Green was elected president of the new group. Vice-presi-

M-G-M Ready Early With Promotions For Holiday Items

NEW YORK, Oct. 16.—M-G-M is rushing the Christmas season a little next week, and will mail out a special direct mail piece—a hanger listing M-G-M record albums as Christmas gift suggestions—to dealers.

The following week, the label will send retailers 500,000 color brochures listing all M-G-M albums deemed suitable for holiday gifts. The brochures come complete with order blank and room for the dealer's imprint, and arrangements have been made for stores to include them in regular mailings to customers.

At the same time, M-G-M is shipping dealers a special 20 by 20 inch display on Lionel Barrymore's "Christmas Carol" album. The Dickens package has been a steady holiday seller for the label for the past seven years.

dents are Alfred Newman and Morris Stoloff. Daniel Amfitheatrof was named secretary and Constantin Bakaleinikoff treasurer. Dropping of credit for musical direction was engineered by the Screen Directors' Guild when they negotiated a new contract limiting direction credit to members of the Guild.

STEINER ANKLES CBS AFTER ROW . . .

Composer-conductor Fred Steiner severed his connections with CBS last week following a reported tiff with the net's Hollywood musical director Lud Gluskin. Final straw is said to have been a dispute over a number Steiner did for the Chrysler spectacular "Shower of Stars." Following Steiner's work on the composition, it was turned over to Gordon Jenkins for polishing and was finally dropped completely from the show. Steiner, who did scores for "My Favorite Husband" and "Amos 'n' Andy," said that he has no immediate plans for the future.

New York

"Peter Pan," with songs by Moose Charlop and Carolyn Leigh plus additional material by Julie Styne, opens here on Wednesday (20). . . . Harry Goodman, of Regent & Harman Music, is in town for a month on business. . . . Fred Benson, manager of the Ray Anthony ork, flew to the West Coast Wednesday (13) on business. . . . The Four Freshmen cracked a record at the Frolic in Columbus, O., last week. . . . The Crew Cuts will play a week at the Casino Theater in Toronto.

Thrush Elise Rhodes was guest star on the Guy Lombardo show Friday (15). The singer just returned from a summer of musical shows. . . . Rosalind Paige has been pacted by M-G-M Records. . . . Lionel Hampton will be thrown a farewell party tonight at Basin Street before he leaves for Europe on a concert tour. . . . London Rec-

DOWN TO EARTH TURN OF MIND

NEW YORK, Oct. 16.—M-G-M Records head Frank Walker writes a folksy-type letter to his distributors every month, and the current one features his own breakdown of some of the label's artists into "corn, cotton and cactus" categories.

In the "corn" group, Walker lists Dave Denny, Joe (Cannonball) Lewis and Arthur Smith; "cactus," Bob Willis, Sheb Wooley and Bud Hobbs; "cotton," (rhythm and blues) Johnny Oliver, Bobby Prince and the Billy Moore Quartet. In line with The Billboard's recent editorials on the mud-and-mire lyrics of certain disks today, Walker on Prince's "I'll Be Satisfied" disk: "Nice job, and it ain't dirty either."

ords threw a cocktail party for orkster Mantovani on Tuesday (13). . . . The Prevue record of "I Want a Puppy in My Stocking for Christmas" plus the toy poodle that goes with it, is now on sale. The toy and the record sell for \$3.98 at toy stores.

Bruce Records has signed Lily Ann Carol, whose first waxing on the label couples "Blame It on Yourself" and "If I Can't Have You All to Myself." . . . Jay Leipsig, Mills Music staffer, and his wife, Virginia, are celebrating the birth of a son, Matthew Isaac, last Saturday (9).

Jay Lagusker, formerly in charge of Decca's orders and service department, has been upped to manager of the Detroit branch. His assistant Eric Steinmets, succeeds Lagusker in the old post.

Chicago

Bill Alberts, deejay, celebrates his first anniversary on WGN this week. . . . Pat Morrissey, Decca thrush, in town for a visit. . . . Hamish Menzies, who just closed at the Black Orchid, stayed over a few days for a recording session at Universal Studios for Decca. . . . Dick Linke, of Capitol Records' New York office, in town on a general deejay junket of 14 cities in which he is plugging all artists and products. . . . Singing duo of Betty Lou and Zoe now appearing at the Preview along with the Ronalds Brothers, who headline. . . . Orchestra leader Mantovani, of London Records, also in town visiting deejays.

Chris Connors currently at the Cloister Inn of the Maryland Hotel. . . . Bob Scobey and His Frisco Band, of Good Time Jazz Records, current at the Blue Note. . . . Blue Barron and his orchestra played the Gladys Entertainment Center, Montivideo, Minn., last week. . . . Buddy Morrow just finished a recording session for Mercury Records in which two sides were cut for single release. The rest will come out on LP. . . . Bill Farrell also did a session for Mercury in which he cut "Run-around" and "Boolya Bottin Bottin Baby." He is current at the Cabin Club, Cleveland, and from there moves to the Flame, Detroit, for two weeks beginning October 25.

Hollywood

Mickey Marlo, Capitol artist, has been signed by the Ritz Brothers for a featured part in

Radio Pioneers to Host NAEB Reps

NEW YORK, Oct. 16.—The Radio Pioneers, a club of industry old-timers, will host representatives of the National Association of Educational Broadcasters at a special dinner-meeting here October 27.

Lowell Thomas will preside over part of the proceedings, and citations will be presented to Raymond A. Heising and Lloyd Espenscheid in recognition of technical contributions to radio.

EVEN MOZART DIGS MAMBO

NEW YORK, Oct. 16.—Even Mozart is on a mambo kick these days. Sonny Burke's new Decca release, "Longhair Mambo," features classical themes set in mambo tempo. The flip is also in a class of its own title-wise, being tagged "Phffft Mambo." It's the theme in Judy Holiday's new Columbia movie, "Phffft."

their 1955 revue, now being prepped. She opens with the Ritzes November 11 at the Flamingo, Las Vegas, Nev. This is her first West Coast appearance. . . . Harry Belafonte will co-star with Marge and Gower Champion in "Three for Tonight," Paul Gregory's newest stage presentation scheduled to open October 28 in Bridges Auditorium, Claremont, Calif. Extensive cross-country trek is planned for the show, of which Walter Schuman is the musical director. . . . Ray Gilbert is preparing special songs and material for Gaby Bruyere, who made her debut in the Circus Room of the Hotel Del Coronado, near San Diego, for the opening of Lou Walters' Mademoiselle Room in Miami on Christmas Eve. . . . Jo Ann Greer, vocalist with Les Brown, and Stan Stout, band's trumpeteer, were married in Lancaster, Calif. Miss Greer was vocalist with Sonny Burke, Jerry Gray and Ray Anthony. Stout joined Brown in 1952 after two years with Tommy Dorsey.

CHARITY DISKS BY H&H GROUP

HOLLYWOOD, Oct. 16.—Plans for recording of numbers by the Hollywood Hymn and Hangover Society, an informal choral group composed of some of the town's top musical talent, were announced this week.

Disks will be pressed independently and offered as a package for distribution to one of the major firms. Proceeds will go to charitable organizations.

Among members of the group are Les Brown, June Hutton, Eileen Wilson, Lucy Ann Polk and Margaret Whiting.

Advertisement for "WHITHER THOU GOEST" recorded by Les Paul-Mary Ford, Laurie Loman, Marian Marlowe, O. B. Massingill & His Orchestra, Rita Robbins, George Morgan and Anita Kerr Singers, Betty Johnson. The ad lists the record labels: Capitol, Century, Columbia, Epic, RCA Victor, Columbia, Bell. Below the list is KAVELIN MUSIC CORP. Sole Selling and Licensing Agent: Hill and Range Songs, Inc.

Advertisement for "WATCH SANTA BABY HIT 4 WAYS THIS YEAR!!!" featuring MOOD INDIGO by NORMAN PETTY TRIO "X". Other great vocal renditions just released: BILLY ECKSTINE (M-G-M), DELTA RHYTHM BOYS (Decca), FOUR FRESHMAN (Capitol), MODERNAIRES-GEORGIE AULD (Coral), NEIL HEFTI-RAY CHARLES SINGERS (Epic). Mills Music, Inc. is listed at the bottom.

Large advertisement for The Billboard's 7th Annual Disk Jockey Programming Guide. The ad features a graphic of a banner and a record sleeve. Text includes: "Almost 60% of all Disk Jockeys readers will Program from the Advertisements in The Billboard's 7th Annual Disk Jockey Programming Guide!" (based on actual survey among disk jockeys following distribution of an earlier edition of The Billboard Disk Jockey Programming Guide). Issue Dated..Nov. 13 Ad Deadline..Nov. 4. Reserve Advertising Space NOW!

FIRST WEEK ON CHARTS...

OCTOBER 16, 1954

THE BILLBOARD
RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN,

The Billboard Music Popularity Chart

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF RECORDS

HONOR ROLL OF HITS

The Nation's Top Tunes

Trade Mark Reg.

This Week	Last Week	Weeks on Chart
17.		1

17. WHITHER THOU GOEST

OCTOBER 16, 1954

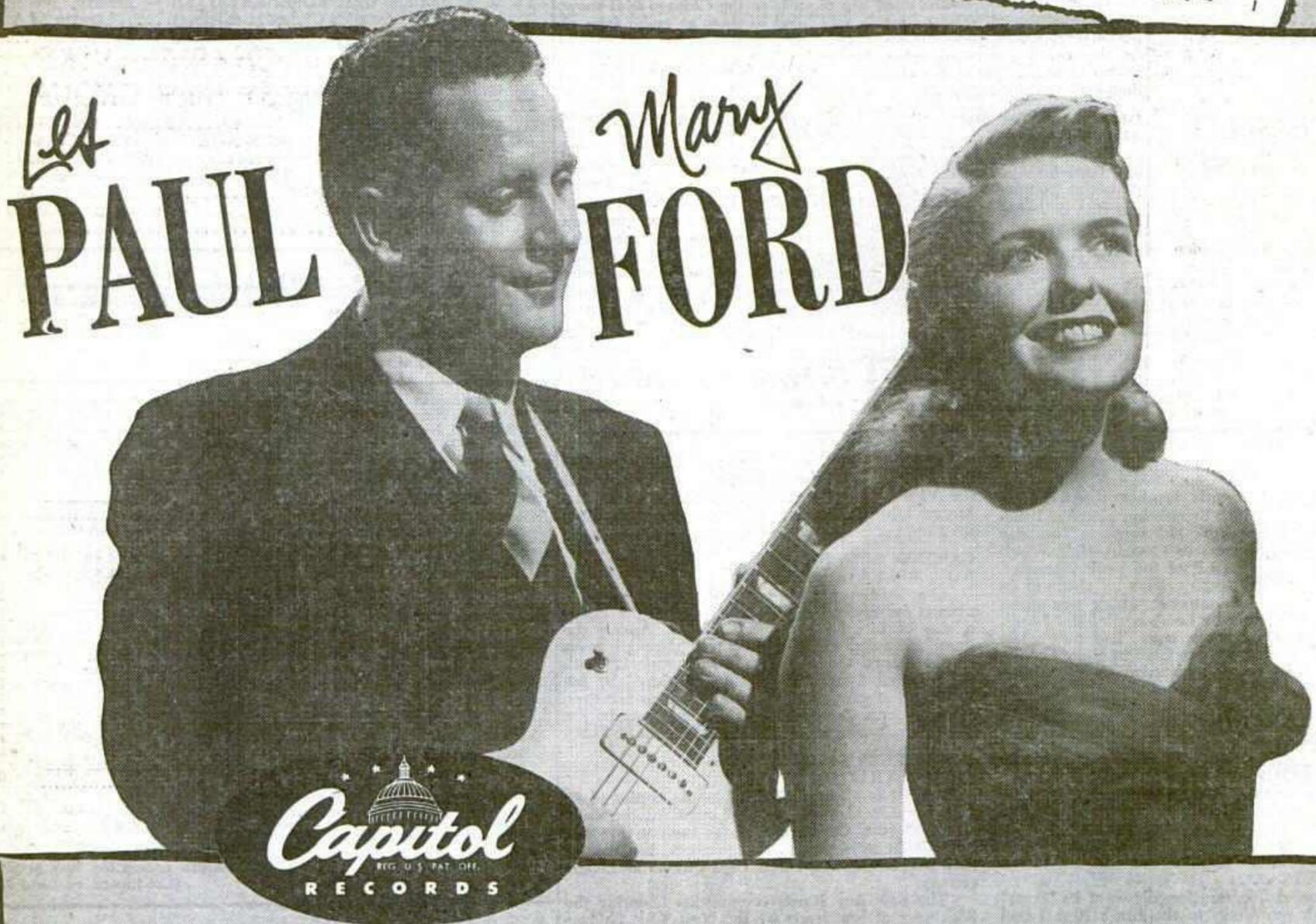
THE BILLBOARD

The Billboard Music Popularity Chart

Best Sellers in Stores

This Week	Last Week	Weeks on Chart
17.		1

17. WHITHER THOU GOEST—
L. Paul & M. Ford.
Mandolino—Cap 2928—BMI



Let **PAUL** and **Mary FORD**

"Whither Thou Goest"

Published by Hill and Range Songs, Inc.

"Mandolino"

Capitol Record No. 2928

Published by Iris-Trojan Music Corp.

PHONOS—HI FI

By STEVE SCHICKEL

L. A. AUDIO FAIR BANS PACKAGED HI FI

The banning of packaged "all-in-one" high fidelity units from the Audio Fair-Los Angeles, has precipitated a mixture of feelings among the package manufacturers. The show, which will be held exclusively for component parts exhibits, also banned commercial components, those not intended for home use. No one so far has made his feelings a matter of record. However, there are reports that package unit manufacturers are more than stirred up over the ban and some intend to voice their opinion via their trade association. It was reported that a suggestion would be made to hold a separate audio show which would be open only to package units, with the possible promotion to the consumer sounding something like "why fuss and bother with gadgets when you can get the whole thing in one piece of furniture, and at mass production prices."

MAGNECORDER TAPE PLAYBACKS BOW

Two new hi-fi tape playbacks were unveiled by Magnecord, Inc., this week at the Audio Fair in New York. Both are designed for the semi-professional and home markets. The M-30D Aristocrat will retail at \$339 while the M-34 Educator will go at \$429.

BOSTON TO HOLD HI-FI MUSIC SHOW

A three-day high fidelity music show, the first ever held in New England, will open at the Hotel Touraine October 22. It is understood that almost 90 per cent of the available display space has already been contracted for. It was not revealed as yet, what firms or brands will be exhibiting, nor whether the show would be restricted to component parts or the full line.

GRUNDIG-MAJESTIC LINE INTRODUCED

Majestic introduced its new imported line of Grundig-Majestic International ultra-high fidelity and multi-band radios and phono combinations to the public for the first time this week at the New York Audio Fair. The line includes nine hi-fi console phono combinations (seven four-speaker models and two six-speaker sets, ranging in price from \$269.95 to \$409.95 and three hi-fi phono and tape recorder console combos) two six-speaker jobs and one deluxe eight-speaker model priced at \$1,250.

MOTOROLA CHRISTMAS PROMOTION UNVEILED

Details were revealed this week on Motorola's Christmas promotion as the firm prepared for its

final full-dress promotion in the series of four presented thruout 1954. The promotion will include national advertising, point of sale, giveaway, direct mail, displays, and local advertising. The program will be backed by trade advertising, distributor mailings and factory mailings. Theme for the campaign will be "Gifts." David H. Kutner, director of advertising and sales promotion, said that "an expected 3,000,000 newsprint flyers will be used in the dealer's mailings. The promotion will include Motorola's complete line of phonographs and radios. The national ad theme will carry four little elfins called "Santa's Jolly Helpers."

SEVEN MANAGER MOVES AT CRESCENT

Seven sales department managerial promotions and realignments were made at Crescent Industries this week. Peter G. Anderson was named as industrial accounts manager. Herbert J. Naper Jr., was named export manager. Lee Hicks was announced as new service manager. Godfrey Eirich is the new customer relations manager, while Paul Stenmark was named sales manager of the special products division. Virginia Tchou was appointed industrial products co-ordinator. Russell D. Gawne retained his position as sales manager of the distributor sales division and picked up the responsibility of advertising, publicity, public relations and promotion. All appointments were effective immediately.

Celestial Tapes, Seattle, is now marketing pre-recorded tapes and currently has eight complete programs listed in its hi-fi catalog. Included are such programs as 15 minutes of jazz, 15 minutes of Hammond organ and voice, plus two 30-minute programs for square dancers. . . . Pentron's hi-fi exhibit, the all-electronic orchestra, began an extensive road trip recently at the Chicago hi-fi show. The exhibit is scheduled to show at audio fairs all over the country. . . . Capehart-Farnsworth has named new regional sales managers for Charlotte, N. C.; Memphis and Chicago. Harold Avery, former field engineer for the firm, takes over in Charlotte, N. C., while John P. Mathieu will handle the post in Memphis. R. W. Herrick, formerly a sales manager for Admiral Corporation's radio division, was named to Chicago's office as sales manager for the region which includes Milwaukee, Minneapolis, St. Paul, and Duluth. . . . Paul H. Eckstein, president of Lion Manufacturing, reports excellent response to his showing of the Lion remote controlled high fidelity phonograph at the recent Chicago Hi-Fi Show. The remote control works within a distance of 100 feet and can change treble, bass, on and off, as well as change records.

LINER NOTES

By IS HOROWITZ

INDIE FIRST WITH SHOSTAKOVICH 10TH . . .

Altho Columbia Records is rushing thru a dinking of the Shostakovich 10th Symphony, premiered successfully by the New York Philharmonic Thursday (14), it lost "first" honors to Concert Hall, which quietly slipped thru an LP of the work yesterday. Columbia had first recording rights by virtue of its contract with the Philharmonic which was given initial crack at the score by Leeds music. But Leeds, which also imports Russian tapes, had meanwhile leased a taped performance to Concert Hall. Columbia will hold its recording session under Dimitri Mitropoulos Monday (18).

BACH ORGAN WORKS TO BE WAXED . . .

Carl Weinrich has been signed to a contract by Westminster calling for him to record the complete Bach organ literature. First recording dates will be held in the spring. All sessions are to be held in Sweden on an organ still to be chosen.

ANGEL REPRICES SPANISH SETS . . .

Angel Records has transferred two of its "Soria" series Spanish recordings to the firm's Blue Label vinyl, thereby cutting the price to \$4.95. Transferred disks are "Musica Espanola," a background music set, and the zarzuela "Luisa Fernanda." Both are 12-inchers.

TEMPLETON WAXES FOR MANY LABELS . . .

Composer-pianist Alec Templeton is developing into one of the most-recorded-on-most-labels artists. Only recently he cut some sides for Atlantic; a month or so back he played his music-box collection on the Ficker label. Upcoming now is a coupling of his string quartet and trio on Esoteric (here he is the featured composer rather than performer), and a reading of the Gershwin Piano Concerto on Remington. Also due out soon is a re-issue of a kidisk, "The Pied Piper of Hamelin," on Label "X" where Templeton is narrator-pianist. Latter disk incidentally features on oboe, as the piper, Mitch Miller, somewhat prominently identified with another diskery.

EPIC TO RELEASE THREE CONCERTOS . . .

Three concertos are being set for early release by Epic Records. For violin there will be the Khachaturian, played by Thomas Magyar and the Vienna Symphony, and the Lalo "Symphonie Espagnole," with Arthur Grumiaux the soloist supported by the

Lamoureux Orchestra. The Dvorak Cello Concerto in B Minor will be played by Tibor de Machula and the Vienna Symphony. A first recording of the Mozart Divertimento No. 16 is also due in an Epic set grouping four works in the form.

CAMDEN SETS HEAVY NOV. RELEASE SKED . . .

Camden Records, low-cost Victor subsidiary label opened for general distribution, is setting a heavy release of LP's for November release. Among the items scheduled are two Broadway show packages by the Harold Coates ork, a movie music LP with the Mitchell Ayres ork, show tunes played by Joe Reichman at piano and a set of Hawaiian favorites. Also due from Camden is a Christmas album by the Tripp Family Singers. The 12-inch LP's list at \$1.98.

CAP OFFERS SAMPLE DEMONSTRATION LP'S . . .

Capitol is offering dealers sample copies of its LP's for store demonstration at one-third the usual wholesale cost. Only two copies of any one title may be ordered by a dealer. When worn, the records may be exchanged for new copies at no additional charge.

The new Roy Harris composition honoring the 25th year of broadcasts by the New York Philharmonic over the CBS net is called "Symphonic Epigram." Its main theme is based on the notes C, B and the German E's, otherwise known as E flat. The work was commissioned by Broadcast Music, Inc. . . . Radio premieres of a symphony by Robert Sanders and Ernst Toch's "Notturmo," will be heard over the CBS net next Sunday (24) performed by the Louisville Symphony. They will appear on disks later under terms of the Rockefeller Foundation grant to the orchestra.

The Ballet Theater will return to Sol Hurok management next season. The group's orchestra records for Capitol. . . . John Finlayson has taken over as music critic of the Detroit News, replacing Russell McLaughlin, who resigned the post after 30 years. . . . Urania is readying a two-disk set of Kalmann's "Countess Maritza," performed by German artists under H. Kegal.

HAYDN SOC. TO ISSUE CAROLS, OPERA . . .

The Haydn Society is readying for early release an LP of Christmas carols sung by the Danish Boys' Choir. It will sell for \$6.95. Also coming from the label is a first recording of the Paisello opera "Il Duello" and a complete "Water Music" by Handel. The latter was recorded by the Hewitt Chamber Orchestra.

The Billboard Music Popularity Charts PACKAGED RECORDS

Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
2. TOSCANINI CONDUCTS WAGNER—NBC Symphony Orchestra (Toscanini) RCA Victor LM 6020
3. R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS—Chicago Symphony (Reiner) RCA Victor LM 1806
4. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE — NBC Symphony Orchestra (Toscanini) RCA Victor LM 1838
5. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6018
6. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) Mercury OL 2-101
7. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
8. R. STRAUSS: EIN HELDENLEBEN — Chicago Symphony (Reiner) RCA Victor LM 1807
9. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) RCA Victor LM 1005
10. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6009
11. BERLIOZ: DAMNATION OF FAUST — Boston Symphony (Munch) RCA Victor LM 6114
12. STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) Capitol P 8276
13. DONIZETTI: LUCIA DI LAMMERMOOR—Callas, Maggio Musicale Fiorentino Orchestra (Serafin) Angel 3503
14. R. STRAUSS: DER ROSENKAVALIER — Reining, Weber, Vienna Philharmonic Orchestra (Kleiber) London LLA 22
15. ECHOES OF SPAIN—Hollywood Bowl Orchestra (Dragon) Capitol P 8275
16. VERDI: FALSTAFF—Nelli, NBC Symphony Orchestra (Toscanini) RCA Victor LM 6111
17. CHOPIN: PIANO CONCERTO NO. 1—Rubinstein, Los Angeles Philharmonic (Wallenstein) RCA Victor LM 1810
18. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony Orchestra (Toscanini) RCA Victor LM 1757
19. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony Orchestra (Toscanini) RCA Victor LM 1778
20. MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) RCA Victor LM 1809

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.

WHITE CHRISTMAS 65
Bing Crosby, Danny Kaye, Peggy Lee, Trudy Stevens, Joseph J. Lilley Ork and chorus (1-12")
Decca DL 8083

Dealers should do right well with this album right thru Christmas. The release is timed with the movie's premiere opening at the Music Hall in New York City, and the picture will be playing across the country the next few months. The musical has received fine advance notices, and Crosby, of course, is "old faithful" in the album field. The crooner and Danny Kaye perform their original warbling stints from the picture, while Peggy Lee takes over Rosemary Clooney's numbers and Trudy Stevens does likewise for those performed in the film by Vera Ellen. Practically all of the 10 sides have already been released by Decca as singles. They include Peggy Lee's dual-soundtrack version of "Sisters," Crosby's "What Can You Do With a General?" and "Count Your Blessings Instead of Sheep," and Kaye's "Choreograph" and "The Best Things Happen While You're Dancing." Trudy Stevens joins the other three on a "Blue Skies" and "Mandy" medley and the title-tune. This is Irving Berlin's first new score for a movie in 10 years, and he's going all out to promote it personally, via de-

jay tours, etc. Paramount, of course, is backing the film with equally powerful promotion, and the Decca album itself has plenty of sales appeal in some particularly attractive cover artwork, featuring more than 10 stills from the picture.

A BOUQUET OF HITS 75
Teresa Brewer; Jack Pleis Ork (1-10")
Coral CRL 56072

Coral has packaged eight of Teresa Brewer's singles in this LP, which should tide the canary's fan over until their favorite completes her third maternal leave from the label and makes some new recordings. The pert singer warbles with her usual verve and bounce, while Jack Pleis provides superior backing. Best of the lot are "Jilted"; "Baby, Baby, Baby" and "Chicago Style." Other sides include her two latest Coral releases "Au Revoir," "Danger Signs," "Skinnie Minnie" and "I Had Someone Else Before I Had You."

SAY "SI SI" 74
Pearl Bailey (1-10")
Coral 56068

An attractive collection of songs with humorous identification with Latin-American subjects, including earlier successful releases like "Say Si Si" (Continued on page 38)

Reviews and Ratings of New Classical Releases

SHAKESPEARE: A MIDSUMMER NIGHT'S DREAM (3-12")—Old Vic Company; BBC Symphony Orchestra; Malcolm Sargent, Cond. RCA Victor LM 6115 80

This is the original cast recording of the Shakespeare work with the Mendelssohn music as currently being performed at the Metropolitan Opera House in New York by England's Old Vic Company. Starred are such names as Moira Shearer, Robert Helpmann and Stanley Holloway. Sir Malcolm Sargent's BBC ork provides the Mendelssohn backing for the play, and the direction is by Michael Benthall. In every way this is an utterly delightful recording. The performers are well suited to their roles, the recording is fine and the orchestral performances well conceived and carried out. Following upon the two earlier Old Vic recordings of Shakespearean plays this one should find a ready audience. In addition, promotion on the retail level could make this one of the key gift items for the Christmas season. Dealers might also be on the lookout for a "highlights" package on a single 12-inch

LP and an even more select EP "highlights" package. Both are coming thru.

BERLIOZ: SYMPHONIE FANTASTIQUE (1-12") — Minneapolis Symphony Orchestra; Antal Dorati Cond. Mercury MG 50634 77

Altho there are now available at least a half-dozen other strong performances of this dramatic work, dealers can expect to attract good sales with this latest version. Here the recorded sound is excellent and the Dorati-Minneapolis reading a driving one. The rhythmic yet melodic work in itself should attract many a customer newly converted to the classics. In all, a fine addition to the catalog.

BELLINI: NORMA (COMPLETE) (3-12") — Callas, Flipperschi, Stignani, Rondeletti, Orchestra and Chorus, La Scala, Milan; Tullio Serafin, Cond. Angel 3517C 78

Maria Callas, American-born soprano, is abundantly endowed with the temperament that makes for greatness and there (Continued on page 38)

"DESIGNED FOR LAUGHS"-- THE GREATEST XMAS GIFT RECORDS EVER PACKAGED"

Jubilee - FIRST

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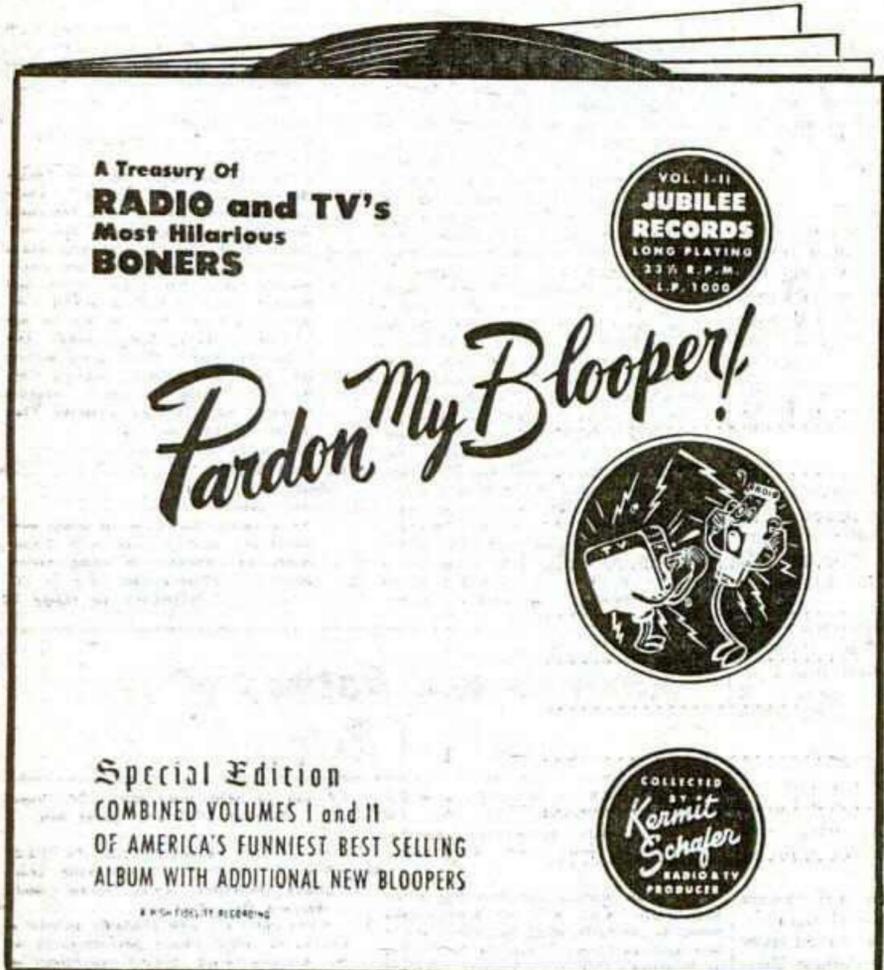
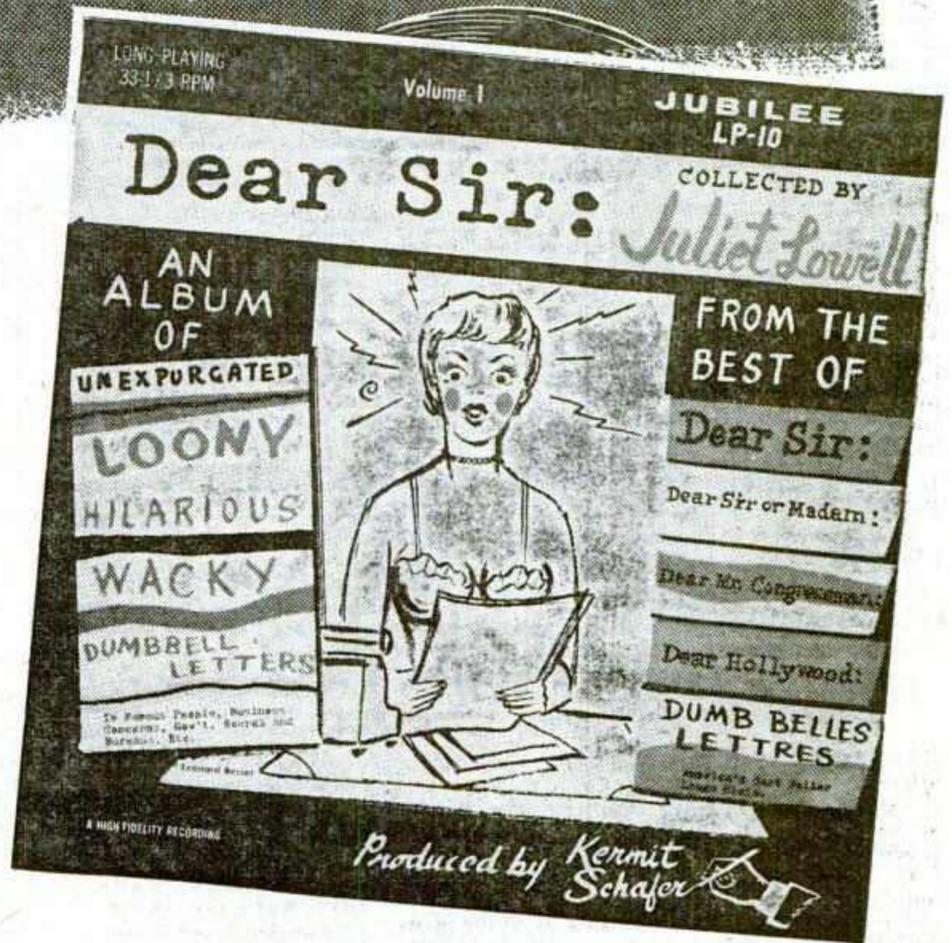
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Suggested List



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In one deluxe album, the best of the radio and TV bloopers in the now famous Jubilee "Pardon My Blooper" series.

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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

There seems to be little doubt that the country and western market is shrinking—shrinking in that the people who are supposed to be buying records specially cut for the country and western field are buy-



CARL SMITH

ing pop disks, rhythm and blues disks and "what-all." Let's get it straight, plenty of records are being sold in country areas.

Yet country buyers can't resist their old favorites: Anytime one of the field's top artists goes into a studio to cut a new disk, one can be sure it'll be a commercial success. Two such examples of consistency are Webb Pierce and Carl Smith.

Webb right now has three spots on the best-selling chart, while Carl's latest disk gets selected this week as a "Best Buy." Good as it



WEBB PIERCE

is to have such consistent artists who'll keep the cash registers ringing, it's still more of a kick to watch some new talent come thru with commercial successes.

That's the stuff of which is made tomorrow's best-selling artists.

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	Chart
1. If I Give My Heart to You	2	7
2. This Ole House	1	7
3. High and the Mighty	4	12
4. Hey, There	3	14
5. I Need You Now	5	6
6. Little Shoemaker	6	14
7. Hold My Hand	8	5
8. Skokiaan	9	7
9. In the Chapel in the Moonlight	7	13
10. Papa Loves Mambo	13	3
11. Count Your Blessings	15	2
11. They Were Doing the Mambo	-	7
13. Whither Thou Goest	12	2
14. Sh-Boom	10	14
15. Little Things Mean a Lot	14	25

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending October 13

This Week	Last Week	Chart
1. Hey, There	1	14
2. If I Give My Heart to You	3	7
3. This Ole House	4	11
4. Skokiaan	2	9
5. I Need You Now	6	7
6. Sh-Boom	5	16
7. Hold My Hand	8	6
8. High and the Mighty	7	13
9. Papa Loves Mambo	10	3
10. Little Shoemaker	9	17

Second Ten

11. SHAKE, RATTLE AND ROLL	12	6
12. THEY WERE DOING THE MAMBO	13	10
13. TEACH ME TONIGHT	17	2
14. SMILE	14	6
15. WHITHER THOU GOEST	17	2
15. CARA MIA	14	5
17. IN THE CHAPEL IN THE MOONLIGHT	11	14
18. MUSKRAT RAMBLE	-	1
19. COUNT YOUR BLESSINGS	-	1
20. OOP SHOOP	19	4

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.

INDEX TO CHARTS

Popular Records, Singles	28	Country & Western	42
Packaged Records, Popular	22	Rhythm & Blues	43
Packaged Records, Classical	22	Other Categories	38

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

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
Haji Baba (R)—Remick—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
Hold My Hand (R) (F)—Raphael—ASCAP
I Have to Tell You (R)—Chappell—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
Little Shoemaker (R)—Bourne—ASCAP
Love You Didn't Do Right By Me (R) (F)—Berlin—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Mood Indigo (R)—Mills—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Sabrina (R) (F)—Famous—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R) (F)—Bourne—ASCAP
Song of the Barefoot Contessa (R) (F)—Chappell—ASCAP
Sway (R)—Peer—BMI
There's a Small Hotel (R) (F)—Chappell—ASCAP
This Ole House (R)—Hamblen—BMI
You're Nobody Till Somebody Loves You (R)—Southern—ASCAP

Television

Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
Hernando's Hideaway (R) (M)—Frank—ASCAP
Hey, There (R) (M)—Frank—ASCAP
High and the Mighty (R) (F)—Witmark—ASCAP
I Cried (R)—Meadowbrook—ASCAP
I Need You Now (R)—Miller—ASCAP
I Wouldn't Walk Across the Street (R)—Hawthorne—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
Joey (R)—Lowell—BMI
Little Shoemaker (R)—Bourne—ASCAP
Mama Doll Song (R)—Lear—ASCAP
Man That Got Away (R) (F)—Harwin—ASCAP
Muskrat Ramble (R)—Geo. Simon—ASCAP
Never Under Estimate (R)—Laurel—ASCAP
One Arabian Night (R) (M)—Meridian—BMI
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
Sh-Boom (R)—Hill & Range—BMI
Shangrila (R)—Robbins—Robbins—ASCAP
Sisters (R)—Shapiro-Bernstein—ASCAP
Skokiaan (R)—Shapiro-Bernstein—ASCAP
Smile (R)—Bourne—ASCAP
Steam Heat (R) (M)—Frank—ASCAP
Sway (R)—Peer—BMI
Teach Me Tonight (R)—Hub—ASCAP
They Were Doing the Mambo (R)—Mayfair—ASCAP
This Ole House (R)—Hamblen—BMI
Uno (R)—Southern—ASCAP

England's Top Twenty

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

Little Things Mean a Lot—Robbins (Feist)
Three Coins in the Fountain—Feist (Robbins)
My Friend—Chappell (Paxton)
Hold My Hand—Bradbury Wood (Raphael)
Cara Mia—Robbins (Feist)
Smile—Bourne (Bourne)
Story of Tina—Macmelodies (Maurice)
There Must Be a Reason—Campbell, Connelly (April & Cromwell)
If I Give My Heart to You—Robbins (Miller)
Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)
Sway—Southern (Peer)
Little Shoemaker—Bourne (Bourne)
Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
Happy Wanderer—Bosworth (Fox)
My Son, My Son—Kassner (*)
Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
Make Her Mine—Bradbury Wood (Bregman, Vocco & Conn)
Sh-Boom—Aberbach (Hill & Range)
West of Zanzibar—Jumbo (Bluebird)
This Ole House—Duchess (Hamblen)



Buyboard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS— POPULAR Listed Alphabetically

BAZOOM		
ARIVEDERCI	The Cheers	2921
HAJJI BABA		
UNBELIEVABLE	Nat "King" Cole	2949
HONEY LOVE		
RIOT IN CELL BLOCK NUMBER NINE	Vickie Young	2865
I'M A FOOL TO CARE		
AUCTIONEER	Les Paul & Mary Ford	2839
SAW YOUR EYES		
I DON'T WANNA SEE YOU CRYIN'	The Four Knights	2938
SH-BOOM		
WIDE-SCREEN MAMA BLUES	Stan Freberg	2929
SMILE		
IT'S CRAZY	Nat "King" Cole	2897
SOMEBODY BIGGER THAN YOU AND I	"Tennessee"	
THERE IS BEAUTY IN EVERYTHING	Ernie Ford	2939
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928
WOMAN'S WORLD		
JAMBO	Ray Anthony	2936

COMING UP FAST Listed Alphabetically

IT WORRIES ME		
WHEN I STOP LOVING YOU	Frank Sinatra	2922
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
RIVER OF NO RETURN	"Tennessee"	
GIVE ME YOUR WORD	Ernie Ford	2810
SKOKIAAN		
SAY HEY	Ray Anthony	2896
SWAY		
MONEY BURNS A HOLE IN MY POCKET	Dean Martin	2818
TOY OR TREASURE		
FORTUNE IN DREAMS	Kay Starr	2887
TRY AGAIN		
ONE MORE TIME	Dean Martin	2911

LATEST RELEASES

Numbers
442 & 443

A JUG OF WINE, PART I		
A JUG OF WINE, PART II		
Jim Ameche		2943
YOU CAN'T BE MINE ANYMORE		
HERE TODAY AND GONE TOMORROW LOVE	Vickie Young	2944
LING, TING, TONG		
I'M ALONE		
The Five Keys		2945
HEARTS MADE OF STONE		
THERE'S GONNA BE A BALL	Rudy Gray	2946
MY GAL GERTIE		
LOOK, LOOK, LOOK	Dub Dickerson	2947
HAIJI BABA		
UNBELIEVABLE	Nat "King" Cole	2949
BOO BOO BE DOOP		
PENNIES FROM HEAVEN	Frank Rosolino Sextet	65004
CABIN IN THE SKY		
ROUND TRIP	Sal Salvador Quartet	65005
LITTLE MAN	Boots Mussulli Quartet	65006
BLUES IN THE NIGHT		
MIDNIGHT ON THE CLIFFS		
DREAM RHAPSODY	Les Baxter, Leonard Pennario	2950
WILL CALL		
ADAM BIT THE APPLE	Joe Jones	2951
I THINK OF YOU		
LET'S MAMBO	Betty Reilly	2952
IF THAT'S THE FASHION		
IF YOU AIN'T LOVIN'	Faron Young	2953
THE CHRISTMAS WALTZ		
WHITE CHRISTMAS	Frank Sinatra	2954
THE CHRISTMAS SONG		
MY TWO FRONT TEETH	Nat "King" Cole	2955
MY BIRTHDAY COMES ON CHRISTMAS		
JINGLE-O-THE BROWNIE	Joe "Fingers" Carr & Dallas Frazier	2956
IS THERE A SANTA CLAUS!		
OLD TEX KRINGLE	Tex Ritter	2957
I FORGOT TO REMEMBER SANTA CLAUS		
CHRISTMAS IN MY HOMETOWN	Sonny James	2958

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

BARRELHOUSE, BOOGIE, AND THE BLUES—		
Ella Mae Morse		
45 rpm "EP" No. EAP-1-513 & EAP-2-513		33 1/2 rpm No. H-513
THE BILL HOLMAN OCTET		
45 rpm "EP" No. EBF-6500		33 1/2 rpm No. H-6500
THE BOB COOPER SEXTET		
45 rpm "EP" No. EBF-6501		33 1/2 rpm No. H-6501
ELLINGTON '55—Duke Ellington		
45 rpm "EP" No. EAP-1-2-3-4-521		33 1/2 rpm No. W-521
FIREMAN'S BALL—Joe "Fingers" Carr		
45 rpm "EP" No. EAP-1-527 & EAP-2-527		33 1/2 rpm No. H-527
KENTON SHOWCASE—MUSIC OF BILL RUSSO & BILL HOLMAN—Stan Kenton		
33 1/2 rpm No. W-524		
LIQUID SOUNDS—Paul Smith		
45 rpm "EP" No. EAP-1-493 & EAP-2-493		33 1/2 rpm No. H-493
MUSIC FOR LOVERS ONLY—Jackie Gleason		
45 rpm "EP" No. EBF-352		33 1/2 rpm No. H-352
MUSIC, MARTINIS AND MEMORIES—		
Jackie Gleason		
45 rpm "EP" No. EAP-1-2-3-4-509		33 1/2 rpm No. W-509
SOMETHING COOL—June Christy		
45 rpm "EP" No. EBF-516		33 1/2 rpm No. H-516
SWING EASY—Frank Sinatra		
45 rpm "EP" No. EAP-1-528 & EAP-2-528		33 1/2 rpm No. H-528
TOP HITS OF '54, VOLUME II—Top Artists		
45 rpm "EP" No. EAP-1-9119 & EAP-2-9119		33 1/2 rpm No. H-9119
VOICES IN MODERN—The Four Freshmen		
45 rpm "EP" No. EAP-1-522 & EAP-2-522		33 1/2 rpm No. H-522

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

THE BANDIT		
PRAIRIE HOME	Tex Ritter	2916
DOGGIE HOUSE BOOGIE		
TEN, TEN A.M.	Merrill Moore	2924
DON'T FALL IN LOVE WITH A MARRIED MAN		
YOU'LL COME CRAWLIN'	Jean Shepard	2905
HOW COME Y'ALL COME		
WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson	2925
IF THAT'S THE FASHION		
IF YOU AIN'T LOVIN'	Faron Young	2933
KING OF A LONELY CASTLE		
VERY SELDOM, FREQUENTLY EVER	Ferlin Huskey	2914
NEVER		
FRIENDLY LOVE	Wesley & Marilyn Tuttle	2850
THE NEW GREEN LIGHT		
A LONELY HEART KNOWS	Hank Thompson	2920
A PLACE FOR GIRLS LIKE YOU		
IN THE CHAPEL IN THE MOONLIGHT	Faron Young	2851
SHE DONE GIVE HER HEART TO ME		
OCEANS OF TEARS	Sonny James	2904
THIS OLE HOUSE		
BE PREPARED	The Jordanaires	2915
WHATCHA GONNA DO NOW		
YOU'RE FOR ME	Tommy Collins	2891

BEST SELLING— "EP" ALBUMS Listed Alphabetically

DANCE CRAZE—Anthony, Kenton, Hunt		
45 rpm "EP" No. EAP-1-518		
DIXIE PARADE—Ray Anthony		
45 rpm "EP" No. EAP-1-539		
HEY! BELLBOY!—Gloria Wood		
45 rpm "EP" No. EAP-1-538		
MAMBO—Dave Barbour		
45 rpm "EP" No. EAP-1-545		
MELANCHOLY SERENADE—Jackie Gleason		
45 rpm "EP" No. EAP-1-532		
MORE MAY!—Billy May		
45 rpm "EP" No. EAP-1-536		
ROMANTIC BALLADS—Gordon MacRae		
45 rpm "EP" No. EAP-1-537		
SITTING ON TOP OF THE WORLD—Les Paul & Mary Ford		
45 rpm "EP" No. EAP-1-540		
STAN KENTON PLAYS THE COMPOSITIONS OF PETE RUGOLO		
45 rpm "EP" No. EAP-1-508		
TWO FOR THE RECORD—Benny Goodman		
45 rpm "EP" No. EAP-1-519		

"Specialized" HIGH-FIDELITY ALBUMS

FULL DIMENSIONAL SOUND—		
Study in High Fidelity		33 1/2 rpm No. SAL-9020
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND—Top Artists		33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND—Top Artists		33 1/2 rpm No. LAL-9022
HIGH FIDELITY VOCALS IN FULL DIMENSIONAL SOUND—Top Artists		33 1/2 rpm No. LAL-9023
THE PASSIONS—Les Baxter & Bas Sheva		33 1/2 rpm No. LAL-486

BEST SELLING—CHILDREN'S ALBUMS Listed Alphabetically

BOZO ON THE FARM—Pinto Colvig		
45 rpm "EP" No. EAXF-3076		78 rpm No. DBX-3076
BUGS BUNNY AND THE PIRATE—Mel Blanc		
45 rpm No. CASF-3200 78 rpm No. CAS-3200		
DIANA AND THE GOLDEN APPLES—Art Gilmore		
45 rpm No. KASF-3209 78 rpm No. DAS-3209		
I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC—Frank DeVol		
45 rpm No. CASF-3083 78 rpm No. CAS-3083		
I TAUT I TAW A PUDDY TAT & YOSEMITE SAM—Mel Blanc		
45 rpm No. CASF-3104 78 rpm No. CAS-3104		
NEVER SMILE AT A CROCODILE & FOLLOWING THE LEADER—Jerry Lewis		
45 rpm No. CASF-3163 78 rpm No. CAS-3163		
SPARKY'S MAGIC BATON—Billy May		
45 rpm "EP" No. EAXF-3206		78 rpm No. DBX-3206
THE TROJAN HORSE—Art Gilmore		
45 rpm No. KASF-3207 78 rpm No. DAS-3207		
TWEETY'S GOOD DEED—Mel Blanc		
45 rpm No. CASF-3212 78 rpm No. CAS-3212		
TWO LITTLE MAGIC WORDS & HAS ANYBODY SEEN MY KITTY—Tex Ritter		
45 rpm No. CASF-3208 78 rpm No. CAS-3208		
WALT DISNEY'S LITTLE HIAWATHA—Don Wilson		
45 rpm No. CASF-3136 78 rpm No. CAS-3136		
WALTZ OF THE FLOWERS—Art Gilmore		
45 rpm No. KASF-3204 78 rpm No. CAS-3204		
WOODY WOODPECKER AND THE TRUTH TONIC—Mel Blanc		
45 rpm No. CASF-3211 78 rpm No. CAS-3211		

The FOUR KNIGHTS

with Orchestra conducted by Nelson Riddle

"SAW YOUR EYES"

"I DON'T WANNA SEE YOU CRYIN'"



Capitol Record No. 2938

Now on Capitol
one of history's great literary classics

Rubaiyat of Omar Khayyam

33 1/2 rpm album No. L-544
45 rpm album No. FBF-544

and a sensational single record
of the best loved verse from the Rubaiyat
"A JUG OF WINE"
Capitol Record No. 2943

narrated by **JIM AMECHE**

music by **HAROLD SPINA**




ELLA MAE MORSE

with Big Dave and His Orchestra

"(WE'VE REACHED) THE POINT OF NO RETURN"

"GIVE A LITTLE TIME"



Capitol Record No. 2959

You own
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In it you provide **TUBERCULOSIS CARE**
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for ALL in the
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INDUSTRY
 and their
FAMILIES
 as well

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"BE KIND TO YOUR PARENTS"
*From The Fabulous New Musical "Fanny"
 Words and Music by Harold Rome*

A Beautiful Ballad . . .
"THE WORLD THAT WE LIVE IN"
From the Forthcoming Broadway Musical "Hello Paree"

20/47-5884



RCA VICTOR
 FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Sound

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending October 13

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 figure is given in parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Chart	Weeks on Chart
1. HEY, THERE—R. Clooney	1	15	1
This Ole House—(3)—Col 40266—ASCAP			
2. I NEED YOU NOW—E. Fisher	2	8	2
Heaven Was Never Like This—V 20-5830—ASCAP			
3. THIS OLE HOUSE—R. Clooney	3	12	3
Hey, There—(1)—Col 40266—BMI			
4. IF I GIVE MY HEART TO YOU—Doris Day	4	7	4
Anyone Can Fall in Love—Col 40300—ASCAP			
5. HOLD MY HAND—D. Cornell	7	7	7
I'm Blessed—Coral 61206—ASCAP			
6. SH-BOOM—Crew Cuts	5	16	5
I Spoke Too Soon—Mercury 70404—BMI			
7. SKOKIAAN—R. Marterie	6	9	6
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
8. PAPA LOVES MAMBO—P. Como	9	4	9
Things I Didn't Do—V 20-5857—ASCAP			
9. SHAKE, RATTLE AND ROLL—B. Haley	8	10	8
A B C Boogie—Dec 29204—BMI			
10. SKOKIAAN—Four Lads	10	8	10
Why Should I Love You—Col 40306—ASCAP			
11. CARA MIA—D. Whitfield	11	10	11
How, When or Where?—London 1486—ASCAP			
12. TEACH ME TONIGHT—DeCastro Sisters	19	3	12
It's Love—Abbott 3001—ASCAP			
13. LITTLE SHOEMAKER—Gaylords	12	17	13
Mecque, Mecque—Mercury 70403—ASCAP			
14. SMILE—Nat (King) Cole	16	5	14
It's Crazy—Cap 2897—ASCAP			
15. IF I GIVE MY HEART TO YOU—D. Lor	14	8	15
Hello, Darling—Majar 27—ASCAP			
15. WHITHER THOU GOEST—L. Paul & M. Ford	17	2	15
Mandolino—Cap 2928—BMI			
17. HIGH AND THE MIGHTY—V. Young	13	12	17
Moonlight and Roses—Dec 29203—ASCAP			
18. THEY WERE DOING THE MAMBO—V. Monroe	15	12	18
Mister Sandman—V 20-5767—ASCAP			
19. MUSKRAT RAMBLE—McGuire Sisters	24	2	19
Lonesome Polecat—Coral 61278—ASCAP			
20. IF I GIVE MY HEART TO YOU—C. Boswell	26	3	20
Tennessee—Dec 29148—ASCAP			
21. OOP SHOOP—Crew Cuts	18	5	21
Do Me Good, Baby—Mercury 70443—BMI			
21. HIGH AND THE MIGHTY—L. Holmes	19	13	21
Lisa—M-G-M—11761—ASCAP			
23. I NEED YOUR LOVIN'—Cheers	27	2	23
Arivederci—Cap 2921—BMI			
24. MOOD INDIGO—N. Petty Trio	22	5	24
Petty's Little Polka—X 0040—ASCAP			
25. HIGH AND THE MIGHTY—L. Baxter	30	13	25
More Love Than Your Love—Cap 2845—ASCAP			
26. THAT'S WHAT I LIKE—Don, Dick & Jimmy	—	1	26
You Can't Have Your Cake and Eat It, Too—Crown 125—ASCAP			
27. ST. LOUIS BLUES MAMBO—R. Maltby	—	2	27
Beloved, Be True—X 0042—ASCAP			
28. WHAT A DREAM—P. Page	25	11	28
I Cried—Mercury 70416—BMI			
28. HEY, THERE—S. Davis Jr.	22	10	28
And This Is My Beloved—Dec 29199—ASCAP			
30. RAIN, RAIN, RAIN—F. Laine & Four Lads	—	1	30
Your Heart, My Heart—Col 40295—BMI			

This Week's Best Buys

MR. SANDMAN (E. H. Morris, ASCAP)—The Chordettes—Cadence 1247

A record that came forward on the national scene this week to break with great impact. The following territories reported first week's sales good to strong: Boston, Providence, New York, Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis and Atlanta. Figures to make national charts without much delay. Flip is "I Don't Wanna See You Cryin'" (Mayfair, ASCAP).

TIME WAITS FOR NO ONE (Remick, ASCAP)—The Hilltoppers—Dot 15249

The group hasn't had a big one among their last few releases, but this one seems to have good chart potential according to stores and operators checked in key areas across the country. New York, Philadelphia, Providence, Buffalo, Chicago, Milwaukee, St. Louis, and Nashville were among the territories reporting good early sales. Flip is "You Try Somebody Else" (Crawford, ASCAP).

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

Please send

One Year.....\$10
 (1 year at single copy price USA and Canada is \$13.)

Foreign Rate.....\$20

Payment enclosed



Name

Title or position

Company

Nature of business

Address

City, zone, state

The Billboard • 2160 Patterson St. • Cincinnati 22, Ohio 823

Most Played in Juke Boxes

For survey week ending October 13

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	Chart	Weeks on Chart
1. HEY, THERE—R. Clooney	1	12	1
This Ole House—Col 40266—ASCAP			
2. THIS OLE HOUSE—R. Clooney	3	11	2
Hey, There—Col 40266—BMI			
3. SH-BOOM—Crew Cuts	2	14	3
I Spoke Too Soon—Mercury 70404—BMI			
4. I NEED YOU NOW—E. Fisher	5	8	4
Heaven Was Never Like This—V 20-5830—ASCAP			
5. SKOKIAAN—R. Marterie	4	8	5
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
6. IF I GIVE MY HEART TO YOU—Doris Day	6	4	6
Anyone Can Fall in Love—Col 40300—ASCAP			
7. PAPA LOVES MAMBO—P. Como	11	2	7
Things I Didn't Do—V 20-5857—ASCAP			
8. THEY WERE DOING THE MAMBO—V. Monroe	8	10	8
Mister Sandman—V 20-5767—ASCAP			
9. HOLD MY HAND—D. Cornell	12	3	9
I'm Blessed—Coral 61206—ASCAP			
10. SHAKE, RATTLE AND ROLL—B. Haley	10	5	10
ABC Boogie—Dec 29204—BMI			
11. IF I GIVE MY HEART TO YOU—D. Lor	13	5	11
Hello Darling—Majar 27—ASCAP			
12. LITTLE SHOEMAKER—Gaylords	7	15	12
Mecque, Mecque—Mercury 70403—ASCAP			
13. SKOKIAAN—Four Lads	14	5	13
Why Should I Love You?—Col 40306—ASCAP			
14. I'M A FOOL TO CARE—L. Paul & M. Ford	9	13	14
Auctioneer—Cap 2839—BMI			
14. TEACH ME TONIGHT—DeCastro Sisters	19	2	14
It's Love—Abbott 3001—ASCAP			
16. OOP SHOOP—Crew Cuts	—	1	16
Do Me Good, Baby—Mercury 70443—BMI			
17. SH-BOOM—Chords	—	14	17
Little Maiden—Cat 104—BMI			
18. HIGH AND THE MIGHTY—V. Young	16	9	18
Moonlight and Roses—Dec 29203—ASCAP			
18. WHAT A DREAM—P. Page	19	6	18
I Cried—Mercury 70416—BMI			
18. IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	15	13	18
Take Everything But You—Dec 29130—ASCAP			

Most Played by Jockeys

For survey week ending October 13

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	Chart	Weeks on Chart
1. HEY, THERE—R. Clooney	1	14	1
This Ole House—Col 40266—ASCAP			
2. I NEED YOU NOW—E. Fisher	3	7	2
Heaven Was Never Like This—V 20-5830—ASCAP			
3. SH-BOOM—Crew Cuts	2	16	3
I Spoke Too Soon—Mercury 70404—BMI			
4. HOLD MY HAND—D. Cornell	7	5	4
I'm Blessed—Coral 61206—ASCAP			
5. IF I GIVE MY HEART TO YOU—Doris Day	6	6	5
Anyone Can Fall in Love—Col 40300—ASCAP			
6. SKOKIAAN—R. Marterie	4	9	6
Crazy 'Bout Lollipop—Mercury 70432—ASCAP			
7. THIS OLE HOUSE—R. Clooney	5	12	7
Hey, There—Col 40266—BMI			
8. PAPA LOVES MAMBO—P. Como	10	3	8
Things I Didn't Do—V 20-5857—ASCAP			
9. TEACH ME TONIGHT—DeCastro Sisters	14	2	9
It's Love—Abbott 3001—ASCAP			
10. IF I GIVE MY HEART TO YOU—C. Boswell	11	6	10
Tennessee—Dec 29148—ASCAP			
11. IF I GIVE MY HEART TO YOU—D. Lor	8	6	11
Hello Darling—Majar 27—ASCAP			
12. SMILE—Nat (King) Cole	12	6	12
It's Crazy—Cap 2897—ASCAP			
13. SKOKIAAN—Four Lads	9	7	13
Why Should I Love You?—Col 40306—ASCAP			
14. SH-BOOM—S. Freberg	—	1	14
Wide Screen Mama Blues—Cap 2929—BMI			
15. SHAKE, RATTLE AND ROLL—B. Haley	—	1	15
ABC Boogie—Dec 29204—BMI			
16. IT'S A WOMAN'S WORLD—Four Aces	—	1	16
Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP			
17. HIGH AND THE MIGHTY—L. Baxter	13	12	17
More Love Than Your Love—Cap 2845—ASCAP			
18. SKOKIAAN—R. Anthony	—	1	18
Say Hey—Cap 2896—ASCAP			
19. CARA MIA—D. Whitfield	20	2	19
How, When or Where—Lon 1486—ASCAP			
20. TELL ME, TELL ME—J. Valli	—	1	20
Boy Wanted—V 20-5837—ASCAP			
20. WHITHER THOU GOEST—L. Paul & M. Ford	—	1	20
Mandolino—Cap 2928—BMI			

THE BIG BALLAD HIT!

PERRY COMO



bb

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

THE THINGS

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

I DIDN'T

DO

99

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

20/47-5837



THE BIG BALLAD HIT!

ORIGINAL Smash HIT!



THE DE CASTRO SISTERS

'TEACH ME TONIGHT'

B/W

'IT'S LOVE'

ABBOTT-3001

ABBOTT RECORDS, Inc.

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending October 13

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

Atlanta

1. Hold My Hand, D. Cornell, Cor.
2. Hey, There, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.
4. Whither Thou Goes
L. Paul & M. Ford, Cap.
5. This Ole House, R. Clooney, Col.
6. If I Give My Heart to You
Doris Day, Col.
7. Smile, Nat (King) Cole, Cap.
8. They Were Doing the Mambo
V. Monroe, V.
9. Teach Me Tonight
DeCastro Sisters, Abb.

Balti.-Wash.

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

Boston

1. If I Give My Heart to You
Doris Day, Col.
2. Smile Nat (King) Cole, Cap.
3. Skoklaan, Four Lads, Col.
4. Papa Loves Mambo, P. Como, V.
5. Hey, There, R. Clooney, Col.
6. This Ole House, R. Clooney, Col.
7. Muskrat Ramble, McGuire Sisters, Cor.
8. Bandit, Johnston Brothers, Lon.
9. Hold My Hand, D. Cornell, Cor.
10. Whither Thou Goes
L. Paul & M. Ford, Cap.

Buffalo

1. I Need You Now, E. Fisher, V.
2. Skoklaan, Four Lads, Col.
3. Papa Loves Mambo, P. Como, V.
4. Sh-Boom, Crew Cuts, Mer.
5. If I Give My Heart to You
Doris Day, Col.
6. I Need Your Lovin', Cheers, Cap.
7. Smile, Nat (King) Cole, Cap.
8. Hey, There, R. Clooney, Col.
9. Little Shoemaker, Gaylords, Mer.
10. Whither Thou Goes
L. Paul & M. Ford, Cap.

Chicago

1. Cara Mia, D. Whitfield, Lon.
2. This Ole House, R. Clooney, Col.
3. If I Give My Heart to You
D. Lor, Mjr.
4. Shake, Rattle and Roll, B. Haley, Dec.
5. Hey, There, R. Clooney, Col.
6. I Need You Now, E. Fisher, V.
7. Hold My Hand, D. Cornell, Cor.
8. That's What I Like
Don, Dick & Jimmy, Crw.
9. St. Louis Blues Mambo, R. Maltby, LBX
10. Papa Loves Mambo, P. Como, V.

Cincinnati

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

Cleveland

1. Drink, Drink, Drink, M. Lanza, V.
2. I Need Your Lovin', Cheers, Cap.
3. Teach Me Tonight
DeCastro Sisters, Abb.
4. Hey, There, R. Clooney, Col.
5. Skoklaan, Four Lads, Col.
6. If I Give My Heart to You
D. Lor, Mjr.
7. I Need You Now, E. Fisher, V.
8. Mama Doll Song, P. Page, Mer.
9. Sh-Boom, Crew Cuts, Mer.
10. This Ole House, R. Clooney, Col.

Dallas-Fort Worth

1. Hey, There, R. Clooney, Col.
2. Skoklaan, R. Anthony, Cap.
3. Whither Thou Goes
L. Paul & M. Ford, Cap.
4. If I Give My Heart to You
Doris Day, Col.
5. Smile, Nat (King) Cole, Cap.
6. I Need You Now, E. Fisher, V.
7. This Ole House, R. Clooney, Col.
8. High and the Mighty, V. Young, Dec.
9. Oop Shoop, Crew Cuts, Mer.
10. Sh-Boom, Crew Cuts, Mer.

Denver

1. Hey, There, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. If I Give My Heart to You
Doris Day, Col.
4. Hold My Hand, D. Cornell, Cor.
5. This Ole House, R. Clooney, Col.
6. Skoklaan, R. Marterie, Mer.

Detroit

1. Shake, Rattle and Roll, B. Haley, Dec.
2. This Ole House, R. Clooney, Col.
3. I Need Your Lovin', Cheers, Cap.
4. Run Around, Chuckles, X
5. If I Give My Heart to You
D. Lor, Mjr.
6. Cara Mia, D. Whitfield, Lon.
7. Papa Loves Mambo, P. Como, V.
8. Mama Doll Song, P. Page, Mer.
9. Muskrat Ramble, McGuire Sisters, Cor.
10. Skoklaan, R. Marterie, Mer.

Kansas City

1. Shake, Rattle and Roll, B. Haley, Dec.
2. This Ole House, R. Clooney, Col.
3. I Need You Now, E. Fisher, V.
4. Sh-Boom, Crew Cuts, Mer.

5. Hold My Hand, D. Cornell, Cor.
6. Skoklaan, R. Marterie, Mer.
7. Hey, There, R. Clooney, Col.
8. That's What I Like
Don, Dick & Jimmy, Crw.
9. Down in the Bottom of the Well
Wilder Brothers, X

Los Angeles

1. Hey, There, R. Clooney, Col.
2. This Ole House, R. Clooney, Col.
3. If I Give My Heart to You
Doris Day, Col.
4. I Need You Now, E. Fisher, V.
5. Hold My Hand, D. Cornell, Cor.
6. Sh-Boom, Crew Cuts, Mer.
7. Skoklaan, Four Lads, Col.
8. Hey, There, S. Davis Jr., Dec.
9. Papa Loves Mambo, P. Como, V.
10. Sh-Boom, S. Freberg, Cap.

Milwaukee

1. Cara Mia, D. Whitfield, Lon.
2. I Need You Now, E. Fisher, V.
3. If I Give My Heart to You
C. Boswell, Dec.
4. Hey, There, R. Clooney, Col.
5. Whither Thou Goes
L. Paul & M. Ford, Cap.
6. Skoklaan, Four Lads, Col.
7. This Ole House, R. Clooney, Col.
8. Papa Loves Mambo, P. Como, V.
9. Hold My Hand, D. Cornell, Cor.
10. Sh-Boom, Crew Cuts, Mer.

Mpls.-St. Paul

1. I Need You Now, E. Fisher, V.
2. This Ole House, R. Clooney, Col.
3. Mood Indigo, N. Petty Trio, X
4. If I Give My Heart to You
Doris Day, Col.
5. Skoklaan, R. Marterie, Mer.
6. Hey, There, R. Clooney, Col.
7. Sh-Boom, Crew Cuts, Mer.
8. Cara Mia, D. Whitfield, Lon.
9. Hold My Hand, D. Cornell, Cor.
10. Rain, Rain, Rain, F. Laine, Col.

New Orleans

1. Skoklaan, Four Lads, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. If I Give My Heart to You
Doris Day, Col.
6. Sh-Boom, Crew Cuts, Mer.
7. Hold My Hand, D. Cornell, Cor.
8. If I Give My Heart to You
C. Boswell, Dec.

New York

1. Hey, There, R. Clooney, Col.
2. Hold My Hand, D. Cornell, Cor.
3. Papa Loves Mambo, P. Como, V.
4. Sh-Boom, Crew Cuts, Mer.
5. Cara Mia, D. Whitfield, Lon.
6. High and the Mighty, L. Holmes, M-G-M
7. If I Give My Heart to You
Doris Day, Col.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Skoklaan, R. Marterie, Mer.
10. Little Shoemaker, Gaylords, Mer.

Philadelphia

1. Hey, There, R. Clooney, Col.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Shake a Hand, M. Pedigan, TC
4. Papa Loves Mambo, P. Como, V.
5. I Need You Now, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. That's What I Like
Don, Dick & Jimmy, Crw.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Little Shoemaker, Gaylords, Mer.
10. If I Give My Heart to You
D. Lor, Mjr.

Pittsburgh

1. Hey, There, R. Clooney, Col.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Papa Loves Mambo, P. Como, V.
4. Drink, Drink, Drink, M. Lanza, V.
5. Sh-Boom, Crew Cuts, Mer.
6. I Need You Now, E. Fisher, V.
7. High and the Mighty, L. Holmes, M-G-M
8. Little Shoemaker, Gaylords, Mer.
9. This Ole House, R. Clooney, Col.
10. If I Give My Heart to You
Wright Brothers, M-G-M

St. Louis

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

San Francisco

1. Hey, There, R. Clooney, Col.
2. If I Give My Heart to You
Doris Day, Col.
3. Skoklaan, R. Marterie, Mer.
4. I Need You Now, E. Fisher, V.
5. Hold My Hand, D. Cornell, Cor.
6. Sh-Boom, Crew Cuts, Mer.
7. This Ole House, R. Clooney, Col.
8. They Were Doing the Mambo
V. Monroe, V.
9. Papa Loves Mambo, P. Como, V.

Seattle

1. Teach Me Tonight
DeCastro Sisters, Abb.
2. This Ole House, R. Clooney, Col.
3. Skoklaan, Four Lads, Col.
4. Hey, There, R. Clooney, Col.
5. If I Give My Heart to You
Doris Day, Col.
6. Cara Mia, D. Whitfield, Lon.
7. I Need You Now, E. Fisher, V.
8. Oop Shoop, Crew Cuts, Mer.

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MAMA, DON'T CRY AT MY WEDDING
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K 11802 45 rpm
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IT'S A WOMAN'S WORLD
and
WONDERFUL TO KNOW
MGM 11846 78 rpm
K 11846 45 rpm

FRAN WARREN
BLAME IT ON YOURSELF
and
EMPTY CHAIR
MGM 11845 78 rpm
K 11845 45 rpm

BETTY MADIGAN
ALWAYS YOU THAT WAS MY HEART YOU HEARD
MGM 11812 78 rpm • K 11812 45 rpm

DICK HYMAN TRIO
Dick Hyman at the Harpsichord
CECILIA
and
EAST OF THE SUN
MGM 11823 78 rpm
K 11823 45 rpm

MITZI MASON
I DON'T WANT YOUR PITY
and
DON'T DROP IT
MGM 11823 78 rpm
K 11823 45 rpm

LEROY HOLMES and his Orchestra
Infectious Theme From The Window Box Film
"Rear Window" Theme
THE HIGH AND THE MIGHTY and **LISA**
Whistling by Fred Goetz
MGM 11761 78 rpm • K 11761 45 rpm

ROSANNE JUNE
TEACH ME TONIGHT
and
THE TOUCH
(Le Grisbi)
MGM 11856 78 rpm
K 11856 45 rpm

ART WANER and the Latin Quarter Orch.
WHILE A CIGARETTE WAS BURNING
and
THEY DIDN'T BELIEVE ME
MGM 11824 78 rpm
K 11824 45 rpm

nostalgia
MGM Extended Play Album X259 (45 rpm)
MGM Extended Play Album X112* and X1113 (45 rpm)
MGM Long Playing Record E3134 (33 1/3 rpm)

LOVE WALKED IN
The Music of George Gershwin
MGM Extended Play Album X1107* (45 rpm)
MGM Long Playing Record E3123 (33 1/3 rpm)

DAVID ROSE
Live Method For
MGM Extended Play Album X1107* (45 rpm)
MGM Long Playing Record E3123 (33 1/3 rpm)

FIDDLIN' FOR FUN
MGM Extended Play Album X237 (45 rpm)
MGM Long Playing Record E3108 (33 1/3 rpm)

DAVID ROSE
MGM Extended Play Album X237 (45 rpm)
MGM Long Playing Record E3108 (33 1/3 rpm)

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

Vox Jox

Continued from page 16

to pick up more listeners. Too many of us are prone to use our own taste in picking music for others to listen to. We saw one such list which included Duke Ellington and Sammy Kaye. I'd be interested in the results if you do anything along these lines."

CHANGE OF THEME:

Bob Wery has moved his show from WCOL, Columbus, O., to WHOK, Lancaster, O. ... KROW's "Harlem Holiday" star, Big Don Barksdale, has joined the Boston "Celtics," professional basketball team. Barksdale's Sunday thru Friday show will continue with a replacement deejay, but he will send tape-recorded comments and interviews from the East for release on the show. ... Jack Gibson, formerly with WJR, Detroit, has moved to WOHO, Toledo. Pop Jenkins, Gibson's side kick, now airs his own hour of c.&w. music on the same station.

Donald G. Nicely, program director of W.C.B.R., Memphis, brings us up to date on the station's activities: "This past summer we became the second station in Memphis to do 100 per cent r.&b. programming. The acceptance of the station has been wonderful. Mail-wise, Dick Cole, r.&b. deejay, has enrolled over 1,500 members into his fan club in five weeks, and our women's director, Ruby Hudson, has received 600 requests in two weeks to join her homemakers club. In September we moved into completely new and modern studios right in the heart of Beale Street. To our knowledge, this is the first time that Beale Street has ever been the home of a radio station. By moving to that street we hope to put action into our motto of being the 'Friendly Neighbor' station."

Ed Sheehan, Honolulu deejay, moved his show from KHON to KGMB on Monday, October 11. ... After 10 years of broadcasting from the Detroit and Windsor, Ont., stu-

dios of CKLW, Eddie Chase has shifted the locale of his late platter program to a special studio in the lobby of the Tele-News Theater, Detroit. Chase, as you probably know, is one of the real pioneers among the nation's deejays—started in the same studios and at the same time in California as did Martin Block and Al Jarvis.

Ken Courtright, formerly with WTNS, Coshocton, O., has moved to WILE, Cambridge, O. Courtright writes, "I have been with WILE since the first of May but

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

- OCTOBER 21, 1944:
1. You Always Hurt the One You Love
 2. Is You Is, or Is You Ain't?
 3. I'll Walk Alone
 4. Swinging on a Star
 5. Together
 6. And Her Tears Flowed Like Wine
 7. It Had to Be You
 8. Trolley Song
 9. There'll Be a Hot Time in the Town of Berlin
 10. Dance With a Dolly
- OCTOBER 22, 1949:
1. You're Breaking My Heart
 2. That Lucky Old Sun
 3. Someday (You'll Want Me to Want You)
 4. Room Full of Roses
 5. Jealous Heart
 6. Slipping Around
 7. Maybe It's Because
 8. Don't Cry, Joe
 9. I Can Dream, Can't I?
 10. Some Enchanted Evening

neglected to write. It might also be of interest to say that I've been married since April 8 to a very wonderful girl, the former Linette Dickey, a vocalist with the Glenn Sherridan ork of Zanesville, O." ... Jim Palmer, platter spinner at KSIM, Sikeston, Mo., is enjoying a vacation in the Smoky Mountains. ... Jim Whipkey, WCVI, Connells-

(Continued on page 46)



is she the

Naughty Lady?

next week . . .

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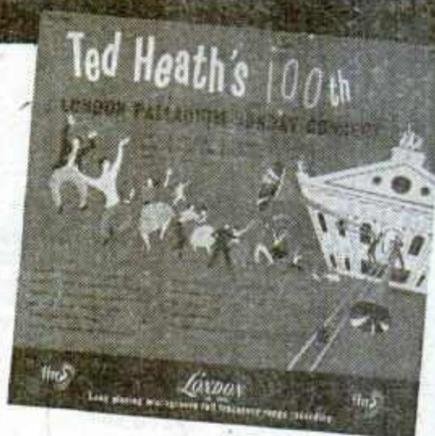
Lush Slide	Henry IX
Birth of the Blues	Mood Indigo
Fascinating Rhythm	Sheik of Araby
Our Waltz	Holiday for Strings
Theme from "Moulin Rouge"	How High the Moon
Viva Verrell	

Long Play: LL-1000

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'STRIKE UP THE BAND,' LL-750 • LISTEN TO MY MUSIC, LB-511
TED HEATH & ORCH., LB-374 • TEMPO FOR DANCERS, LB-340



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Boom!	Can-Can

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LONDON
RECORDS



The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on... RECORDS

LEROY HOLMES ORK

Tara's Theme—M-G-M 11854—The LeRoy Holmes ork, which came up with a big one on "The High and the Mighty" has a solid follow-up here. Tune is from the flick "Gone With the Wind" now on re-release, and the disk features the warm whistling of Fred Lowery plus a beautiful arrangement. Good wax here. Flip is "Jamie."

ROSEMARY CLOONEY

Mambo Italiano (Rylan, ASCAP)—Columbia 40361—A wild, infectious Italian mambo effort receives a sock rendition from the thrush over swinging ork backing. A very effective hunk of material that could turn into a quick hit. Flip is "We'll Be Together Again" (Marmor, BMI).

JAYE P. MORGAN

That's All I Want From You (Weiss & Barry, BMI)—RCA Victor 5896—The petite canary bows on the label with a warm rendition of a lovely new tune sparked by an ear-caressing arrangement by the Hugo Winterhalter ork. A fine new waxing for the thrush and ork. Flip is "Dawn" (Famous, ASCAP).

TALENT

THE CHUCKLES

Here is a new group that could push to the top. They sing with zest and they do a bright job on an infectious new tune "Runaround" (Regent, BMI) on the "X" label. "X" 0066. Flip side is "At Last You Understand." Watch this group and watch the tune.

THE ROVER BOYS

This group is a pleasant surprise. They sing cleanly and neatly and have a good style. They bow on the Coral label with "Show Me" (Trinity, BMI) and "You've Got It" (Tannen, BMI) on Coral 61271. It's a pleasure to listen to as fine a group as this.

• Reviews of New Pop Records

LEROY HOLMES ORK

Tara's Theme...86
M-G-M 11854—A lush instrumental version of the memorable theme from "Gone With the Wind." The picture is breaking box-office records all over again this year. Fred Lowery embellishes a portion of the platter with a fine whistling job, a la his stint on "High and Mighty." This could be a big one.
Jamie...76

Holmes provides an equally lush instrumental treatment of another movie tune from Columbia's "A Bullet Is Waiting." The Tiomkin melody is lovely, but the flip will get the attention.

RONNIE GAYLORD

Bring Back My Baby to Me...81
MERCURY 10733—Gaylord and chorus render a spirited vocal on a bouncy novelty, segments of which suggest the "My Bonny Lies Over the Ocean." Solid wax here, with strong possibilities. Watch this one. (United, ASCAP)

One a Two Time More...76

Another novelty slice of sunny Italy, with Gaylord warbling against a mixed choral background. (Gil, BMI)

FRED WARING'S ORK

Fanny...80
DECCA 29304—Here is a lovely arrangement of the title tune from the forthcoming Broadway musical, arranged by Roy Ringwald and performed in lush fashion by the Fred Waring ork and glee club. This platter should grab spins and spins, and if the tune makes it, it will get

some of the loot. A fine cutting. (Chappell, ASCAP)

Restless Heart...77

Here's another tune from "Fanny" played here in a wild, pounding arrangement by the Waring glee club and ork. They handle it with much skill, and this side, too, is headed for a lot of deejay action. Two strong sides by the Waring aggregation. (Chappell, ASCAP)

FRED WARING ORK

I Have to Tell You...78
DECCA 29305—The Waring crew, the entire glee club and ork, comes thru' with a first-rate choral rendition of one of the ballads from the musical "Fanny" soon to open on Broadway. Arrangement is a fine one, and deejays will spin. (Chappell, ASCAP)

Be Kind to Your Parents...73

Snappy novelty ditty from "Fanny" is handled blithely by the Waring glee club and ork. Cute it is. (Chappell, ASCAP)

GUY LOMBARDO

The Mama Doll Song...77
DECCA 29301—The veteran ork leader wraps up Patti Page's new novelty in waltz time, with Gardner on the vocal. Listenable effect here that has a chance for some of the loot on the tune. (Lear, ASCAP)

Hold My Hand...76

Good cover waxing on current pop hit by the ork. Lombardo fans will enjoy it; Kenny Gardner contributes

(Continued on page 36)

is she *the naughty lady?*

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coupled with **"DREAM"**

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BMI Check List

OF NEW RECORD RATINGS
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AT LAST YOU UNDERSTAND (Komroo) THREE CHUCKLES ("X")		Sleeper of the Week	Good
DADDY'S LITTLE GIRL (Beacon) JIMMY SAUNDERS—LENNY HERMAN QUINTET (Jay-Dee)	75 (Good)	B (Very Good)	
GLORY, GLORY (Ludlow) HAL THOMAS & CALIFORNIANS (Trend)	73 (Good)	B (Very Good)	Good
I DON'T WANT TO SET THE WORLD ON FIRE (Cherio) LES ELGART ORCH. (Columbia)	71 (Good)	B+ (Excellent)	
KISS CRAZY BABY (Sheldon) JOHNNIE & JACK (Victor) THE CRACKERJACKS (Kapp)	Spotlight 71 (Good)	Bullseye of the Week	
LAND OF DREAMS (Meridian) HUGO WINTERHALTER ORCH. (Victor)	76 (Good)	B (Very Good)	Good
LONELY AGAIN (Peer) TOMMY MARA (MGM)		Sleeper of the Week	Good
LOVE ME (Quintel) DE MARCO SISTERS (Decca) KAY BROWN (Crown) BILLY ECKSTINE (MGM) THE FOUR ESCORTS (Victor) CONNIE RUSSELL (Capitol) BILLY WILLIAMS QUARTET (Coral) WOODSIDE SISTERS ("X")	73 (Good) 70 (Good) 76 (Good)	Sleeper of the Week B (Very Good) B (Very Good)	Good Very Good
RAINFALL (Regent) PERCY FAITH ORCH. (Columbia)	78 (Good)	C+ (Good)	
RUNAROUND (Regent) THREE CHUCKLES ("X")		Sleeper of the Week	Very Good
SUDDENLY JO STAFFORD (Columbia)	80 (Excellent)	Disk of the Week	
WATERFALL (Hill & Range) LEO DIAMOND (Victor)	74 (Good)	B (Very Good)	
WE'LL BE MARRIED (Wynne) THE FOUR COINS (Epic)	Satisfactory	Best Bet	
WHEN I HOLD YOU IN MY ARMS (BMI) LOU MONTE (Victor)	73 (Good)	Sleeper of the Week	
WHY DID YOU STEAL MY SWEETHEART! (Simon) THE BARRY SISTERS (Cadence)	72 (Good)	B (Very Good)	
WIDE-SCREEN MAMA BLUES (Maytime) STAN FREBERG (Capitol)	78 (Good)	Sleeper of the Week	

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GAYLE

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 34

a pleasant warbling job. (Fred Raphael, ASCAP)

GUY LOMBARDO
More and More75
DECCA 29303—Lombardo wraps up the c.&w. hit in his usual fox trot tempo, with an okay vocal by Kenny Gardner and the Lombardo trio. The disk should get spins and interest Lombardo fans. (Commodore, BMI)

Looking Back to See75
Another listenable fox trot version of a current c.&w. favorite, with Gardner and the trio on the vocal. (Dandelion, BMI)

HARRY BELAFONTE
Man Piña75
V 1022—Belafonte warbles a rather sophisticated lyric in calypso rhythm, accompanied by Millard Thomas on guitar. The performance is excellent, and Belafonte fans will flip. (Folkways, BMI)

John Henry75
Belafonte sings this traditional folk song with gentle sincerity and warmth. Both sides of this disk are from his "Mark Twain" album. (Folkways, BMI)

JUDY GARLAND
The Boy Next Door75
DECCA 29296—Re-issue of one of the thrush's biggest hits figures to grab many spins as the result of the publicity she is getting from her new flick "A Star is Born." (Leo Feist, ASCAP)

Smilin' Thru72
Same comment. (Witmark & Sons, ASCAP)

ELLA MAE MORSE
Give a Little Time75
CAPITOL 2959—A spirited vocal session in the r.&b. idiom by the original boogie-woogie girl. Should get spins and plays.

Point of No Return69
The canary tries hard on this ditty, but the results are only so-so. She's much better on the flip.

TOMMY PRISCO
When You're in Love75
MERCURY 70468—Mercury's new boy is fair on a pretty ballad from the M-G-M movie "Seven Brides for Seven Brothers," with lush backing by Hugo Peretti's ork. (Robbins, ASCAP)

Only Love Me72
Another sincere job by Prisco on a nice ballad. (Larry Spier, ASCAP)

NELLIE LUTCHER
Breezin' Along With the Breeze74
DECCA 29284—Nellie Lucher fans should get their sound kicks out of this reading of the standard by the vibrant thrush over some sock piano work. It's amazing how close her sound is to that of Eartha Kitt every so often. (Remick Music, ASCAP)

Blues in the Night74
Same comment. (Remick Music, ASCAP)

DAVE BURGESS
Gratefully Yours74
OKEH 7044—Burgess bows on the label with an attractive country-ish reading of a pretty new tune, backed by an organ and a sharp vocal combo. The reading is good, the backing has a beat and the tune is evocative enough, so that this disk should pull many spins. Good wax. (Ridgeway, BMI)

Too Late for Tears71
Same comment. (Ridgeway, BMI)

ELLA FITZGERALD
If You Don't, I Know Who Will74
DECCA 29259—Miss Fitzgerald warbles a swiny novelty with brightness and plenty of sales savvy. Excellent backing by Sy Oliver. (Fred Fisher, ASCAP)

An Empty Ballroom71
The canary contributes a soft, silky vocal to Larry Clinton's haunting off-beat tune. Flip will get more immediate action, but this is a pretty side (Essex, ASCAP)

GEORGIA GIBBS
Love Me72
MERCURY 70473—The canary tries an r.&b. kick on these two sides, but it doesn't suit her style. She's much better with pop material. (Hill & Range, BMI)

Mambo Baby71
Same comment. (M&M, BMI)

BILLY ALBERT
Jumpin' Bean Mambo72
CORAL 61272—Albert offers a cute twist to the mambo theme, dressing up the vocal line with a yodeled bit. The lad has an attractive voice, and makes the most of his material here. (Musictime, BMI)

Ride Away Laughing70
This material, reminiscent of "Ghost Riders in the Sky," is a sentimental, cinematic ballad of the love of a soldier in Custer's army and an Indian maid. The racy beat, gaudy orchestration and Albert's big-scale vocal styling almost make it come off. (Remick, ASCAP)

VINCE WAYNE
No Can Mambo-Mambo71
CORAL 61267—An attractive piece of material that is a satirical take-off on the current mambo craze. Wayne sings it well here. The orchestral backing is particularly colorful

and offers a solid mambo beat. (Meridian, BMI)

Love Letters65
The standard is sung nicely here by Wayne. (Famous, ASCAP)

DICK JACOBS ORK
That's All I Want From You70
CORAL 61260—The Jacobs chorus and ork make an impressive production out of this lovely new ballad. The pretty melody is infectious, and the beat is a quiet, subtle one suitable for dancing. (Weiss & Barry, BMI)

If You Ever Change Your Mind69
A similarly styled ballad that also makes good listening and relaxed dancing. (Skidmore, ASCAP)

ALBERTO IZNAGA ORK
St. Louis Blues Mambo70
DECCA 29294—Okay coverage of the Richard Maltby hit version should do well in any territories where the other disk hasn't reached. (Handy Brothers, ASCAP)

Mambo Rhapsody66
Brassy Latin-American ork delivers an okay mambo instrumental which should please the dancers. (E. B. Marks, BMI)

JEAN (TOOTS) THIELEMANS
Pagan Love Song68
COLUMBIA 40330—Toots Thielemans, one of the top harmoniconists around today, bows on the label with a bright up-tempo reading of the standard. It's a shame that his five harmoniconics are obscured by the choral work. (Robbins, ASCAP)

My One and Only Love64
Here again Thielemans is second fiddle to the vocal group. (Sherwin, ASCAP)

SOPHIE TUCKER
Down South67
MERCURY 70470—Sophie Tucker wraps up the cakewalk-styled oldie with her usual sock showmanship. (E. B. Marks, BMI)

Middle Age Mambo67
The "last of the red hot mamas" warbles her version of the mambo. A sprightly piece of special material that should please the veteran entertainer's personal following. (Radon, BMI)

JACK LADELLE
Limehouse Blues67
COLUMBIA 40329—A fast, swiny instrumental version of the oldie with some pretty and rather intricate finger work on guitar. (Harms, Inc., ASCAP)

I Waved Goodbye (At the Station)62
Country-styled weeper with LaDelle handling the vocal. Listenable but not unusual in any way. (Kohn, ASCAP)

PEACOCK ORK
Moskrat Ramble66
TICO 1093—Here's a neat mambo tempo version of the newly revived Dixieland standard by the Peacock ork. It builds all the way, and it could grab action in both the pop and L-A markets.

Solitude65
Here is a smooth, slow tempo reading of the Ellington standard, with some sharp drumwork in the backing. As much for the listeners as the dancers.

CHRIS POWELL ORK
Dinah65
GRAND 116—No tune is safe from insinuating mambo rhythm today. Here is the standard played in mighty attractive fashion in a new mambo arrangement by the Chris Powell ork. Good wax here that the Latin fans will go for.

The Song of the Vagabonds65
Same comment.

THE BARBERETTES
You Went Away Once Too Often63
KRYSLAR 9001—A female vocal ensemble in an old-fashioned type of vocal that is not without its charm. Backing is by organ and guitar and has a pleasing bounce. (LeCoq, BMI)

THE HARMONAIRES
In Blossom Time60
This is a male vocal group with plenty of talent, but with little material to work with here. The tune is pleasant but doesn't sustain interest. (LeCoq, BMI)

Reviews of New Spiritual Records

THE FAMOUS BOYER BROTHERS
Going Back to My God74
CHANCE 5142—Here's a fine hand-clapping reading which should please many a buyer of spiritual disks. The group, organ and drum backing are all teamed in a fine effort on good material. (Martin & Morse)

TRUST HIM TODAY72
The spiritual group impresses as a fine singing combination. Their reading of a lovely spiritual opus should do well in the proper markets. (BMI)

SINGING SAMMY DAVIS
Will I Find Peace?73
VEE-JAY 114—Sammy Davis (not the comic) bows on the label with a sincere and meaningful rendition of an up-tempo spiritual effort which he sells with spirit.

Jesus is All the World to Me73
Same comment.



THE MIDNIGHTERS
ANNIE HAD A BABY SHE'S THE ONE
FEDERAL 12195

THE CHARMS
HEARTS OF STONE WHO KNOWS
DE LUXE 6062

THE 5 ROYALES
MONKEY HIPS AND RICE
DEVIL WITH THE REST
King 4744

SONDRA and JON STEELE
DANGLIN'
WALKIN' WITH MY SHADOW
KING 1379

LOUIE INNIS
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is
she
the
**Naughty
Lady?**

next
week...

RCA Victor Records

**The Billboard Music Popularity Charts
PACKAGED RECORDS**

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

• Continued from page 22

and "I Love My Argentine" and top club offerings of hers like "Strike While the Iron's Hot." Her dynamic vocal style blended with a fine earthy sense of humor is well known, and here it gets an opportunity for full and varied play. The remaining tunes in the package are "Ciribiribin," "Fernandez of the Andes," "Alla en el Rancho Grande," "She's Something Spanish" and "I Wouldn't Walk Across the Street." Miss Bailey's fans will find this an irresistible offering.

Town," "There Must Be a Way," etc., with the tenderness and taste of old. Maria is backed by piano and rhythm in four of the selections; in the remaining ones, a string quartet is added, with the occasional assistance of a reed instrument. A good album for collectors of subdued music of the "late evening" variety.

Jazz

FATS 80

Fats Waller (2-12")
RCA Victor LPT 6001

Jazz followers will be mighty grateful to the label for issuing this memorial-type album featuring the late and great Fats Waller in a collection of previously unreleased waxings. They feature the pianist playing, singing and talking as only he could. As he used to on his radio shows many years ago. These waxings, made in the 1930's, showcase the uninhibited Waller, playing driving piano and yet injecting both broad and subtle humor.

The tunes, over 30 of them, include many Waller wrote himself, such as "Honey Suckle Rose," "Ain't Misbehavin'," "I Got a Feelin' You're Foolin'," and many more. The others include such hits as "Solitude," "Poor Butterfly," "Tea for Two," and more standards of the era. Sometimes he is featured alone on piano, sometimes with a combo. The recordings have been fairly well cleaned up and the sound is good, tho not up to modern waxings. Yet it's a potent addition to the jazz LP catalog, and should interest many fans.

DICK TAYLOR PLAYS HOT 65

(1-10")
Skylark LP 18

The album title already indicates that this quartet ducks identification with postwar cool and progressive tendencies. Working in a frank, late swing style, they make out a modest case for an uncomplicated, jumpy brand of music that is now heard less and less frequently. Taylor and his men have little to say that has not been said before, but their efforts are sincere and musicianly.

THE MAGICAL MELODIES

OF SAVINO 69

Ernest Clemond and the Roma
Sympho-Pop Ork (1-12")
Kapp KL 1001

Here is lush instrumental treatment of 12 melodic compositions by Domenico Savino, sort of an Italian Leroy Anderson. The tunes on this LP are all in a light vein and have English titles—"Blue Parakeet," "Bayou Pom Pom," "Jo Anne," etc. Deejays should find the sides useful for romantic mood music programming, and sales to collectors of background music could be satisfactory.

GILBERT BECAUD 68

Gilbert Becaud; Francois Vermeille, pianist; Wal-Berg Ork (1-10")
Angel ANG 64010

The idol of French bobby soxers warbles four of his own compositions, ranging in mood from slow, sad ballads to sprightly march-tempos. Becaud has written for Edith Piaf, and many of the sides in this LP reflect the dramatic, warbling style of the "little sparrow." American fans who collect platters by Piaf and others of her type should be interested in Becaud's work.

A GIRL THEY CALL MARIA 67

(1-10")
Kapp KL 102

The warm, caressing contralto of Maria will be welcomed back to the musical scene by all who still remember her quiet, intimate styling of familiar love ballads when she was featured vocalist with the Ellington band a few years ago. Here she presents sentimental evergreens like "Darn That Dream," "Talk of the

**• Reviews and Ratings of
New Classical Releases**

• Continued from page 22

is striking drama whenever she sings. Upon cold analysis, some may carp at things she does, but few will be able to maintain a detached view. She breeds the kind of interest (and also controversy) which spells box office magic. She is aided in "Norma," available only in a single competitive version, by fine performances by Ebe Stignani and Mario Filippeschi; Rossi-Lemeni as the Archdruid over emotes. Set is out in time for dealers to capitalize on the advance buildup being handed Callas for her American debut in "Norma" in Chicago in December.

JOSE GRECO BALLE (1-12")—Orchestra Zarzuela of Madrid; Roger Machado, Cond. Decca DL 9757 77

This is the first album recorded by the label in Spain. It is certainly authentically Spanish, featuring as it does a Spanish dance group, a Spanish Orchestra and music from Spain, including folk tunes and works by Spanish composers. The Jose Greco company is heard dancing to music from zarzuelas, Cordovian folk songs, and traditional tunes and selections by Albeniz and Breton. Altho the dancing of the ballet company can only be suggested on records, the disk conveys the rhythmic work of the Greco crew and adds a true Spanish flavor to the music. It is well recorded and should interest followers of the dance and those who enjoy music from Iberia.

TCHAIKOVSKY: SYMPHONY NO. 4 (1-12")—Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 25099 76

This work is about as battle-scarred a warhorse as any in the catalog. But in the record business all this means is that any acceptable new reading will sell quite well. And if the performance is better than average, sales follow accordingly. By this measure, the Von Karajan treatment faces a long and healthy run. Many listeners will welcome it as the most convincing on vinyl; sound and performance are outstanding.

DE FALLA: LA VIDE BREVE; SPANISH SONGS (2-12")—Victoria de los Angeles; Orquesta Sinfonica de la Opera de Barcelona; Ernesto Halfter, Cond. RCA Victor LM 6017 75

A very welcome catalog addition, despite the well-worn nature that this tale of a gypsy lied to and betrayed by a gentleman travels. Miss de los Angeles is happily kept singing most of the time with results that most anyone will find pleasurable. The performance is in Spanish and the cast, orchestra and other soloists, of which only mezzo Rosario Gomez ap-

proaches Miss de los Angeles in quality, are perfectly grounded in the idiom and project a performance that breathes authenticity thruout. Dealers wanting to demonstrate the familiar "Spanish Dance" will find it played gloriously near the end of Side 2. Fourth side of the set presents the featured soprano in a program of 10 songs, a facet of her art that Victor has shown us earlier on 10-inch disks. This could follow a good sales pattern.

BARTOK: PIANO CONCERTOS, NOS. 2 AND 3 (1-12")—Edith Farnadi, Piano; Vienna State Opera Orchestra; Hermann Scherchen, Cond. Westminster WL 5249 74

The value of multiple recorded versions of the same work is well demonstrated here. While virtuosic readings of Bartok's Piano Concerto No. 3 are available in readings by Messrs. Katchen and Sandor, it remains for Miss Farnadi to reveal its musical and poetic subtleties. Without trying to bring off the tour de force of the male virtuosi, Miss Farnadi concentrates on lucid exposition and a sensitive, singing lyric style. Her reading of the Second Piano Concerto is also welcome since only one other is available on LP. A good buy for sound and performance.

TCHAIKOVSKY: SLEEPING BEAUTY (1-12")—Symphony Orchestra of Radio Berlin; Adolf Fritz Guhl, Cond. Urania URLP 7127 74

Disk holds a more generous measure of the delightful Tchaikovsky score than is normally given on disk, except, of course, for the complete London edition. Bright sound enhances a joyous performance. Okay sales wherever displayed.

VIVALDI: CONCERTO IN A MAJOR FOR STRINGS AND CEMBALO; CONCERTO IN D MINOR ("MADRIGALESCO") FOR STRINGS AND CEMBALO; CONCERTO IN D MINOR FOR VIOLIN AND STRINGS; CONCERTO IN D MINOR FOR VIOLA D'AMORE, STRINGS AND CEMBALO (1-12")—I Musici Angel 35087 73

I Musici, a group of 12 young Italian musicians specializing in music of the Baroque period, won great critical acclaim for their previous two recordings for Angel, and here they have come up with an even more imposing achievement. Tho these Vivaldi works have all been previously recorded, they have not been available on one disk. When played with the burnished string tone and dedicated musicianship of I Musici—and beautifully reproduced—it will be difficult for cham-

(Continued on page 45)

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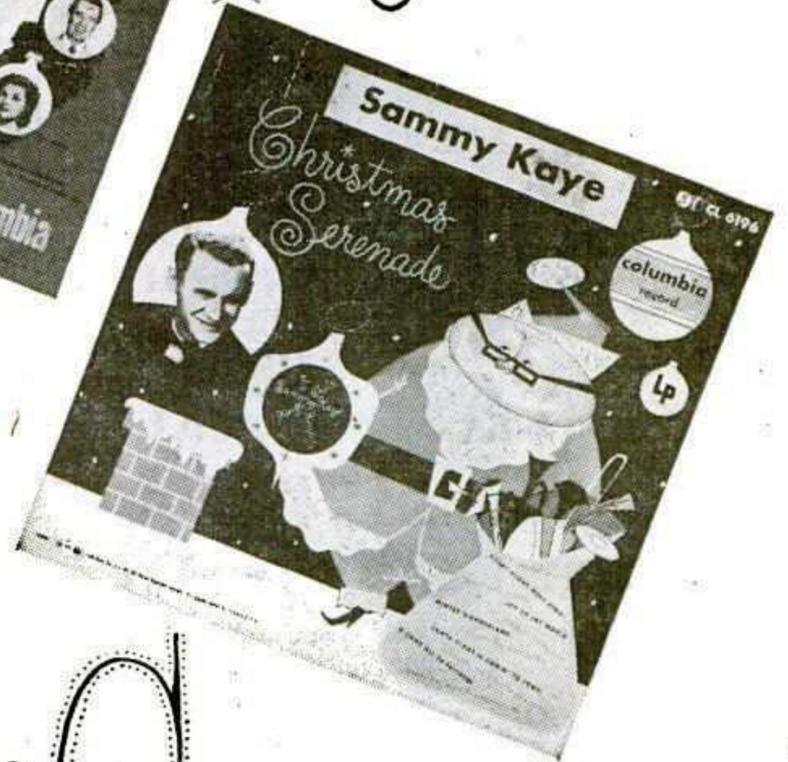
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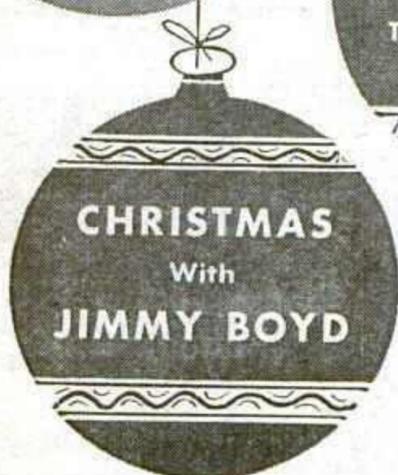
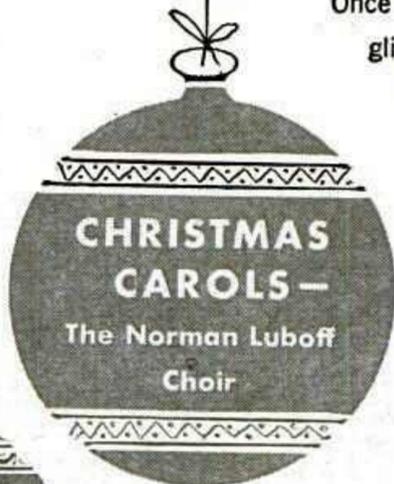
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_____ Rudolph The Red-Nosed Reindeer—Gene Autry J-52
 _____ I Saw Mommy Kissing Santa Claus—Jimmy Boyd J-152
 _____ I Want A Hippopotamus For Christmas—Gala Peavey J-186
 _____ White Christmas/Ave Maria—Liberace 48001
 _____ Let's Give A Christmas Present To Santa—Rosemary Clooney J-220

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The Billboard Music Popularity Charts

• Reviews of New Jazz Records

MILES DAVIS QUARTET

Blue Haze I77
 PRESTIGE 893—Interesting and listenable Davis original here. Davis comes thru with solid trumpet work, and Percy Heath and Horace Silver help out. Good wax. (Prestige, BMI)
Blue Haze II....75
 The group continues in the quiet thoughtful mood of the flip side. Both sides will appeal to jazz jocks and jazz fans. (Prestige, BMI)

BILLY TAYLOR TRIO

Bird Watcher74
 PRESTIGE 895—This experimental jazz effort features pianist Taylor, Earl May on bass and Charlie Smith on drums. For the cool cats.
Cool and Caressing....73
 A pretty, quiet composition by Taylor full of impressionistic color-effects. Good listening.

ART FARMER ORK

Evening in Paris73
 PRESTIGE 894—The muted trumpet of Art Farmer and the piano of Horace Silver stand out in this arrangement of the evergreen. It is subdued and moody.
Elephant Walk....71
 Effective blending of brasses and saxes gives a highly pleasing sound to this original composition of Quincy Jones. Again Farmer and Silver stand out.

JAMES MOODY ORK

Over the Rainbow72
 PRESTIGE 896—A deliberate improvisation on the melody of one lovely standard by a master of the alto sax. His craftsmanship is notable on this cutting.
Jack Raggs....72
 Moody turns here to the tenor sax

to churn up his band in this wild, rocking side. The ensemble is well integrated and achieves a potent sound.

SONNY STITT

Stairway to the Stars70
 PRESTIGE 886—This is just the Stitt tenor and rhythm section in a slow, moody and breathy reading of the standard. Good listening. (Prestige, BMI)
Sonny Sounds65
 Stitt's modern tenor horn gets a rough and tumble backing from a rhythm section and brass choir. The guy plays a lot of notes, and the beat makes this danceable, too.

• Reviews of New Sacred Records

JOHNSON FAMILY SINGERS

His Love Is Mine72
 COL 21308—The sacred group essays a rhythmic religious item for better than average results. Southern markets should go for this. (Sesac, Inc.)
My Home, Sweet Home....72
 Another good vocal on this sacred side. (Sesac, Inc.)

• Reviews of New Latin American Records

NORO MORALES ORK

UNC73
 V 5877—The current pop item is handed a piano and rhythm section reading in a tempo identified on the label as "mambo cha-cha-cha." The dancers will like it for sure. (Southern, ASCAP)
 More of the same on another familiar tune—this, of course, the wonderful Ellington standard. (American Academy, ASCAP)

DEALER DOINGS

Continued from page 16

utorship in Richmond shortly. The firm will operate under the tag Wallace Music Corporation, but its location has yet to be decided upon. Wallace declines to name the labels his new firm will handle.

POPULAR RECORDS

• Other Records Released This Week

Polka

Jahina Polka; Coffee and Cake Polka—Tony Puskarz Ork, Musico 108
Jumping Oberek; Wedding March Polka—Gene Wisniewski Ork, Dana 3180
Sing and Play Polka; Daddy Polka—Andy Materna, Jolly 110
Musi Dziadzio Musi; Pogodny, Cichy Wiecek

For Majowy—Ray Henry Ork, Dana 816
Peacock Feather; Off We Go—Frank Wojnarowski, Dana 3179
Pepper Upper Polka; Mello-Melody—(Whoopie) John Wilfahrt, Decca 29265
When My Blue Moon Turns to Gold Again; Home, Home, Why Go Home?—Lawrence Duchow, Potter 4263

Sacred

I'll Live for Jesus; My King of All Kings—Alan McGill, Sacred 459
I'm Waiting and Watching; One Day—Sons of the South, Excello 2045
My God Is Real; I've Got That Old Time Religion—Hi-Neighbor Quartet, Bibletone 9101
One of the Few; He's the Lily of the Valley—The Carolinians Quartet, Bibletone 5022
Someone to Care; Only a Look—The Chandler Trio, Singtime 1251
When the Dead in Christ Shall Rise; Don't You Want to Go With Me—The Flying Eagles, TNT 8004

• Number of Releases This Week

ALADDIN	2
BIG TOWN	1
CAPITOL	1
CAVALIER	2
COLUMBIA	2
CORAL	3
DECCA	8
DE LUXE	1
EMERALD	1
GEE	1
GRAND	1
IMPERIAL	2
KING	1
KRYSLAR	1
MERCURY	4
M-G-M	1
MRL	1
OKEH	1
RCA VICTOR	1
TICO	1
UNITED	1
VEE JAY	1
TOTAL	24 11

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THE BILLBOARD
OCTOBER 16, 1954

• Review Spotlight on . . . RECORDS

VERA LYNN
My Son, My Son (Kassna, ASCAP)—London 1501—Vera Lynn, who can sock over a song, comes thru with a moving rendition of a real tear-jerker on this new slicing, backed smoothly by the Frank Weir ork. The tune is a pretty one, and the platter is a strong cutting for all sections of the market. Flip is "Our Heaven on Earth."

OCTOBER 16, 1954

**THE CASH BOX
DISK OF THE WEEK**

"MY SON, MY SON" (2:39)
(Kassner ASCAP—Calvert, Farley, Howard)

"OUR HEAVEN ON EARTH" (2:19)
(Unpublished ASCAP—Sturdy)
VERA LYNN & FRANK WEIR
(London 1501; 45-1501)

London Records, a few months ago, teamed two of its top artists, David Whitfield and Mantovani on a record called "Cara Mia." The results were fabulous both in England and the U.S. Now two other top London stars join to send up a new disk that could hit the #1 spot. It's a stirringly beautiful recording called "My Son, My Son" featuring the sparkling voice of Vera Lynn and the ace sax artistry of "happy wanderer" Frank Weir. The sound of the sax and tender tones of the thrush blend beautifully. An excellent performance by both artists that could result in another "Oh My Papa" hit. Chorus assists. Another melodic ballad "Our Heaven on Earth" occupies the flip deck. Upper lid has it all.

VARIETY
October 6

Jocks, Jukes and Disks

By MIKE GROSS

Vera Lynn: "My Son, My Son"—"Our Heaven on Earth" (London). "My Son, My Son" comes out of the same sentimental school as last year's click, "Oh Mein Papa," and should make a similar dent on the pop market. Sticky lyric won't probably bother many but they won't be able to pass up the intriguing melody. Vera Lynn's sock piping job and Frank Weir's effective soprano saxophone backing. "Our Heaven on Earth" is an okay flip but it's "My Son" all the way.

Billboard • Cashbox • Variety
unanimously pick



Vera Lynn's

MY SON
MY SON

with
Frank Weir HIS SOPRANO SAXOPHONE
CHORUS AND ORCHESTRA

1501 & 45-1501

London
RECORDS



• **Best Sellers in Stores**

For survey week ending October 13

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 throughout 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	Record Title	Artist
1	1	22	I DON'T HURT ANYMORE	H. Snow
2	2	23	ONE BY ONE	K. Wells & R. Foley
3	4	3	MORE AND MORE	W. Pierce
4	3	8	THIS IS THE THANKS I GET	E. Arnold
5	5	10	THIS OLE HOUSE	S. Hamblen
6	7	5	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny
7	8	5	WHATCHA GONNA DO NOW?	T. Collins
8	6	21	EVEN THO	W. Pierce
9	9	17	LOOKING BACK TO SEE	J. Tubb-G. Hill
10	14	2	NEW GREEN LIGHT	H. Thompson
11	12	3	YOU'RE NOT MINE ANYMORE	W. Pierce
11	11	2	TWO CLASSES, JOE	E. Tubb
13	10	10	HEP CAT BABY	E. Arnold
13	12	14	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
15	-	8	RIVER OF NO RETURN	Tennessee Ernie Ford

• **Most Played in Juke Boxes**

For survey week ending October 13

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 operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart	Record Title	Artist
1	1	21	I DON'T HURT ANYMORE	H. Snow
2	2	20	ONE BY ONE	K. Wells-R. Foley
3	3	20	EVEN THO	W. Pierce
4	5	2	MORE AND MORE	W. Pierce
5	8	14	LOOKING BACK TO SEE	J. Tubb-G. Hill
6	6	8	COURTIN' IN THE RAIN	T. T. Tyler
7	7	4	THIS IS THE THANKS I GET	E. Arnold
7	10	2	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny
9	8	5	HEP CAT BABY	E. Arnold
10	-	22	ROSE MARIE	S. Whitman

• **Most Played by Jockeys**

For survey week ending October 13

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Record Title	Artist
1	1	20	I DON'T HURT ANYMORE	H. Snow
2	3	20	ONE BY ONE	K. Wells-R. Foley
3	2	8	THIS OLE HOUSE	S. Hamblen
4	6	3	MORE AND MORE	W. Pierce
5	5	8	WHATCHA GONNA DO NOW?	T. Collins
6	4	21	EVEN THO	W. Pierce
7	7	9	THIS IS THE THANKS I GET	E. Arnold
7	10	4	IF YOU DON'T, SOMEONE ELSE WILL	Jimmy & Johnny
9	11	6	A PLACE FOR GIRLS LIKE YOU	F. Young
10	-	1	YOU'RE NOT MINE ANYMORE	W. Pierce
11	8	15	COURTIN' IN THE RAIN	T. T. Tyler
11	9	15	GOODNIGHT, SWEETHEART, GOODNIGHT	Johnnie & Jack
13	-	1	PENNY CANDY	J. Reeves
14	13	10	GO, BOY, GO	C. Smith
15	15	7	YOU CAN'T HAVE MY LOVE	W. Jackson & B. Gray
15	-	12	LOOKING BACK TO SEE	J. Tubb-G. Hill

• **Folk Talent and Tunes**

Continued from page 18

George Featherstone and the Wonderland Ranch Boys, who held down Saturday nights at the ranch the year round, have put in a busy fall season at Canadian fairs and theaters and have a schedule to keep them busy for the next two months, Featherstone reports. Uncle George is planning personals in the States in 1955.

Tex and Fran Daniels and the Lazy H. Ranch Boys, after a string of fair dates in Canada, are back at WBMD, Baltimore, for a regular Monday-thru-Saturday stint, 4:30-5 p.m., for Arrow 77 Beer. Unit also does a daily TV show on WAAM, Baltimore, 12 noon-12:30 p.m. Ray Price and Bill Dudley guested on the Daniels' radio and TV stanzas last week while appearing at the Hayloft, Baltimore. Ernest Tubb and Homer and Jethro headed up a show which included Jim Eanes, Tom Anderson and the Deep Valley Boys at the recent Virginia State Fair, Richmond. With the grandstand scaled at \$1.50 for adults and 49 cents for kids, the unit pulled a capacity 1,500 at the first show, with a repeat performance drawing a half a house. Bill and Mary Reid, the Shenandoah Valley Sweethearts, together with Fiddlin' Bill Barbour and Ticklish Tickle, are making personals in Neighborhood Theater, Inc., houses thru Virginia and North Carolina. The Sweethearts have a daily show on WLVA, Lynchburg, Va. Jack Turner and His Singing River Boys (Jimmie Porter, Howard Levins, Ray Howard and Floyd Cannon) were a feature at the Houston County Tri-State Fair, Dothan, Ala., October 11-16. Turner and his lads appear each Friday night at the H. L. Green store in Montgomery, Ala., while appearing as a regular feature on the "Deep South Jamboree" over WBAM, Montgomery.

Elvis Presley, who bowed into the pro ranks just two months ago, and who since has enjoyed much success with his initial release, "Blue Moon of Kentucky" and "That's All Right," appeared recently on the "Grand Ole Opry" in Nashville on the same segment of the program with Hank Snow, the Davis Sisters and Eddie Hill. Presley, with his guitar and bassmen, Scotty and Bill, made an appearance recently at Texas Bill Strength's nitery in Atlanta, and last Saturday (16) were guests on "Louisiana Hayride" in Shreveport. Lewis Carter has put country & western music on the map since taking over at WMOG, that city, 18 months ago with his "Lew Car-

ter Jamboree," heard daily from 3-6 p.m. Besides Carter, the show features Dynamite Jim and the Pals of Dixie. "When I came here 18 months ago," writes Lew, "there was no hillbilly music in town. Can you imagine that in Georgia? Well, that has been changed. We've torn a big hole in popular music listening, which was prevalent here before, as well as in blue and boogie."

With the Jockeys

Sam Workman, who pitches country music exclusively on his all-night "Record Round-Up" via the 50,000-watt, WRVA, Richmond, Va., says that Jimmy and Johnny's "If You Don't, Somebody Else Will," on Chess, is the most requested new disk in his territory in some time. Surprisingly, he states, the oldie, "Roomful of Roses," seems to be coming back to life in the area, too. "Roomful" was a top tune five years ago. Wild Bill Price, of WCOJ, Coatsville, Pa., says he'd like to latch onto a copy of Bob Wills' "Stay All Night; Stay a Little Longer," as his present waxing on the piece is battered and worn. Jim Atkins, of WBRC, Birmingham, Ala., typewrites that Fred Stryker, of Fairway, stopped by for a visit recently and picked up several of his songs for early recording. "The Grass Looks Greener" and "Take Down That Neon Sign." Jay Bennett, of KGAR, Garden City, Kan., was guest recently with the Miller Bros. band (Four Star) the Westerners Club, Shattuck, Okla. They played to a good crowd, Bennett says, despite the fact that Tex Ritter was due in the next night under auspices of the local Chamber of Commerce. Clay Eager, Republic Record artist and c.&w. jock at WLOK, Lima, O., has just acquired the Ranch Club, that city, and is using name country talent at regular intervals. Cliff Rogers, who twirls 'em at WHKK, Akron, doubles as emcee, promoter and ad man for all country & western shows playing the Armory there. On October 8, the attraction was Wally Fowler and His Oak Ridge Quartet, the Chuck Wagon Gang and Stuart Hamblin. The "WWVA Jamboree," of Wheeling, W. Va., played the spot October 10, featuring such talent as Big Slim, Dusty Owens, Wilma Lee and Stoney Cooper, Lee Sutton, Don Kidwell and Hard-rock Gunter. A "Grand Ole Opry" unit is due in late this (Continued on page 45)

A GREAT Country & Western Round-Up

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ANNUAL MUSIC RECORD PROGRAMMING GUIDE

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CHESS RECORD CO.

The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending October 13

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	Weeks on Chart
1. HURTS ME TO MY HEART—F. Adams.....	1	10
Ain't Gonna Tell—Herald 434—BMI		
2. WHAT A DREAM—R. Brown.....	2	12
Please Don't Freeze—Atlantic 1036—BMI		
3. ANNIE HAD A BABY—Midnighters.....	3	8
She's the One—Federal 12195—BMI		
4. I DON'T HURT ANYMORE—D. Washington.....	7	3
Dream—Mercury 70439—BMI		
5. HONEY LOVE—C. McPhatter.....	4	19
Warm Your Heart—Atlantic 1029—BMI		
6. EBB TIDE—R. Hamilton.....	5	7
Beware—Epic 9068—ASCAP		
7. SHAKE, RATTLE AND ROLL—J. Turner.....	6	25
You Know I Love You—Atlantic 1026—BMI		
8. SEXY WAYS—Midnighters.....	9	16
Don't Say Your Last Goodbye—Federal 12185—BMI		
9. DREAM—D. Washington.....	—	1
I Don't Hurt Anymore—Mercury 70439—ASCAP		
10. YOU BETTER WATCH YOURSELF—Little Walter.....	—	1
Blue Light—Checker 799—BMI		

Most Played in Juke Boxes

For survey week ending October 13

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	Weeks on Chart
1. WHAT A DREAM—Ruth Brown.....	1	9
Atlantic 1036—BMI		
2. HURTS ME TO MY HEART—F. Adams.....	2	7
Herald 435—BMI		
3. ANNIE HAD A BABY—Midnighters.....	3	5
Federal 12195—BMI		
4. HONEY LOVE—Drifters.....	4	18
Atlantic 1029—BMI		
5. SHAKE, RATTLE AND ROLL—J. Turner.....	5	24
Atlantic 1026—BMI		
6. SEXY WAYS—Midnighters.....	7	14
Federal 12185—BMI		
7. EBB TIDE—R. Hamilton.....	9	2
Epic 9068—ASCAP		
8. I DON'T HURT ANYMORE—D. Washington.....	—	1
Mercury 70439—BMI		
9. I'M READY—M. Waters.....	—	1
Chess 1579—BMI		
10. OOP SHOOP—S. Gunter.....	—	1
Flair 1050—BMI		
10. NEVER LET ME GO—J. Ace.....	—	1
Duke 132—BMI		

R & B Territorial Best Sellers

For survey week ending October 13

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.

Market	Rank	Title	Label
Atlanta	1.	Annie Had a Baby, Midnighters, Fed.	
	2.	What a Dream, R. Brown, Atl.	
	3.	Hurts Me to My Heart, F. Adams, Her.	
	4.	Shake, Rattle and Roll, J. Turner, Atl.	
	5.	Hearts of Stone, Charms, Del.	
Balti.-Wash.	1.	Hurts Me to My Heart, F. Adams, Her.	
	2.	Annie Had a Baby, Midnighters, Fed.	
	3.	What a Dream, R. Brown, Atl.	
	4.	I Don't Hurt Anymore, D. Washington, Mer.	
	5.	God Only Knows, Capris, Got.	
Charlotte	1.	What a Dream, R. Brown, Atl.	
	2.	Annie Had a Baby, Midnighters, Fed.	
	3.	Hurts Me to My Heart, F. Adams, Her.	
	4.	Please Don't Freeze, R. Brown, Atl.	
	5.	Ebb Tide, R. Hamilton, Epi.	
Chicago	1.	Hurts Me to My Heart, F. Adams, Her.	
	2.	I'm Ready, M. Waters, Chs.	
	3.	Dream, D. Washington, Mer.	
	4.	Honey Love, Drifters, Atl.	
	5.	When the Lights Go Out, J. Witherspoon, Che.	
Cincinnati	1.	What a Dream, R. Brown, Atl.	
	2.	Never Let Me Go, J. Ace, Duk.	
	3.	Shake, Rattle and Roll, J. Turner, Atl.	
	4.	Dream, D. Washington, Mer.	
	5.	Hurts Me to My Heart, F. Adams, Her.	
Detroit	1.	What a Dream, R. Brown, Atl.	
	2.	Shake, Rattle and Roll, J. Turner, Atl.	
	3.	Sexy Ways, Midnighters, Fed.	
	4.	Hurts Me to My Heart, F. Adams, Her.	
	5.	You Better Watch Yourself, Little Walter, Che.	
Los Angeles	1.	Oop Shoop, S. Gunter, Fla.	
	2.	Earth Angel, Penguins, Dtn.	
	3.	Hurts Me to My Heart, F. Adams, Her.	
	4.	Buick 59, Medallions, Dtn.	
	5.	All Night Long, J. Huston, Mon.	
New Orleans	1.	What a Dream, R. Brown, Atl.	
	2.	Hurts Me to My Heart, F. Adams, Her.	
	3.	Annie Had a Baby, Midnighters, Fed.	
	4.	You Can Pack Your Suitcase, Fats Domino, Imp.	
	5.	Well All Right, J. Turner, Atl.	
New York	1.	What a Dream, R. Brown, Atl.	
	2.	Annie Had a Baby, Midnighters, Fed.	
	3.	Hurts Me to My Heart, F. Adams, Her.	
	4.	Honey Love, Drifters, Atl.	
	5.	Ebb Tide, R. Hamilton, Epi.	
Philadelphia	1.	I Don't Hurt Anymore, D. Washington, Mer.	
	2.	What a Dream, R. Brown, Atl.	
	3.	Wedding Bells, Angels, Gra.	
	4.	Ebb Tide, R. Hamilton, Epi.	
	5.	I'm a Fool to Care, Castelles, Gra.	

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

BIP BAM (Progressive, BMI)—Clyde McPhatter and The Drifters—Atlantic 1043
In its third week since release, this record has quietly taken firm hold in most major markets. Good to strong reports were received from Los Angeles, St. Louis, Chicago, Nashville, Atlanta, Cincinnati, Philadelphia, Durham, Upstate New York and New England. Flip is "Some Day You'll Want Me to Want You" (Duchess, BMI). A previous Billboard "Spotlight" pick.

HEARTS OF STONE (Regent, BMI)—The Charms—DeLuxe 6062
A sleeper that has been doing extremely well in several territories and is now beginning to break nationally. It appears this week on the Atlanta and Cincinnati territorial charts and is also reported strong in Philadelphia, Buffalo, Detroit, St. Louis and Richmond. Flip is "Who Knows" (Jay & Cee, BMI). The tune was a Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

THE MIDNIGHTERS
Annie's Aunt Fannie (Lois, BMI)
Crazy Loving (Armo, BMI)—Federal 12200—The Midnighters, who have come up with three hits in a row since they started the "Annie" series, should have another big one here. The boys sing the two ballads, both up-tempo items, with a real lilt, backed by a big beat. And both sides are clean enough to be played on any deejay show. Solid juke wax here too.

THE ROBINS
Loop De Loop Mambo (Quintet, BMI)
Framed (Quintet, BMI)—Spark 107—The Robins come thru with a great two-sided disk here. "Loop De Loop" is a rousing mambo on which the boys really go; "Framed" is a follow-up to their "Roit in Cell Block No. 9," with a humorous talking vocal. Two potent sides by a fine group.

Reviews of New R & B Records

LINDA HAYES
My Name Ain't Annie.....82
KING 4752—Linda Hayes comes thru with a sock reading of a swinging new effort, based on the "Annie" series, with the same backing as "Work With Me, Annie." Tune is fine, the beat is solid, and so is the performance, but the lyrics are dirty, and the disk is not recommended for deejay use. (Armo)
Let's Babalu....69
This is a poor side from a performance. (Continued on page 44)

OP's PEACOCK DJ's
now offers
4 SURE HITS!!

1 R & B	3 Spirituals
JOHNNY OTIS	"Shake It" b/w "I WON'T BE YOUR FOOL NO MORE" Peacock #1636.
"A CHARGE TO KEEP I HAVE" b/w "JESUS, I CAN'T LIVE WITHOUT YOU" Peacock #1733	CLEOPHUS ROBINSON
FIVE BLIND BOYS	"In the Garden" b/w "HAVE YOU TALKED TO THE MAN UPSTAIRS" Peacock #1735
"CHRISTIAN TESTIMONIAL" b/w "WILL THE LORD BE WITH ME" Peacock #1736	DIXIE HUMMING BIRDS

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(Continued on page 44)

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending October 13

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. More and More, W. Pierce, Dec.
3. Hep Cat Baby, E. Arnold, V.
4. This Is the Thanks I Get, E. Arnold, V.
5. I Really Don't Want to Know, E. Arnold, V.
6. This Ole House, S. Hamblen, V.

Charlotte

1. More and More, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. This Ole House, S. Hamblen, V.
5. One By One, K. Wells & R. Foley, Dec.
6. Whatcha Gonna Do Now? T. Collins, Cap.
7. Looking Back to See, G. Hill & J. Tubb, Dec.
8. Show Me, Davis Sisters, V.
9. Loose Talk, C. Smith, Col.
10. Losing You, Tennessee Ernie, Cap.

Cincinnati

1. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
2. I Don't Hurt Anymore, H. Snow, V.
3. If You Don't Someone Else Will, R. Price, Col.
4. Even Tho, W. Pierce, Dec.
5. This Ole House, S. Hamblen, V.
6. Blue Moon of Kentucky, Stanley Brothers, Mer.
7. One By One, K. Wells & R. Foley, Dec.
8. Courtin' in the Rain, T. T. Tyler, Dec.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. One By One, K. Wells & R. Foley, Dec.
4. Penny Candy, J. Reeves, Abb.
5. This Is the Thanks I Get, E. Arnold, V.
6. Oceans of Tears, S. James, Cap.
7. Two Glasses, Joe, E. Tubb, Dec.
8. Night Time Is Cry Time, H. Thompson, Cap.
9. You Can't Have My Love, W. Jackson & B. Gray, Dec.

Houston

1. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
2. One By One, K. Wells & R. Foley, Dec.
3. Whatcha Gonna Do Now? T. Collins, Cap.
4. I Don't Hurt Anymore, H. Snow, V.
5. This Is the Thanks I Get, E. Arnold, V.
6. Penny Candy, J. Reeves, Abb.
7. More and More, W. Pierce, Dec.
8. Oceans of Tears, S. James, Cap.
9. You Can't Have My Love, W. Jackson & B. Gray, Dec.
10. You're Not Mine Anymore, W. Pierce, Dec.

Knoxville

1. This Ole House, S. Hamblen, V.
2. One By One, K. Wells & R. Foley, Dec.
3. More and More, W. Pierce, Dec.
4. I Don't Hurt Anymore, H. Snow, V.
5. Good and the Bad, C. Arthur, V.
6. You're Not Mine Anymore, W. Pierce, Dec.
7. River of No Return, Tennessee Ernie, Cap.

Memphis

1. More and More, W. Pierce, Dec.
2. Blue Moon of Kentucky, E. Presley, Sun
3. One By One, K. Wells & R. Foley, Dec.
4. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
5. I Don't Hurt Anymore, H. Snow, V.
6. Looking Back to See, G. Hill & J. Tubb, Dec.

Nashville

1. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
2. More and More, W. Pierce, Dec.
3. I Don't Hurt Anymore, H. Snow, V.
4. One By One, K. Wells & R. Foley, Dec.
5. Looking Back to See, G. Hill & J. Tubb, Dec.
6. Blue Moon of Kentucky, E. Presley, Sun
7. Honey Love, Carlises, Mer.
8. This Ole House, S. Hamblen, V.
9. Go, Boy, Go, C. Smith, Col.
10. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.

New Orleans

1. You're Not Mine Anymore, W. Pierce, Dec.
2. More and More, W. Pierce, Dec.
3. Blue Moon of Kentucky, E. Presley, Sun
4. Two Glasses, Joe, E. Tubb, Dec.
5. One By One, K. Wells & R. Foley, Dec.
6. You Can't Have My Love, W. Jackson & B. Gray, Dec.

Richmond, Va.

1. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
2. This Ole House, S. Hamblen, V.
3. One By One, K. Wells & R. Foley, Dec.
4. This Is the Thanks I Get, E. Arnold, V.
5. Goodnight, Sweetheart, Goodnight, Johnnie & Jack, V.
6. I Don't Hurt Anymore, H. Snow, V.
7. I Can See an Angel, P. Pike, Cor.
8. I Saw Your Face in the Moon, M. Wiseman, Dot

Reviews of New C & W Records

JOHNNIE AND JACK
Beware of "It"82
V 5880—A Billboard "Spotlight" 10-16-'54. (Paxton, ASCAP)

Kiss-Crazy Baby....78
Snappy tune is performed nicely by the duo. However, the flip is the stronger side. (Sheldon, BMI)

EDDIE ZACK
You're Out of My Sight (And I'm Out of My Mind)74
Col 21307—Zack turns in a meaningful reading on a tuneful weeper on this new release. It's a good side and deserves many spins. (Pine-Ridge, ASCAP)

Crying Tears....70
Same comment. (Tannen, BMI)

BOBBY WILLIAMSON
Lovin' Around71
V 5881—The singer is fit to be tied due to all the gossip he is hearing about the infidelity of his girl. A lively, bouncy tune that would be better than average juke box fare. (Trinity, BMI)

I'll Only Dance With You....69
A ballad that makes a good complement to the reverse side. (Fairway, BMI)

JIMMIE OSBORNE
(Let Me Be) The First One to Know...69
KING 1393—Osborne contributes an okay vocal job on a plaintive ballad. (Regent, BMI)

An Empty Old Cottage....69
Same comment. (Redd Stewart, BMI)

DUSTY OWENS
A Love That Once Was Mine69
COL—21310—The chanter sings of the sorrow he caused a love that once was his. Okay wax. (Acuff-Rose, BMI)

They Didn't Know the Difference....67
Novelty about the mischief caused by twin brothers receives a cute reading here from Owens. (Golden West Melodies, BMI)

PATSY MONTANA
The Yodeling Ghost69
CAVALIER 837—The thrush does a fine warbling-yodeling job on a clever novelty about a fem ghost who yodels while she haunts. Should get attention from juke and jocks. (Dexter, ASCAP)

What Does it Matter?....62
The gal sings a pretty ballad with feeling, but she's more effective on the flip. (Dexter, ASCAP)

This Week's Best Buys

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

IF YOU DON'T, SOMEONE ELSE WILL (Acuff-Rose, BMI)—Ray Price—Columbia 21315

Altho the original version of this tune is on the national retail chart for the fifth consecutive week, Price's cover is now beginning to make its weight felt. This week the disk placed on the Cincinnati territorial chart and was reported good-to-strong in Atlanta, Richmond, Dallas, Nashville, St. Louis and scattered Eastern markets. Flip is "Oh Yes, Darling." A previous Billboard "Spotlight" pick.

LOOSE TALK (Central, BMI)
MORE THAN ANYTHING ELSE IN THE WORLD (Hill & Range, BMI)—Carl Smith—Columbia 21317

Smith is showing his usual championship form according to early sales reports, placing almost immediately on the Charlotte territorial chart and racking up good sales in Richmond, Nashville, Atlanta, Chicago and other important markets. Most action is on "Loose Talk," altho a few territories prefer the flip. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

KITTY WELLS

Thou Shalt Not Steal (Athens, BMI)—Decca 29313—Here is a powerful lecture about breaking the commandment from Kitty Wells as she tells of her sleepless nights and anxious days. A potent disk for the thrush. Flip is another weeper, "I Hope My Divorce Is Never Granted" (Milene, ASCAP).

TALENT

WAYNE WALKER

Wayne Walker is a fine new country singer who gets a real chance to sell his pipes on a new Chess Records release. The tunes are "You Got the Best of Me" and "Now Is the Time for Love" (both Arc, BMI) on Chess 4860. Walker is a find.

JIMMY KELLY
Dunce Cap68

IMPERIAL 8275—A sprightly ditty about a gal who puts a dunce cap on her fellow's heart. Kelly warbles with spirit and sincerity. (Commodore, BMI)

Why Can't We
Keep on Dreaming....65
An okay vocal on a routine ballad. (Commodore, BMI)

PATSY MONTANA
Water Witch Waltz65

Cavalier 838—Miss Montana delivers a pleasant reading of an okay country ballad. (Dexter, ASCAP)

Fuel on the Flame....65
Material here is a bit too sharp perhaps, tho the dinking is pleasant enough—and danceable. (Dexter, ASCAP)

RUSTY COLE
It Wasn't Me That Made You Cry65

EMERALD 2002—Routine country tear-jerker delivered with forceful style and given solid rhythmic backing

by the Log Cabin Boys. (Cavalcade, BMI)
Thanks for the Trouble....64
Same comment. (Cavalcade, BMI)

LOVETT SISTERS
Little Dirty Face65

IMPERIAL 8272—A tender vocal treatment of a maternal-type ballad, a la "Little Man You've Had a Busy Day." (Commodore, BMI)

Bacon and Eggs....64
Gals contribute a tasty duet on a so-so little ditty about a guy who always orders the title dish. (Commodore, BMI)

FRANKIE HERMAN ORK
It Won't Be Texas to You64

FRANZ SCHUBERT MRL 432—A clever piece of material telling of the discontent of a Texan who went to heaven and found it didn't compare to his native State, Texas, of course, will like this, and other deejays may find it good programming also. (Schubert, BMI)

I've Got My Druthers....58
A quaint, folksy ballad sung in a smooth, appealing manner by Herman. (Schubert, BMI)

Reviews of New R & B Records

Continued from page 43

ance, backing and tune standpoint. The lyrics here, too, are mighty blue. (Golden State, BMI)

FIVE ROYALES
Monkey Hips and Rice80

KING 4744—The group has a weird hunk of lyric material here, but the beat and reading should kick this one off toward strong sales. Watch it. It should grab much coin, too. (Franklin, BMI)

Devil With the Rest....80
The boys sing up a storm on this, a rhythmic, bluesy item which should attract and hold attention. Another fine side. (Franklin, BMI)

TOMMY BROWN
Southern Women79

UNITED 183—Tommy Brown, new on the label, comes thru with a sock reading of rhythmic Southern blues

which he sells with emotion and feeling. The material is good, and Brown is a first-rate blues singer. Watch him; the disk could happen. (Pamlee, BMI)

Remember Me....75

Same comment. (Pamlee, BMI)

RICHARD LEWIS
Sweet Dreams.....79

ALADDIN 3261—Intriguing Calypso type beat makes this a somewhat unusual disk. Could be that with exposure this Lewis and group reading could take off. It's different. Watch it. (Aladdin, BMI)

Still Drifting....71

Okay hunk of material gets an okay reading from Lewis. The ork actually takes top honors on this one. (Aladdin, BMI)

BILL GORDON
Two Loves Have I75

GEE 12—In mambo tempo is this ear-arresting reading of the oldie by Gordon over pulsating backing by the combo. A good cutting this, that could grab both spins and plays.

Bring My Baby Back....72

Bill Gordon sings this jump blues with spirit over a gang vocal by the sidemen as he asks Louise to return. The tune builds steadily, and the side could get some juke loot.

FRANK MOTLEY
New Hound Dog75

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Snatch It....70

King Herbert on a honking, squealing tenor horn sparks the ork in this raucous instrumental reading. The (Continued on page 46)

Rhythm & Blues Best Sellers

Continued from page 43

8. Annie Had a Baby, Midnighters, Fed.

9. Dream, D. Washington, Mer.

10. High Heels, B. Doggett, Kng.

St. Louis

1. I Don't Hurt Anymore, D. Washington, Mer.

2. Hurts Me to My Heart, F. Adams, Her.

3. Dream, D. Washington, Mer.

4. Tick Tock, Marvin & Johnny, Mod.

5. You Better Watch Yourself, Little Walter, Che.

6. I'm Ready, M. Waters, Chs.

7. Never Let Me Go, J. Acc. Duk.

8. Mama Took the Baby, L. Gordon, Che.

9. Oop Shoop, S. Gunter, Fla.

10. What a Dream, R. Brown, Ad.

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BURLESQUE BITS

By UNO

Val De Val, a new Hirst wheel feature this season (a Parisian by birth), and creator of some novel strip routines, comes from several seasons of nitery engagements in the South booked by the Ross Russell agency in Atlanta, besides sundry placements in between by Milt Schuster on the Midwest circuit. She has done two movies, "French Follies" and "Burlesque in Hawaii," retitled "Oriental Vanities," both for Harry A. Farros, operator of three burly houses, the President-Follies in San Francisco; the Star, Portland, Ore., and the Aztec, Los Angeles, and a chain of film theaters. Still another Farros burlesque movie is planned with Val De Val headlining. . . . Paul West and Meggs Lexing are again a team thru Augie Circelli who opened them on October 8 for four weeks at his Follies Theater in Chicago, where they joined Dexter Maitland, Bob Winkler, Betty DeCue, Jeanine, Dawn Arden, Darlene Drake and Lorelei. Russell LaVelle continues as line producer. . . . Currently featured at Club Show Time in Boston is China Doll, exotic dancer with a calypso-type routine plus use of balloons and tassels, and Joe Carroll, vocalist formerly with the Dizzy Gillespie orchestra. . . . Comic Jack Diamond, ill with a heart affliction, tried to make a comeback at the Empire, Newark, N. J., last week, worked two performances and was forced to quit. . . . A note from Guy Parks, manager, advises that the "Carroll Revue," which he terms "America's Foremost Female Impersonators" with Bella Donna, featured exotic dancer, were held over for a second week at the Star, Portland, Ore.

The Eddie Kaplan New York agency on October 6 flew the first burly unit consisting of Valerie Parks, Tommy Raft, Bonnie Edwards, Terre, Texas Lee, Nudina and Mitch Todd, producer, to San Juan, Puerto Rico, to start a new burlesque policy on October 8 at the Puerto Rico theater. The cast will play two weeks with another two weeks' option. Transportation will be paid both ways by Leonard Yates, theater operator. In support of these principals will be a local Spanish revue. . . . Dick Zeisler, manager of the Grand, St. Louis, recently suffered a bad fall while at his home in Villas, N. J., and injured his back to such an extent that it kept him from being present when the house reopened for the season. Rigid medical treatment eventually enabled him to reach

St. Louis where he is now recuperating. . . . Comic Looney Lewis, on his current tour of the Hirst circuit, is introducing his own written bit, a sophisticated travesty on the TV program "What's My Line?" in which he has the support of Jack Rosen, Eddie Yubell, Helen Drake and Torchy Blair along with whatever the theater can select from its own permanent players. . . . Tommy Reynolds, straight man, is a recent addition at the Empress, Detroit, where the rest of the cast includes Jack Pershing and Jo Jo Jordan (comics), Sandra Wells, Cathy Ross, Mary Lou Holloway, Lucille Winters, Barbara White, Candy Lee, Aileen Hunt, Lorena Hammond and Joe Hammond, producer-manager. . . . Irving Benson and Jack Mann wound up six months' of engagement for Harold Minsky in Asbury Park and Newark, N. J., and opened October 8 at the Palace, New York. It is their return trip to vaude the same as Joe Morris, Milt Douglas and Harry Savoy have been doing for several seasons.

DRAMATIC & MUSICAL ROUTES

Ballets Espagnols: (National) Washington. Fanny: (Shubert) Philadelphia. Gentlemen Prefer Blondes: (Royal Alexandra) Toronto. Getting Gertie's Garter: (Majestic) Boston. Greco, Jose: (Her Majesty's) Montreal. Moon Is Blue: (Nixon) Pittsburgh. Mrs. Patterson: (Harris) Chicago. Naughty Natalie: (KMBC Playhouse) Kansas City, Mo., 19-24. Olsen and Johnson: (Selwyn) Chicago. Picnic: (Erlanger) Chicago. Quadrille With Luni and Pontanne: (Colonial) Boston. Rainmaker: (Walnut Street) Philadelphia. St. Joan: (Cass) Detroit. Seven-Year Itch: (Capitol) Salt Lake City 19; (Auditorium) St. Paul 22-24. South Pacific: (Forrest) Philadelphia. Time Out for Ginger: (Arcadia) Wichita, Kan., 19; Denver 21-23. Traveling Lady: (Hanna) Cleveland. Wonderful Town: (Shubert) Chicago.

ICE SHOWS

Henje, Sonja: Little Rock 22-27; New Orleans Nov. 3-9. Holiday on Ice: Troy, O., 19-21; Columbus, O., 22-24. Holiday on Ice International, No. 1: Nantes, France, 19-26; Zurich, Switzerland, 28-Nov. 8. Holiday on Ice International, No. 2: Beirut, Lebanon, 19-Nov. 7. Ice Capades: Philadelphia 19-31. Ice Vogues: Hutchinson, Kan., 19-20; Shreveport, La., 28-Nov. 1. Ice Follies: Chicago 21-31.

Reviews and Ratings of New Classical Releases

Continued from page 38

ber music enthusiasts to resist this attractive set.

HAYDN: CELLO CONCERTO IN D, OP. 101; BOCCHERINI: CELLO CONCERTO IN B FLAT (1-12)—Pierre Fournier, Cello; Stuttgart Chamber Orchestra; Karl Munchinger, Cond. London LL 1036 73

The Boccherini is here recoupled, taken from an earlier 12-inch which the jacket of the new set somewhat redundantly advertises. To add to the confusion, Fournier may be heard in the Haydn on an HMV LP offered a year or so ago (a different orchestra, of course). But anyone wanting these two cello classics on one disk will probably find the Fournier name more alluring than that of Janigro, heard in the same coupling on Westminster.

STRAVINSKY: SYMPHONY IN C (1940); CANTATA (1952) (1-12)—Soloists and Chamber Group; The Cleveland Orchestra; Igor Stravinsky, Cond. Columbia ML 4899 71

Both works are new to the catalog and should hold considerable interest for followers of the composer. But they are not among the most popular of Stravinsky's works and the lustre of his name should not blind dealers to the prospect of rather slow movement to the average buyer. The latter may take almost kindly to the

rather conventional harmonies of the symphony, but the involved secular cantata will leave him baffled. Singers Jennie Tourel and Hugues Cuendou handle the difficult vocal line of the cantata ably. Big-store merchandise.

BRITTEN: LES ILLUMINATIONS; SERENADE FOR TENOR, HORN AND STRINGS (1-12)—Peter Pears, tenor; Dennis Brain, horn; Strings of the New Symphony Orchestra; Eugene Goossens, Cond. London LL 994 69

Peter Pears has interpreted many of Benjamin Britten's song cycles in concert appearances both in England and this country. On this new LP he turns in a fine performance on two of Britten's important works, "Les Illuminations," based on poems by the French poet Arthur Rimbaud, and the "Serenade" with fine support from Dennis Brain on horn. The latter work was written for Pears and Brain, and was first performed by them a decade ago. The authoritative interpretation here, and the coupling of these little heard works on one LP should make this set an appealing one to many older collectors and to those interested in contemporary works.

BACH: CONCERTOS FOR TWO PIANOS, NOS. 1 AND 2 (1-12)—Vera (Continued on page 46)

Folk Talent and Tunes

Continued from page 42

month. . . . Johnny Roan, c.&w. deejay at KSFL, St. Louis, the past summer, says he'll have a new location to house country talent in St. Louis next season. Roan recently set Faron Young at Croation Hall, St. Louis, and at the Coliseum, Benld, Ill. He also appeared with his band at the recent Apple Festival in Hardin, Ill., with Marty Robbins and band also on hand for the event.

Al Turner, promoter and deejay on KGGM, Albuquerque, N. M., played host to Webb Pierce, Faron Young, Lucky Moller and the Wandering Boys at the Hitching Post, that city, when the lads were in town recently. Turner threw a similar wingding for Hank Thompson, Billy Grey, Wanda Jackson and the Brazos Valley Boys during their recent engagement at the New Mexico State Fair, Albuquerque. Turner reports that Pierce played to two full houses in Albuquerque and plans a return date in November. . . . Wild Bill Berry, of KWCO, Chickasha, Okla., recently had Billy Gray as a guest on his "Oklahoma Round-Up" show. "Charline Arthur's, 'The Good and the Bad,' is getting a lot of play in Central Oklahoma," typewrites Wild Bill. "I've missed one night playing it in the last three weeks; the response is that good here." . . . Tom Gibson, c.&w. jock at WTJH, East Point, Ga., announces the organization of his fan club, with Deanna Strickland, 860 St. Charles Avenue, N. E., Atlanta, serving as president. . . . Uncle Dude Towler, at WDUD, Ypsilanti, Mich., asking for c.&w.

records from the big and small labels. . . . Tennessee Gene, at WILY, Pittsburgh, makes the same plea. . . . Jim Atkins, of WBRC, Birmingham, is mapping plans to start his own record label to handle some of his own songs aided by Tex Dixon and band, now being featured on the "Uncle Jim Show" on WBRC each Saturday morning. . . . Shorty Long, who on October 1 celebrated his third year as c.&w. deejay at WPAZ, Pottstown, Pa., recently teamed with Bob Newman, formerly of the Georgia Crackers, to cut their first Label X record as the Dalton Boys. Long says he recently had Ferlin Huskey at Santa Fe Ranch, Reading, Pa., for two Sundays in a row, with the second date drawing virtually double that of the first. . . . Ed Ford, of WRIB, Providence, writes: "Thanks to The Billboard, I am receiving more c.&w. records from all over the country to help my programming, but still none from Columbia."

HOCUS-POCUS

By BILL SACHS

THE MAGIC MAIDS, first women's magic club in Bridgeport, Conn., organized six months ago, combined with Ring 100, International Brotherhood of Magicians, for their annual dinner meeting and installation of officers held recently in the Winter Quarters of Hotel Barnum, that city. Mrs. Mildred E. Witmer, organizer of the Maids, was installed as president; Mrs. Elizabeth Esposito, vice-president; Mrs. Helen Schucks, secretary; Mrs. Rose Snow, treasurer, and Mrs. Anne Schwartzkopf, historian. Thomas Nelson was installed as president of Ring 100; A. Brian Manwaring, veepee; Edward Leidke, treasurer, and Donald C. Whitmer, secretary. . . . Augustus Rapp, a veteran of some 60 years of magicking and now associated with the Percy Abbott magic works in Colon, Mich., spent a recent weekend with Al Munroe, Detroit newspaperman, magic enthusiast and collector of magic memorabilia. Al and Mrs. Monroe are up and around again after a severe attack of the flu. . . . Prince Julian has just begun his seventh month at Hubert's Museum on New York's 42d Street, featuring his comedy magic. On a recent three-day visit to his hometown, Baltimore, Julian headquartered at Vin Carey's Magic Shop, where he bumped into Andy (Bobo) Thumser, Dantini and Phil Thomas. . . . Laurence W. Ingram (Larry the Magician) scribbles from St. Louis: "Stopped in at a second-hand book store the other day and bought a copy of 'Later Magi' by Professor Hoffman. The flyleaf was profusely autographed 'Judson Cole, the Merry Trickster, December, 1908.' I bought it for 25 cents. The autograph alone is worth many times that." . . . Walter Delentz and Leon and Cleo Bennett were with Bill Chalk's Side Show at the recent Nebraska State Fair, Lincoln, Delentz doing vent; Leon, magic, and Cleo, mits. King Baile, magic vet, was also on the grounds pitching religious plaques.

ected president of the Western Region, International Brotherhood of Magicians, at a recent convention in Edmonton, Alta., attended by some 90 delegates and their wives. He succeeds Miles White, of Great Falls, Mont. Edward Adams, Edmonton, was named recording secretary. Charles Luedke, of Billings, Mont., gave an educational lecture on the art of magic. Youngest delegate and entertainer at the conclave was Jerry Sandbrand, 14, of Saskatoon, who has done his vent turn on television in Minot, N. D., and Minneapolis. . . . Irwin Starr and Lee Menig, demonstrators at the Hall Magic Company, Detroit, are also keeping busy with show in the Motor City area. . . . Carl W. Jones, well-known Minneapolis magicker, is mending from a recent stroke at his home, 162 Mount Curve Avenue, that city. . . . Other tricksters on the sick list are Charles Harrison Sr., 298 Reservoir Avenue, Providence; Frank A. Meyer, 4215 Langley Street, St. Bernard, O., and John Hamman, S.M., 4701 S. Grand Avenue, St. Louis. . . . Fritz Dude (Fritz the Magician), during his recent engagement at the Virginia State Fair, Richmond, enjoyed a visit from Newdimini the Magician, working schools in the area. Fritz is also set for the Georgia State Fair, Macon, October 18-23.

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THE FINAL CURTAIN

ALBRECHT—Peter H., 67, operator of a theatrical stage equipment firm in Milwaukee, October 9 in Wakefield, Mich. In recent years he had installed about 90 per cent of the new wide screens for theaters throughout the State of Wisconsin. He was a member of Local 18 of the International Alliance of Theatrical Stage Employees and Motion Picture Operators' Union since 1919. His wife and a sister survive.

ANDERSON—Herbert V., 47, an account executive with the television network sales department of NBC, October 14 in the North Shore (N. Y.) Hospital. He had been with the web since 1945. His widow Anne, Radio-TV time buyer with the J. Walter Thompson Agency, survives.

ANSETT—Frank, 49, also known as Frank Cook, concessionaire on Page Bros.' Shows, October 11 in a Birmingham hospital. (Details in Carnival section.)

ARCHER—Charles C., 65, veteran actor, October 6 in Kansas City, Kan. He was well known in Midwest stock and repertory companies, having played with most of them for the past 60 years. Survived by a brother and a sister. Burial in Rock Island, Ill.

BAIZER—Ray, 60, games concessionaire and one-time legal adjuster of Mel Dodson's World's Fair Shows, October 11 in Milwaukee. (Details in Carnival section.)

BENNETT—Lee Hunt, 43, Chicago NBC announcer, Oct. 10 in Illinois Masonic Hospital, Chicago. A native of Lincoln, Neb., he was from the University of Nebraska School of Speech, Phi Beta Kappa. Following graduation he joined the staff of a Lincoln radio station as an announcer and then went with Jan Garber's orchestra as featured vocalist. He left Garber to act in several Hollywood pictures, later forming his own orchestra. He toured the Midwest with his group until 1941 when he joined WGN as announcer. He became an NBC announcer in 1953. Survived by his widow, the former Susan Popping; a daughter, Jonna; a brother, Robert, Washington; and a sister, Mrs. James Ramsey, Lincoln.

BORSEKEN—Hakon, 76, Danish composer, October 6 in Copenhagen. He wrote symphonic and chamber music works as well as operetta scores and songs. Was leader of several musical organizations.

BOSWORTH—William, 79, Broadway actor, October 10 in New York. He made his debut on Broadway in "The Things That Count." He subsequently appeared in "The Hawk," "Treasure Island," "Lombard, Ltd.," "Topaze," "Trick for Trick," "Peace on Earth," "The Devil of Pel-Long," "The Scene of the Crime" and "It Can't Happen Here." His widow survives.

BREWER—Alle Jr., outdoor showman, October 11 in Jackson, Tenn. Survived by his widow, Betty; three sons, Drew, James and Michael; his parents, Mr. and Mrs. Alle Brewer Sr., and a sister, Pat. Burial in Liberty Cemetery, Jackson.

CAMPBELL—Thomas Lauder, 68, retired hotel employee, September 24 in Parrish, Fla., of a heart attack. A native of Scotland, he was a cousin of the late Sir Harry Lauder. Survived by his widow, Lota E. (Painter) Campbell, former dramatic stock and repertory performer; a son, Thomas L. Jr.; a stepson, William F. Remmers, and a brother, William Ocala.

COLBER—Else, Danish actress, October 5 in Copenhagen. Famous for her portrayal of the lead role in "Nitouche." She was the wife of Producer Mogens Dam.

IN MEMORY
E. C. "HUMPHREY" EVANS
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COULSON—W. Lee, 58, retired radio newsman, October 14 in Santa Barbara, Calif. He was with Station WHAS, Louisville, for 20 years, and in 1917 won the Radio Headliner's Gold Medal Award for his station's activities during the Ohio flood disaster.

MARRIAGES

BURDICK-CREECH—Neil Burdick, son of Ira Burdick, well-known outdoor showman, and R. A. (Cathy) Creech recently in Seguin, Tex.

CHURCH-ALFREDO—Chester Church and Nina Alfredo, both of Shan Bros.' Shows, October 9 in Milledgeville, Ga.

POLLEY-CARD—Cyrus H. Polley, non-pro, and Virginia Card, opera singer, October 7 in Yonkers N. Y. She is the widow of George Houston, opera singer who died in 1944.

SADDLER-PENZIER—James Saddler and Patricia Penzier, daughter of Bert Penzier, owner of Shore Theater, St. Claire Shores, Mich., October 9 in Detroit.

STOUT-GREER—Stan Stout, trumpet man, with Les Brown's ark, and Jo Ann Greer, vocalist with same aggregation, in Lacanada, Calif.

VICHEY-KENT—Luben Vichey (Lubomir Vichegonov), opera singer, and Loraine Good Kent, October 2 in New York.

WRIGHT-HUGO—Jess Wright, co-owner of the 20th Century Shows, and Lorlei Hugo, co-owner with her father, Captain Hugo, of the Hugo Novelty Exposition Shows, October 15 in Joplin, Mo.

CRESCIC—Frank, 23, writer-producer for WBBM-TV, Chicago, October 1 while at his desk in Chicago. Survived by his parents and a sister.

FLETCHER—Thomas, 52, retired vaudeville, minstrel and legit actor, October 12 in Harlem (N. Y. C.) hospital of a heart ailment. At one time he and his wife had a well-known vaude turn, Fletcher and Bailey. His last appearance was on the television program "Life Begins at 80." He was author of a book "100 Years of the Negro in Show Business."

HALL—Fred, 56, composer, pianist and radio performer, October 8 in New York. With his partner, the late Arthur Fields, he wrote "In 11 More Months and 10 More Days," "There's a Blue Sky Up Yonder" and "I've Got a Code Id By Nose." He had also appeared with Fields on records and radio. More recently a producer and musical adviser at the Voice of America, he continued his song writing with "That Old Family Album," "If You See My Little Mountain Girl" and "The Man With the Little White Cane."

INGERSOLL—Joseph, 97, one of the originators of the National Orange Show and head of that exposition in 1912, its second year, in San Bernardino, Calif. Survived by two daughters and a sister. Funeral October 12 in San Bernardino.

KORCHE—Morten, 78, author of several best sellers and a well-known playwright, October 8 in Copenhagen. Many of his successful plays also served as scenarios for Scandinavian films.

LIGHT—Dennis H., 53, ride operator on the Royal American Shows, October 2 of a heart attack while en route to an Oklahoma City hospital. Burial in Atlanta. Survived by a brother.

MAHREN—Harry, one-time pitchman, recently in New York. Starting out as a pitchman more than 40 years ago, he later became head of his own firm, McBride Jewelry, New York.

McGIMPSEY—William D., cookhouse and dining car operator for the Royal American Shows, October 8 in a Little Rock hospital following a heart attack. Burial in the plot of the Greater Tampa Showmen's Association. Survivors are his widow, Tess; two stepchildren and several brothers and sisters.

NICHOLS—Edwin G., 68, radio and television performer, October 4 in Detroit. He formerly directed "At Uncle Nick's" on WWJ-TV, Detroit, and radio shows for children on WXYZ, WJLB and WKHM, Detroit. Survived by his widow, Edith. Interment in White Chapel Memorial Cemetery, Detroit.

NORRIS—Edward, 53, a Variety Club member and for many years a ticket broker at the National Symphony Orchestra box office, October 13 in Washington.

PASCHALL—Alfred, 37, co-producer with Ralph Edwards of "This Is Your Life," recently in Hollywood, of cancer. Active in radio and TV production for the past 12 years, he was at one time production manager of the "Truth or Consequences" show. Survived by his parents and a brother.

REEVES—Arthur Edward, 62, veteran film cameraman, in Hollywood. Survived by his widow and two daughters.

RINGHELM—Viking, 74, well-known Danish actor, October 5 in Copenhagen. Played principal roles in legit, operettas and on radio.

ROBINSON—Chris, veteran outdoor showman, recently in Greenwood, S. C., of a heart attack. He had been with the Cetlin & Wilson Shows. Burial in Showmen's Rest, Miami.

ROGERS—A. Glenn, 45, business manager of Station WGVA, Geneva, N. Y., October 9 in Geneva. He was the author of "Forgotten Stories of the Finger Lakes" and "Inspiration." His mother, two brothers and a daughter survive.

SLIKER—J. Ellsworth, 68, singer on NBC programs when radio was in its infancy, October 12 in Easton, Pa. In the mid-1920's he sang on several network shows. Recently he had directed church and professional choral groups in the Easton area.

SOMERVILLE—Austin H., 72, convention and parade decorator here for about 30 years, October 9 in Milwaukee. Practically every trade show using the Milwaukee Auditorium as well as the many conventions visiting Milwaukee used his company's decorations. His widow, a daughter, a son and a sister survive.

SPRAGUE—Lucy Holman, 60, for more than 40 years a widely known outdoor show personality, October 10 in Seneca Falls, N. Y. She was co-owner of Holman's Rides which are well known in the East. Survived by her husband, Leonard. Burial in Bridgeport Cemetery, Seneca Falls.

STANTON—Henry, 68, senior vice-president of J. Walter Thompson, in Palo Alto, Calif., following a heart attack. He had been with the agency 40 years and was in partial retirement. His widow and four children survive.

STYS—Anna, 63, one-time circus performer, October 9 in Waukegan, Ill. Starting in show business at the age of 14, she worked as a bareback rider with Ringling Bros.' Circus for several years and later traveled with musical comedies. Survived by three sisters, Mrs. Mary Lewis and Mrs. Agnes Beyer, Milwaukee; Mrs. Stella Orth, Whitelaw, Wis., and four brothers, Joseph, John, Peter and Stanley, Milwaukee. Burial October 13 in St. Adelbert's Cemetery, Milwaukee.

TROY—F. J. (Doc), 78, retired med showman, October 9 in Hugo, Okla. Survived by nine children and a sister, Mrs. Walter Haberman, Wichita Falls, Tex.

WARNER—Sally Jo, daughter of Mr. and Mrs. Jack M. Warner, production executive of Warner Studios, interment for the 5-month-old baby was at Home of Peace Cemetery, Los Angeles.

Perpetuate

Continued from page 14

issued by the record companies, and become valuable copyrights."

Loesser's specialization in production songs stems from this belief. Prior to the formation of his own publishing firm, Loesser had long been recognized within publisher-writer circles as an accomplished writer numbering dozens of hits to his credit. Loesser then had an agreement with the E. H. Morris firm before entering the Army which called for the return of his copyrights after a three-year period. It was with these songs, i.e., "Baby, It's Cold Outside," that Loesser began the development of his firm.

The ascendancy of Loesser's firm augers well for the music business in that new ideas and new writers are being developed, who most likely will become the corps of music deans of tomorrow. Loesser last year signed the writing team of Dick Adler and Jerry Ross to an exclusive contract, thus far numbering John Murray Anderson's "Almanac" and "The Pajama Game" to their show credits.

In addition to the aforementioned Broadway musicals, Loesser has published "Guys and Dolls," "Where's Charley" and "Kismet," and "Hans Christian Andersen" and "Neptune's Daughter," the latter two from motion pictures.

In addition to the operation of Frank Music, Loesser also runs Saunders and Empress Music, the latter firm devoted solely to songs by Bessie Smith. Frank Music has also had a number of highly successful hits, among them "Hoop-De-Do," "Just Another Polka," etc.

Future plans of Loesser include the publication of a musical due for Broadway next spring, "Dilly," by Duke, Lawrence & Lee, a self-penned musical for the fall of '55 as yet untitled, and three upcoming motion pictures, "The Trouble with Harry," "The Kentuckian," and "Girl Rush."

Reviews of New R & B Records

Continued from page 44

beat drives from note one to the finish. (4 Star Sales, BMI)

ELAINE GAY
A Little Bit of Love 74
DE LUXE 2027—This is one of those disks which tries to bridge the country and r.&b. markets by pairing a rhythm and blues tune and vocal with a country string band backing. Could be, too, that it will successfully do it. Miss Gay delivers slick vocal reading on a good tune. (Jay & Cee, BMI)

My Baby, Dearest Darling... 72
The ballad gets another good reading. (Lois, BMI)

PRO McCLAM
CinemaScope Baby 71
VEE-JAY 112—The chanter sings about his 200-pound baby, and explains that he loves all of her. Not as good or as funny as the title implies, altho McClam sings it well on his debut for the label.

Please Leave Her Alone... 71
On this side the chanter comes thru with a real blues vocal on an old-fashioned ballad. McClam can sing, but he could use stronger material.

THE CASTELLES
I'm a Fool to Care 70
GRAND 114—Okay rhythm and blues coverage of the current pop click which was originally a country ditty. The group, particularly the lead singer, is smooth.

Marcella... 70
Girl song is just fair, but the group does a fine job with what they have. (Slotkin, BMI)

JIMMY LIGGINS
No More Alcohol 70
Aladdin 3251—Liggins has given up drinkin'—after the next slug—because it didn't do him any good. The beat is there, and the chanting is good. (Aladdin, BMI)

Boogie Woogie King... 68
Okay Liggins chanting on a routine piece of boogie material. (Aladdin, BMI)

GAYLE GRIFFITH
Rockin' and a Knockin' 50
EMERALD 2003—Amateuish ditty gets a so-so vocal reading and an adequate, tho hokey, backing sound. Not much here. (Cavalcade, BMI)

I'm Gonna Anchor My Heart... 50
Pretty much the same thing on this side, tho the ditty is a bit better in several ways. (Cavalcade, BMI)

VOX JOX

Continued from page 32

ville, Pa., reports that his station is now one of the more than 780 stations affiliated with the Keystone Broadcasting System. . . . Larry (Jockey) Jones has just begun a new series of programs, "This Is Jazz," over KTXN, Austin, Tex.

Ken Brown, WTMC, Ocala, Fla., announces a new deejay at his station who has all the local swains swooning on their sets. Her name is Shirley Woolery, and she holds forth every night on "Dream Time" from 10:30 p.m. to 11:30 p.m. . . . Slim Pierce, morning deejay at WZOB, Fort Payne, Ala., left for radio school in Chicago the first of October. He is being replaced by Bob Maupin who started his radio career at WZOB. . . . Lou Essex has moved from WGNI, Wilmington, N. C., to WMSC, Columbia, S. C. . . . Milton Maltz has rejoined WKHM, Jackson, Mich., after a two-year stint in the Navy. . . . The modern jazz series which started as a summer replacement at WSWA, Harrisonburg, Va., with Billy Nash spinning, has been renewed to run all winter.

THIS 'N' THAT: Barney Groven, WONE, Dayton, O., has a favor to ask: "Our particular problem is that we have in our library the Capital Transcription Service, but no catalog for the music. We wondered what station would have one we could borrow long enough to compose one of our own. Thanks a million for any co-operation you can give us." . . . Gene Riggle, WINL, Thortown, Ind., thinks there's a terrific amount of great wax circulating right now. . . . Some time ago Willard Howell's name appeared in our column as

Mort Payne of WZOB, Fort Payne, Ala., and we would like to both apologize to Mr. Howell and ask that anyone using the incorrect name, change his records to read, Willard Howell.

Garry Miller, WKXL, Concord, N. H., is recovering from a tonsillectomy. . . . Don Speir, WAMI, Laurel, Miss., has a right nice message for us. He writes, "Praise be to The Billboard's pop charts. I never work without them. I use them to compile my picks for the top records of tomorrow on my 'Destination Hit Parade.' It's a program with audience participation picking the records we think will skyrocket to that honored position, Billboard's 'Honor Roll of Hits.'" . . . Rudy Nelson, WBEL, Rockford, Ill., would like to swap a 10-minute tape weekly with another East or West Coast deejay. . . . Tut Perry, WHLM, Bloomsburg, Pa., says: "Thanks for the Top Tunes listings. I constantly refer to The Billboard for the make-up of my shows, but the Top Tunes is so convenient, it just fits my shirt pocket and I can carry it with me."

Bill Codaire, WSTC, Stamford, Conn., has no news to report but tells us that he is "happy to fill out the questionnaire and any others you may have. This is a great business, let's keep it great." . . . Bob Sherman has started a children's show on WTNJ, Trenton, N. J., called "Big Brother Bob." . . . On September 27, Ed Paulin, WMRN, Marion, O., moved his show, "Magic Carpet," to the window of Sears Roebuck on a six-week contract to start with, and expects a renewal thru Christmas. . . . Art Preston, WSPR, Springfield, Mass., recently spent two days in New York visiting the music publishers.

HAZEL FLOORS STATION WTOP

WASHINGTON, Oct. 16.—Hurricane Hazel put Station WTOP on the ground floor for a couple of hours last night.

TV crews had to evacuate the station's top floor studios when the nation's capital got the brunt of the hurricane. The show went on at WTOP tho—from the building's lobby.

did you miss it*?

Reviews and Ratings of New Classical Releases

Continued from page 45

Appleton and Michael Field, duo-pianists; Castle Hill Festival Orchestra; Frank Brief, Cond. Period SPL 700 . . . 65
Two lovely, highly spirited concertos written by Bach for "clavier," which in his day meant any keyboard instrument. Earlier recordings of these works employ harpsichord. This recording by Miss Appleton and Mr. Field does not readily supplant the harpsichord versions by Vidoro and Sorenson (Haydn Society), tho the reading is clean and elegantly turned. The orchestral accompaniment is perfunctory and poorly recorded.

HAROLD SHAPERO: SYMPHONY FOR CLASSICAL ORCHESTRA (1-12)—Columbia Symphony Orchestra; Leonard Bernstein, Cond. Columbia ML 4889 . . . 64

Shapero is one of the most promising talents among younger American composers and this fine recording of a major work is a worthwhile artistic project, made possible by a grant from the Koussevitzky Foundation. It would be foolhardy to hope for many sales, but those who are disposed to give it a try will soon recognize a deeply felt composition wrought with a sharp and knowing technique. Bernstein, an associate of Shapero's at Brandeis University, yields a sympathetic baton.

BIRTHS

LEOPOLD—A son, James Edward, to Mr. and Mrs. G. E. Leopold, October 1 in St. Paul's Hospital, Vancouver, B. C. Father is a circus clown known professionally as Circus Leo.

MILLER—Twin girls, Jennett Lee and Jeannie, to Mr. and Mrs. B. E. Miller, of the Star Amusement Company, October 1 in Little Rock.

SCHROEDER—A son to Mr. and Mrs. Allan Schroeder, recently in Evanston, Ill. Father is account executive at WBBM-TV, Chicago.

DIVORCES

LEE—Anna Jewel Lee, non-pro, from Charles H. Lee, skillo agent, September 18 in Knoxville.

RENKEN—Salome Helen Renken from Clarence Renken recently.

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AMUSEMENT COMPANY of AMERICA

PAUL OLSON and the entire organization

DALLAS TAKES 66,000 GATE LEAD IN FIRST FIVE DAYS

Pulls 206,065 Opening Day; Strong Crowds Given All Major Attractions

DALLAS, Oct. 16.—Going into its second and always biggest weekend, the State Fair of Texas was running far ahead of any previous year in attendance.

Thru Wednesday (13), only one day had fallen behind last year's attendance for a corresponding day. This was Monday (11) when thunderstorms hit shortly after 6 p.m. Showers were also forecast for the succeeding days, but the front bringing the rain missed the Dallas area and fair, hot weather ensued. The mercury soared into the upper 90's Tuesday (12) and Wednesday (13), but fair and cooler was forecast for the weekend.

Daily attendance compared to last year follows:

	1954	1953
Saturday	206,065	177,404
Sunday	155,461	152,640
Monday	50,031	53,196
Tuesday	189,677	58,799
Wednesday ..	93,721	186,741

Totals

	1954	1953
Totals	394,955	628,780

Dallas Day, one of the fair's good big days, was on Wednesday last year and Tuesday this year, which accounts for the discrepancy in the comparison of Tuesday and Wednesday attendances.

Record Football Throng
Altho about 7,000 people saw opening performance of "The King and I" in the auditorium and "Ice Cycles in 1955" in the Ice Arena on Friday night (8), they were not figured in the attendance for the fair, since the exposition did not officially open until the following morning.

Opening day, Saturday (9), pitted Oklahoma, the nation's No. 1 football team, against Texas. No. 14, in the Cotton Bowl. Oklahoma retained its No. 1 ranking with a 14-7 win over Texas and a new attendance record was established for the Cotton Bowl. The stadium holds 75,504 ordinarily, but the University of Texas printed 700 extra student tickets and benches were installed on the grid-iron back of the goal posts to run the crowd up to 76,204, biggest crowd ever to see a football game in Texas.

The opening day attendance of 206,065 was one of the fair's better opening days, the best since 1949, but not close to the record first day mark of 222,310 established in 1948.

Potent Build-Up
The fair opened to the usual tremendous fanfare of publicity in Dallas newspapers; both of which had special editions running upward of 200 pages each on Sunday (10), and in addition received strong national plug with story in the American Weekly, newspaper supplement with 10,000,000 circulation over the nation. Story was carried over by-line of Phil Stong, who wrote the novel "State Fair" about the Iowa annual. Lay-out included two pictures.

Over 2,500 newspaper publishers and radio and television execu-

(Continued on page 53)

'RIDING SPACE' PAYS OFF FOR BIKE SALESMAN

WESTBURY, N. Y., Oct. 16.—An exhibitor got a good start on covering his week's nut only a few minutes after asking manager Charley Bochart for space at the Mineola Fair & Industrial Exposition last week. All he wanted to was pedal his German-made collapsible bike around the grounds, he said, so Bochart sold him riding space for \$50.

The salesman wheeled over to the midway where his bike caught the eye of concession manager Morris Brown, of the I. T. Shows. Result was a quick \$50 sale for a bike for Brown's son.

'HOME RUN'

Baseball-Type High Striker Sent to Israel

NEW YORK, Oct. 16.—Baseball strikers are in use as far off as the Philippine Islands and Tel Aviv, Harry Nelson said this week. Nelson, who turns out baseball strikers and high strikers at his Coney Island shop, said recent installations of the latter include a pair this year at Revere Beach, Mass., and the unit in Israel.

Nelson's baseball unit has the same upright backboard as his high striker but is lettered with baseball phrases. A bell-ringer is a home run. The striking mechanism features an upright batting rubber which the patron swings at with an oversize bat. Because of having to allow for both left and right-handed players, it requires more ground area, 15 by 15 feet.

Hickory bats from 38 ounces and heavier are provided for the game. The patented baseball striker is also in evidence in Norfolk and in South Beach, N. Y.

See Movie Tax Bringing N. Y. \$5.5 Million

NEW YORK, Oct. 16.—On movie admissions alone, the city amusement tax of 5 per cent will bring in an estimated \$5.5 million, according to the budget director's office. The estimate was made on studying returns of July and August.

There was no report on returns from other forms of amusements, such as amusement parks, bowling alleys and legitimate theater.

It was brought out at a hearing this week that during July and August alone, the movie houses paid \$779,358 under the new tax. The theaters are holding \$124,811 in "breakage" money. The tax law requires them to collect an additional penny when the tax calls for payment of 1/2 cent or more.

The theaters contend that this means they are collecting more than 5 per cent, and the "breakage" should not be turned over to the city. The State Supreme Court has upheld the movie men but the city is appealing the case.

FOOD AND FUN

Grocery Chain Finds M-G-R's Build Trade

JACKSONVILLE, Fla., Oct. 16.—Jax Meat, a super market chain here, this week placed an order for its third Merry-Go-Round with the Allan Herschell Company, North Tonawanda, N. Y. The chain, which operates five stores and is building its sixth, has had two Herschell Merry-Go-Rounds in operation for some time.

The first device has been at its Beach Boulevard store for two years and a second was set up at a shopping center where Jax Meat also operates a large drugstore. The newest addition to the line-up will be placed at one of the other markets.

Jax operations differ some from the usual method. Rides are free, no tickets are needed even from the store. In fact, riders can come to the store just to enjoy the ride.

Julian Jackson and T. F. Covert, co-owners of the chain call the Merry-Go-Rounds their "baby sitters" and they keep them going continuously even on Sundays.

The attractions are promoted thru newspaper advertising and TV spot commercials.

Acrobat Anja Willey, of the Willey Trio, with Circus Stefanovich in Uruguay, was badly shocked and an elephant was killed instantly when the animal stepped on a live wire recently.

sonal appearances. More, he expects promotional backing from sponsors when he makes an appearance. It was the bakery firm in Detroit and a dairy in Salt Lake City that shared with the fairs the costs and efforts in bringing the Cisco Kid to town.

He also thinks that commercials should do more than sell a sponsor's product. In that vein, he has just completed 23 commercials for Interstate which still pitch bread but also tell the youngsters to mind their parents, finish their meals and get enough sleep—all in a series of jingles. That's tied in with his conviction that being a hero to children brings on many extra responsibilities.

Renaldo recalls that O. Henry's original "Cisco Kid" was a "lovable thief, a Robin Hood." But the

(Continued on page 75)

Lubbock, Tex., Tabs 171,112 For New Top

LUBBOCK, Tex., Oct. 16.—The 37th annual Panhandle South Plains Fair, which closed its six-day run here October 2, cracked all attendance records, final figures indicated this week. A total of 171,112 people came thru the turnstiles, surpassing the former record count of 165,369, chalked up in 1952.

Biggest day of the run was opening day, when 59,643 patrons swarmed over the grounds, led in by a parade of 33 high school bands. This was another new record, far surpassing the previous single day mark of 47,913 set in 1948.

Featured attraction in the new 5,500-seat Coliseum, was a "Grand Ole Opry" show headed by Webb Pierce, Slim Whitman and the Maddox Brothers and Rose. Good turnouts were registered during most of the week. Bill Hames Shows again provided the midway attractions. Fair had two high free acts, Sensational Ortons and Flying LaMars, plus the Lesselli Marionettes and nightly fireworks.

Annual premiered three new buildings this year, the Coliseum, a larger agriculture building and a modern women's building. According to President Charles L. Adams Jr., both outside and inside commercial exhibit space approximately doubled that of any previous year.

'54 Off 20% For Newberry

CHICAGO, Oct. 16.—Tournament of Thrills played the final date of the year Sunday (10) at Fort Smith, Ark., after a season that was generally 20 per cent below '53, Earl Newberry, top man of the organization, announced. While much of the decrease was felt during a shortened still date trek, grosses at a number of fairs were also down, he said.

Newberry attributed the decline to a combination of reasons. Weather was one of the most important in addition to tighter economic conditions and drought in many areas.

Newberry spent a couple of days here cleaning up business before heading for his Jacksonville, Fla., home.

Harold Dunn's miniature circus is set up at a Washington, D. C., department store and is scheduled to stay thru the Christmas season.

HURRICANE HITS SOUTHERN FAIRS

Torrential Rains, 90-M.P.H. Winds Lace Winston-Salem, Greenville

NEW YORK, Oct. 16.—Hurricane Hazel laid a curtain of rain and high winds over the East Coast yesterday, clobbering Southern fairs and endangering amusement parks and other fairs which were in its path.

Winds ranged from 30 to more than 90 miles per hour, and last night the storm, moving northward, had centered in the North Carolina-Virginia region with dire threat for the annuals in its way.

Winston-Salem's fairgrounds was completely inundated with water feet deep in many places. The day was washed out as a day could be bleak for the fairmen and World of Mirth Shows alike, but nothing new to the people who had waded thru the show's early New England season.

Telephone Lines

All telephone communications between Winston-Salem and the Coast were disrupted, and connections to the Carolinas were shelved behind six to eight-hour delays.

Many carnivals were clustered in the storm area. Penn Premier Shows in Chase City, Va., was in-operative last night as 90 m.p.h winds lashed the Mecklenburg County Fairgrounds and ripped down the main front gate. Rides were stripped, as they were up and down the Coast, and torrential rains fell in sheets thru the day. Warned in plenty of time of what was in store, customers had started leaving the fair with the first rain. The J. C. Ranch Rodeo and Hamid acts were washed out.

In South Carolina the fair at Rock Hill had winds and rain yesterday morning but no damage was done and the annual resumed in the afternoon in cold but clear weather with Vivona Bros.' Shows on the midway.

Spartanburg and the Cetlin & Wilson Shows also suffered some effects of the blow, but the winds were no stronger than 30 m.p.h by nightfall, with indications they would abate before long.

Among the other carnivals grouped in the storm area were

Virginia Greater, James E. Strates, George Clyde Smith, Mighty Page, John Marks, Prell's Broadway, Beam's Attractions, AMP and Gold Medal.

The hurricane was passing over places which had been spared by the two earlier big blows which roared down on Eastern fairs and amusement locations this year.

PERSONAL APPEARANCES

'Cisco' Says Fair Dates Hype TV Film Success

By TOM PARKINSON

CHICAGO, Oct. 16.—With new records at fairs in Detroit, Salt Lake City and Memphis to his credit, Duncan Renaldo, the "Cisco Kid" of television, declared here this week that personal appearances are the culmination of a studied system for keeping the Western character in top form and in the top bracket of a demanding field.

At the Michigan State Fair, Detroit, accompanied by Leo (Pancho) Carrillo, the Cisco Kid doubled last year's grandstand score by grossing \$34,000 and drawing 32,000 people. At the Utah State Fair, Salt Lake City, he pulled 49,300 youngsters, to put the fair in line for an over-all record. He sparked the biggest single day's attendance at the Mid-South Fair, Memphis, with 60,329 counted, and moved the rodeo 20 per cent ahead of last year.

In each case he worked extra hours distributing autographed pictures, talking with kids and parents and visiting hospitals and orphanages. Renaldo has built himself a well-earned reputation as a hard-working cowhand who sells himself and his fairs and commercial sponsors by tireless contact with his young public.

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RESULTS GOOD

Dixie Events Survive Record Heat Wave

WINSTON-SALEM, N. C., Oct. 16.—Record heat which has blanketed this section of the country for a couple of weeks, strangely enough, has not seemed to cut into attendance or earnings of the multiple fairs which have taken place and are now in operation.

The soil is bone dry from Virginia south and crops have been cut 50 per cent and more by a drought that started late in June. To make matters worse for the farmer the drought encompassed the second straight growing season. In some localities, including Anderson, S. C., where a fair will take place in three weeks, drought is plaguing the farmer's for the fourth straight year.

Virtually every county in the Carolinas and much of Virginia is seeking disaster area status in the hope of securing federal aid. The same condition existed a year ago and large displays of irrigation equipment are now noted at several fairs.

Tobacco High

Despite the parched land the farmer seems to be holding money and just as enthused about his fair as ever in the past. A prime reason is the fact that tobacco prices are high with some sales here reported topping records set in 1917.

Obviously, the publicity given to the possible association between smoking and cancer has not curtailed the efforts of the manufacturer who, in addition to buying all of the tobacco and paying top prices for it, is also dotting the area with new processing plants. Neither does the tobacco farmer appear to be concerned about the immediate future.

Surprisingly, the small fairs in strictly agricultural communities appear to be doing all right, despite these serious handicaps. Events held in sizable communities have a measure of revenue insurance in the fact that the move to, and establishment of industry in

the South continues. The textile plants are humming and money appears plentiful enough.

The water shortage in some communities, like Greensboro, N. C., has resulted in strict regulation of its use. Other communities have hired, or are considering the hiring, of rainmakers.

Temperatures in excess of 100 degrees have been reported by the managers of some events. Readings in the nineties have been common. Almost anywhere else this kind of heat would seriously melt gate revenues.

Many of the fairs in this section get the bulk of their business at night. With the sun down and the nights warm the turnstiles click rapidly.

Centerville, Mich., Gains 5 Per Cent

CENTERVILLE, Mich., Oct. 16.—The 104th Saint Joseph County Fair at Centerville, Mich., went 5 per cent ahead of last year despite adverse weather, according to final tally by Lester R. Schrader, treasurer-manager. The first three days were cold and rainy, hurting attendance seriously, but the pick-up in the final three days was so strong that the Barnes-Carruthers show gave two performances in front of the grandstand each of these nights to handle business. Gooding's rides and shows played the midway.

Warrenton, N. C., Event '55 Midway Not Booked

WARRENTON, N. C., Oct. 16.—The Warren County Fair Association has made no bookings of attractions for next year, according to William K. Lanier, president. Recently it was inadvertently stated that Carl Ferris Shows had been awarded the midway contract for '55.

Rapid Growth Evident At Greenville, N. C.

GREENVILLE, N. C., Oct. 16.—A host of new records appeared likely at the Pitt County Fair here this week as the event continued in hot, dry weather. Norman Y. Chambliss, who manages the event in addition to the Rocky Mount (N. C.) Fair, said that evidence pointed to a record breaking run.

Despite a serious drought continuing thru the second straight growing season the farmers appear to be holding plenty of money and are willing to spend. The money crop here is tobacco and prices are reported at a record high. The tobacco sales for this county are reported the greatest in the nation.

The switch to the old airport location some few years ago has aided greatly to the expansion of this event. An attractive and sizable concrete block exhibit building is the first unit encountered by the visitor. Flanking livestock and farm machinery displays support Chambliss' claim that the agricultural status of the event has grown considerably and now ranks high. An active and knowledgeable board is assurance of continuing growth and stability.

Experience Noted

Chambliss moved in here to manage this event only a couple of years ago. Since then he has applied principles learned in the operation of his own fair for a quarter of a century at Rocky Mount plus a term as manager of the North Carolina State Fair at Raleigh.

Chambliss termed the recently concluded Rocky Mount Fair the best he has ever staged. The good weather thruout the week made it possible to attract more people than ever before, he said. The drought also encompassed the Rocky Mount drawing area but

earnings did not seem to be seriously affected.

Recently Chambliss has started to raise his gate prices nominally and making his grandstand presentations free. George A. Hamid talent, used at both events, present afternoon and evening shows. The reception by the public has been excellent, Chambliss said, with capacity audiences enjoying the shows and well pleased with the bargain offerings.

Prell's Broadway Shows furnished the midways at both events and reportedly did well.

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Popcorn Assn. Girds For Record Conclave

CHICAGO, Oct. 16.—J. J. Fitzgibbons, president of the International Popcorn Association, this week predicted the organization's convention and exhibit here October 31-November 4, would be the largest and best attended of the series.

The conclave, the second under the newly named association, will be held in the Conrad Hilton Hotel. IPA was born in October of last year as the successor to the National Association of Popcorn Manufacturers.

"We have formulated a program for every segment of interest within the popcorn and concession industries," Fitzgibbons explained, "and each one will be a real work shop session with discussion leaders participating under the program moderation of senior directors of each IPA segment. There will be individual programs for the popcorn processor, theater-concession operator, manufacturer-wholesaler, jobber-distributor, broker, retail popcorn operation and equipment manufacturers."

Chairmen
Serving as program chairmen are: popcorn processor: Harold M. Alver, Premier Popcorn Co., Watsseka, Ill.; theater-concession: Bert Nathan, Theater Popcorn Vending Corp., Brooklyn, and Nat Buchanan, American Theater Supply Corp., Boston; manufacturer-wholesaler: Morrie R. Yohai, King Kone Corp., New York; jobber-distributors: Augie J. Schmitt, Houston (Tex.), Popcorn and Supply Co.; broker: Hersch I. Yesley, Yesley Bros. Sales Co., Newtonville, Mass.; retail popcorn shop: H. H. Miller, Caramel Crisp Shop, Madison, Wis., and equipment manufacturers: H. E. Chrisman, Cretors Corp., Nashville.

The Popcorn-Candy and Concession exhibit, located in the north exhibit hall of the hotel, will be under the supervision of Carl Siegel, Stanley Warner Management Corp., New York, who is exhibition chairman. Exhibition hours are: October 13, noon to 6 p.m.; November 1, 11 a.m. to 6 p.m.;

November 2, noon to 6 p.m.; November 3, 11 a.m. to 6 p.m., and November 4, 11 a.m. to 6 p.m.

Co-chairmen Bert Nathan and Nat Buchanan have scheduled eight sessions of two and one-half hours each covering popcorn, candy, ice cream, soft drinks and drive-in operations. In excess of 31 subjects will be discussed by leading theater and concession operations.

Schedule
The sessions are scheduled from 9:30 a.m. to 12 noon and 2:30 p.m. to 5 p.m. daily on November 1 to 4. The session on November 4 will be a combined concessions forum with the Theater Owners of America offering a summary presentation of all subjects covered in the previous three days.

Among the discussion leaders participating in the panels will be: Albert H. Reynolds, Claude Ezell & Associates; Philip L. Lowe, Theater Candy Co., Inc.; Ralph Pries, Berlo Vending Co.; Melvin R. Wintman, Smith Management Co.; Oliver Graaskamp, The Borden Co.; Jack A. Farr, Farr Amusement Co.; B. A. Bouchart, Mars, Inc.; John G. Flanagan, Theater Confections, Ltd.; Frank H. Kershaw, Western Drive-In Theaters, Ltd.; James O. Hoover, Martin Theaters; John L. Link, Crescent Amusement Co.; Van Myers, Wometco Theaters; Kendall Way, Interstate Theaters; James Loeb, Walter Reade's Theaters; Kenneth G. Wells, Theater Confections, Ltd.; Spiro J. Papas, Alliance Theater Corp.; Lee Koken, RKO Theaters; Melville B. Rapp, APCO; Rollin Stonebrook, Cole Products Co.; Harry Minkey, Kelling Nut Co.; Irving Cohn, Jefferson Amusement Co.; Eddie Redstone, Redstone Drive-In Theaters; Abe Bloom, Balaban & Katz Theaters; Loyal Haight, W. S. Butterfield Theaters; Carl Siegel, Stanley Warner Management Corp.; Larry Wallace, E. M. Lowe's Theaters; Raymond Showe, Theater Candy Co., and A. J. Schmitt, Houston Popcorn and Supply Co.

Case Prices Up to \$1.20 In N. Mexico

SANTA FE, N. M., Oct. 16.—Soft drink prices are on the upturn in this area. Coca-Cola Bottling Company here boosted its case price from 80 cents to \$1.20 per case and most other bottlers are matching the rise.

Seven-Up, which also bottles Mason pop, and Dr. Pepper, which produces Delaware Punch and distributes Canada Dry, upped its rates to \$1.20. And Royal Crown, which is trucked here from Albuquerque, has adopted the new level.

Coca-Cola operates to the north and south of this city are reported holding to the 80-cent level. On the other side of the picture is the \$1.25 price, highest in the State, being paid at Gallup, N. M., for Coca-Cola.

Hires Sirup Up to \$1.55

PHILADELPHIA, Oct. 16.—Hires fountain sirup has been boosted to \$1.55 per gallon, according to C. D. Clarke, general manager of the firm's fountain division.

Clarke said the hike, the first rise for the product in 25 years, represents an increase of slightly less than 7 per cent. The increased price was attributed to higher costs of shipping, sugar, labor, packaging and production ingredients.

This was the second increase in the sirup business in recent weeks. Coca-Cola boosted the price of its fountain sirup a few weeks ago.

Beverage Firm Intros Mint-Flavor Ginger Ale

CHICAGO, Oct. 16.—Latest flavor in the ginger ale field will be mint, according to Cott Beverage Company, which will introduce this new beverage soon. It was concocted as a mix with vodka.

NEW DEVELOPMENTS

Automatic Ice-Maker Boasts Big Production

FORT WORTH, Oct. 16.—Polar Chips Manufacturing Company is marketing a new automatic ice-making machine that is said to produce over 230 pounds of ice in ready-to-use pellet form every 24 hours. The unit is encased in a custom-designed, console-type cabinet and is compact in size—39½ inches high, 24 wide and 24 deep. There are no moving parts in the refrigeration unit and the machine is readily adaptable to locations where space is at a premium and where water and electrical connections are available. Firm says the tubular shape of the pellets provide quick chilling of beverages and foods. Ice-maker is equipped with a third-ton, 115 volt air-cooled compressor and has its own enclosed storage bin with a capacity of 110 pounds of ice. Two other larger capacity models are also available.—Polar Chips Manufacturing Company, 3501 Bi-Way Street, Fort Worth.

factured here. Built of aluminum and brass for long life, the unit has dies that are interchangeable in the same bowl. Weight of the cakes is controlled by adjustment of the regulating dial. Brackets and arms are adjustable to kettle height and have a swinging extension adjusted to the number of kettles. Die and plunger sizes are 1½, 1¾ and 1¾. Bowl is of polished aluminum. Machine also has accessories including a stick attachment which cuts 100 to 300 dozen stocks per hour, two at a time. A french cruller cutter is also available in three sizes and a puff ball cutter is also in the line.—Gem Doughnut Machine Sales Company, 45 Sycamore, Waterloo, Ia.

Lid Dispenser Takes All Sizes . . .

NEW YORK—A new lid dispenser, useful in any hot or cold drink send-out operation, has been introduced here by the Lily-Tulip Cup Corporation. According to the maker, the dispenser accommodates all sizes of hot or cold cup tab lids, with the exception of creamer lids, and also takes squat container lids up to eight-ounce size. Maker points out that the dispenser is easy to load, operate and keep clean.—Lily-Tulip Cup Corporation, 122 East 42d Street, New York 17.

Display Case Refrigerated . . .

CHICAGO—For use in a semi-celebrated kitchen, a refrigerated display case is being offered here by Leitner Equipment Company. The unit is said to reduce steps and make prepared foods only a few seconds away from the customer. The refrigerated upper section displays such foods as whipped cream pies, fruits, salads, etc., and refrige-

Coffee Makers Chop Prices on Instant Brew

NEW YORK, Oct. 16.—For the second time within a month producers of instant coffee have cut their wholesale price levels. Cuts ranged from 2 cents on the two-ounce jar to 6¼ cents on the six-ounce jar for regular instants. Decaffeinated instants dipped from 4 1/6 cents on the two-ounce jars to 8½ cents on the four-ounce jars.

Participating in the decreases were the Borden Company, General Foods Corporation (Maxwell House and Sanka) and Nestle Company, Inc. (Nescafe, Nestle and Decaf). The cuts were primarily due to a declining market on green coffee.

General Foods' new wholesale prices on its instant coffee are \$26.40 for a case of 16 six-ounce jars. On its Sanka instant brand the new prices are \$14.60 for a case of 24 two-ounce jars and \$14.15 for a case of 12 four-ounce jars. Borden cut 50 cents off the wholesale price of a case of 24 two-ounce jars, 63 cents off a case of 12 five-ounce jars and 84 cents off a case of 16 five-ounce jars. Nestle chopped 50 cents off its case of 24-ounce jars and 50 cents off a case of 12 four-ounce jars.

Concess Biz Off at Colo. Ball Parks

DENVER, Oct. 16.—Concession business at baseball parks in Denver and Colorado Springs were off volume-wise this year, according to Ned Collins, manager of Mile High Enterprises, food and drink purveyor at the two stadiums. Per capita spending, however, was up, he said, while total attendance at both spots was down from a year ago.

The Collins organization will continue to operate its stands at City Park here until the snow falls. And an all-star baseball game is still to come at the ball parks. The firm's boat concession at City Park closed on Labor Day.

Hires Profit Ahead of '53

PHILADELPHIA, Oct. 16.—Charles E. Hires Company chalked up a net profit of \$185,397 during the quarter ending June 30, a sharp increase over the \$88,883 earned during the same period last year. Net sales from April 1 to June 30 were \$2,967,931 compared with last year's \$3,193,820. Net earnings for the nine-month period totaled \$77,532.

rated storage compartments below hold bottled goods, juices and butter. Features of the unit include all-steel, electrically welded construction; stainless steel interiors and exposed exteriors; high density fibrous glass insulation. The case has double glass roller bearing sliding doors with refrigeration coil concealed by inclined mirrors. Unit operates on 110 volt, 60 cycle, AC current only.—Leitner Equipment Company, 2326 South Canal Street, Chicago 16.

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36 FAIR DATES

Cooke Bookings Near Double Those of 1953

LANCASTER, Pa., Oct. 16.—Booker Harry Cooke, leaving for a six-week vacation in California, last week described 1954 as the best ever for outdoor operations of Cooke & Rose Theatrical Enterprises. He will combine his rest with a search for new talent to show at Eastern events next season.

Cooke cited the booking of one or more acts into 36 fairs, over 130 "Grand Ole Opry" dates, 50 celebrations and 20 parks. The aggregate was said to represent nearly double last year's bookings.

With the exception of Bridgeton, N. J., which was plagued by rain throught the week, every fair date played exceeded its 1953 grandstand business, he claimed.

Richmond Format Discussed

Cooke this year showed at Richmond, Va., for the first time and put a circus-type line-up which performed before a striped sidewall background. Entries were thru marquees erected at each end of the stage, and a canopy both decorated and covered the bandstand. The three-ring circus theme

was also employed at the Great Hagerstown (Md.) Fair, Cooke said. He cited J. A. Mitchell, Richmond manager, as reporting the fair's best grandstand turnout in years.

Good to fair weather prevailed throught Cooke's season, with only five days lost to rain at all fairs booked.

Other fairs on the Cooke & Rose books were Morristown, N. J.; Cumberland, Md.; Woodstock, Staunton, Luray and Bel Air, Va.; Huntsville, Ala.; Statesville, N. C.; Towanda, Selinsgrove, Shade Gap, Huntingdon, Washington, Centre Hall, McClure and Clearfield, Pa.; Berlin and Brooklyn, Conn., and one or more acts into Westport, Sandy Creek and Afton, N. Y., and Bangor, Pa.

Weekly bookings were in effect for six parks, there were several July Fourth celebrations, and four sportsmen's shows.

Huntsville, Ala., Gate Dips 5%

HUNTSVILLE, Ala., Oct. 16.—Attendance at the Madison County Fair, September 26-October 2, was only 5 per cent below last year despite rain, final figures indicated this week. Rain cut into turnouts the first three days, but skies cleared for the final half of the run. Gooding Amusement Company provided the midway attractions. A total of 15 acts were featured in front of the grandstand.

Many Improvements Mark Chase City, Va., Presentation

CHASE CITY, Va., Oct. 16.—A number of major improvements, sparkling clear weather and the salvage of some crops despite a record drought had Mecklenberg County Fair officials talking in terms of record attendance by mid-week.

Shooting for gate marks isn't easy here. According to surveys by Garland Moss, manager, the fair already draws one-third again as many people as reside in the entire county. County population hovers around the 35,000 mark. The fair's attendance is some 50,000, give or take a few thousand, depending upon the weather.

The good weather experienced thru the early part of the run and in prospect for the remaining days may well boost attendance figures to 60,000 or more, a remarkable turnout in view of the open nature of the surrounding countryside. Moss knows that he will have to reach out to bring in more people, but it is a question as to how wide an area a county fair can draw from when many other events are going on at the same time.

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Big State: Lockhart, Tex.
Blue Grass: (Fair) Americus, Ga.; (Fair) Moultrie 25-30.
Buck, O. C.-Model: Union, S. C.
Burke, Harry: (Fair) Franklin, La., 21-24; (Fair) Crowley 27-28.

(Continued on page 59)

Circus Routes

Send to
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Davenport, Orrin: Wichita, Kan., Nov. 7-13.
Kelly-Miller: Claremore, Okla., 19; Sapulpa 20; Okemah 21; Cushing 22; Stillwater 23; Chandler 24; Guthrie 25; Kingfisher 26; Anadarko 27; Lindsay 28; Ada 29; Sulphur 30; Madill 31.
Kelly & Morris: Lincolnton, N. C., 20.
King Bros.: Blytheville, Ark., 19; Jonesboro 20; Batesville 21; Little Rock 22; Hot Springs 23; Texarkana, Tex., 25.
Polack Bros. Eastern: Utica, N. Y., 20-23; Johnstown, Pa., 26-28; Baltimore Nov. 1-6.
Polack Bros. Western: San Antonio 19-24; Harlingen, Tex., 26-28; Little Rock Nov. 2-5.
Ringling Bros. and Barnum & Bailey: Goldsboro, N. C., 19; Durham 20; Winston-Salem 21; Greensboro 22; Danville, Va., 23; Asheville, N. C., 25; Spartanburg, S. C., 26; Greenville 27; Charlotte, N. C., 28; Columbia, S. C., 29; Greenwood 30.
Rice Bros.: Vandalia, Ill., 25-29; Anna Nov. 1-5.
Von Bros.: Troy, N. C., 19; Badin 20; Norwood 21; Pageland 22; Chesterfield 23; Kershaw, S. C., 25.

MISCELLANEOUS

Hitler's Car: Jersey City, N. J., 19-24.
Hippodrome of 1955: Milwaukee, 19-24; St. Paul 26-31.
Magnum the Magician: Asheville, N. C., 19-23; Spartansburg, S. C., 24-30.
Marie O'Day Palace Car: McMinville, Tenn., 19-20; Manchester 21; Tullahoma 22-23; Winchester 25-26; South Pittsburg 27-28; Stevenson, Ala., 29; Scottsboro 30-Nov. 1.

Kid Carousel Put in Store Toy Section

NEW YORK, Oct. 16.—The Abraham & Strauss department store organization has purchased a new kiddie Merry-Go-Round from the Allan Herschell Company and has it installed in its eighth-floor toy department at the Brooklyn store.

Plans so far call for the ride to remain there permanently and for operation to begin the end of this month. It is intended to get up a 25-cent package for children which would include gifts and a free ride.

N. Y. Coliseum Ceremony Set

NEW YORK, Oct. 16.—Elaborate ceremonies will mark the laying of the cornerstone of the New York Coliseum, a \$35 million structure designed to lure convention business. Work on razing the existing buildings at the Columbus Circle location has been accelerated and will be near completion in two weeks time.

The four-story structure is scheduled to be completed in March, 1956. Separate entrances for each floor will make it possible for the Coliseum to serve four organizations at the same time without confusion. Special ramps and elevators will make it possible for trucks carrying exhibit equipment to go directly to the show areas for unloading.

Twang Goes Into Cans

TACOMA, Wash., Oct. 16.—Twang Root Beer is now being canned here by Cammarano Bros., the first time the beverage has been offered in the tinned containers. The firm is offering it in quart and 12-ounce sizes. While the firm is now operating in Central Washington, plans are to expand throught the Northwest. Parent Twang firm is operated in Chicago by C. O. and W. D. Sethness.

Weather Cuts Gate At Fayetteville

FAYETTEVILLE, N. C., Oct. 16.—Fluctuating temperatures that ranged from 101 down to 46, cut into attendance at the Cape Fear Fair, which closed here Saturday (9). Total attendance was reported at 45,000 paid, a decline of 3,500 from last year.

Monday and Tuesday had temperatures of 101 and 100 degrees respectively, while the mercury dropped to 46 degrees on Thursday. This, along with a prolonged drought in the area, helped keep attendance down.

A group of acts, featuring the Flying Valentinos, did two daily shows in front of the grandstand. Fireworks topped off the evening bill. John H. Marks' Shows provided the midway for the 22d year and reported a gain over '53.

Bubble Dip Operator Gets Publicity Spread

LONG BEACH, Calif., Oct. 16.—Concessionaire Jim Myre made a good publicity spread in the Long Beach newspaper this week for his set-up at Nu-Pike. He operates an African Dip reframed as a Bubble Bath game. The yarn told that he had been in the business since 1907 and never had so much trouble as since he began using girls for targets. Story said, "they all marry customers."

Major Southern Bottlers Stick to 80-Cent Case Price

CHICAGO, Oct. 16.—Altho an estimated five out of six bottlers in the United States have long deserted the 80-cent case wholesale price for soft drinks, there is little tendency toward any increase in the traditional Solid South.

While some upward trends have been noted in scattered areas, the price is holding steady in such key markets as Atlanta, Dallas, Fort Worth, Houston and Louisville according to the results of a recent survey. The big bottlers are generally holding to the 80-cent level and until some break is indicated in this front, little chance of increase is anticipated for the smaller ones.

Most wholesalers are eager to boost the prices and those that have done so, report little resistance to the new levels. One thing in

their favor has been the increased advertising budget that has resulted from a cent a bottle hike at retail levels. This was true with Houston Seven-Up, which notes little resistance to its six-cent a bottle price.

Many bottlers feel that adherence to the 80-cent level is cutting into their advertising budget and may, in the long run, be felt in their sales volume.

The Dr. Pepper Bottling Company, Asheville, N. C., is another reporting good results following its boost to 96 cents a case. Royal Crown Cola, in the same city, has operated with the higher level since 1951 and it still doing good business. Pepsi-Cola is another that has felt no ill effects from the boost (Continued on page 59)

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Winston-Salem Up In Good Weather

Record Seen as Heat Shows Potential; Midway, Grandstand Eye Records

WINSTON-SALEM, N. C., Oct. 16.—The Winston-Salem Fair yesterday appeared likely to squeeze in the best of weather it has had since locating in its new plant and if it does there isn't any doubt that all kinds of new records will be set.

The weather is hot and record breaking. While the extreme heat has made for uncomfortable living at times it has been a whole lot better than the rain that has hit the event at crucial times in the past.

Banner crowds have been in attendance and the plant at times has had the appearance of bulging. There is a possibility that standing space might be at a premium today.

Kids' Days Big

A record-breaking single day attendance mark of more than 70,000 was reported for Wednesday (13), county school children's day.

Atlanta Paid Gate Dips 10%; Grandstand Up

To Go Into Chicago Confab Uncommitted On Carnival for '55

ATLANTA, Oct. 16.—The Southeastern Fair, which Sunday (10) closed its 11-day run, was down about 10 per cent in paid admissions from last year. E. Lee Carteron, fair manager, announced this week. The paid total was 159,192.

Permanent rides and shows on the grounds returned 10 per cent higher receipts than last year. O. C. Buck's Model Shows contributed a show and ride gross only slightly under the midway gross in '53. Grandstand receipts were up \$3,000.

Eight of the 11 days had good weather. Rain hit one day and night and cool weather hurt on two days.

The fair will go into the Chicago outdoor convention uncommitted on a carnival and on its grandstand show for 1955, Carteron said. He added that he and several other fair officials will visit several carnivals within the next few weeks.

In the past, under different management, the fair invariably signed its carnival contract weeks in advance of the Chicago meeting.

Jackson, Miss., Given Two Days Of Bad Weather

JACKSON, Miss., Oct. 16.—The Mississippi State Fair caught rain here Tuesday (12) and high winds and menacing clouds Thursday (14), but attendance thru Friday (15), fifth day of the six-day event, was not off much from '53 for the same period.

Rain forced the cancellation of the Tuesday night grandstand show, a revue booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, but the midway, held down by the Royal American Shows was able to operate that night.

Thursday's high winds failed to do any damage to equipment on the grounds but they, combined

(Continued on page 62)

With kids out by the thousands and well heeled as the result of top tobacco sales prices, Frank Bergen's World of Mirth Shows have garnered excellent business on the midway. Records are almost sure for this phase of operation.

The George A. Hamid revue grandstand presentation has played to overflow crowds with several hundred chairs needed in the paddock area. Capacity for the night shows is judged around 3,500. Afternoon grandstand attendance was also reported good.

Future Bright

With the plant brand new and eye-catching improvements being added each year, there is every reason to believe that more and

153,142 Paid Sets New Danbury Mark

DANBURY, Conn., Oct. 16.—The Great Danbury Fair's goal of a 150,000 paid gate became a reality at closing time Sunday (13) when the day's total of 30,054 resulted in a new record of 153,142 for the nine-day annual. General Manager John Leahy said only spotty weather on the opening weekend kept the figure from soaring even higher.

It was by far the most successful running yet. With one of the nation's tightest front-gate policies, the fair exacted \$1.25 from every adult and 60 cents for children from five to 12 years of age. Only free admissions were 6,500 school kids on Friday (11), a group of disabled veterans who are Leahy's annual guests and moppets under the age of five.

Laying out a sum of close to five figures for Pinkertons every year, Leahy claims to have found the proper solution to justifying his \$1.25, which includes parking. His every-day midway parade was excellently received, and good houses viewed the free mid-week grandstand show put on by Buck Steele's Frontier Days.

Irish Horan's thrill show drew full houses of 6,000 each for single performances on Saturday and Sunday (2-3), and overflow grandstands also took in the Southern New York Racing Association's stock events on the closing Saturday and Sunday (9-10). Tickets were \$1.10 each for the weekend shows.

As has been the case in recent years, every available inch of exhibit space was taken, and Leahy said provisions are in store for adding more space for next year. Five unused acres outside the fences are due to be filled and leveled for 1955 parking.

Honolulu Run Nets \$24,343

HONOLULU, Oct. 16.—The 10-day Hawaiian State Fair made a net profit of \$24,343, fair officials announced this week. Gross income was \$108,000 and taxes reduced this to \$79,882. Expenses came to \$55,538, which included advertising, construction and electrical. Admissions amounted to \$48,658 after taxes and included \$12,569.70 in pre-sale tickets and \$36,089.25 at the gate. Attendance was 149,700.

BOOKERS, ATTENTION!

CHICAGO, Oct. 16.—All booking offices that sell attractions to fairs in the United States and Canada are urged to submit their names, addresses and the names of their sales representatives for listing in The Billboard's Cavalcade of Fairs issue. To insure listing, booking offices are requested to mail such information to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.

Fresno Hits New High

FRESNO, Calif., Oct. 16.—The Fresno District Fair broke all attendance records during its 10-day run which wound up here Sunday (10). Total count thru the outside gate was 266,698.

In addition to the new mark at the gate, the annual chalked up a new all-time gross at its grandstand where horse racing, circus acts and the Chitwood thrill show held forth.

The narrow access roads were overcome in part this season thru an arrangement with the State Police, who intercepted fair-bound cars on one road and diverted them to a rear parking area, thus preventing one of the yearly jam-ups of traffic on Route 6.

Leahy said his entertainment policy will be unchanged for next year, with the Buck Steele show back again with a revamped performance, and the I. T. Shows on

Kids' Pay Gate Ups Receipts at Mineola

WESTBURY, N. Y., Oct. 16.—The Mineola Fair and Industrial Exposition, with a new children's admission policy swelling the till, was running substantially ahead of last year's paid attendance thru yesterday, when nasty weather preceding Hurricane Hazel cut into the turnouts. The nine-day event ends tomorrow.

Whereas kids were admitted free every day to the nine-day event last year, the policy was altered to extract half price, a quarter, for every child under the age of 12 this time. Parking is 50 cents.

With the kiddie total included in the over-all figure, Manager Charles Bochart estimated that at least 40 per cent more people have gone thru the turnstiles than in 1953 when a paid attendance of 426,933 was claimed.

The event moved onto Roosevelt Raceway last year after decades out at Mineola, the move being necessitated by the county-owned land being taken up by the county for municipal structures.

Tighter Layout

The entire layout has been compacted for this running. There are two less commercial exhibit tents, a more advantageous midway location and a few less exhibit booths under the huge harness racing plant's grandstand. Also noticeable were the cutting down from four cattle tents to just one this time and the addition of a performing stage in the tent area. Band concerts and contests are held there, as is the daily afternoon performance by TV clown Clarabell.

The grandstand is given away free, twice daily, with crowds ranging up to 5,000 viewing the line-up of Hamid circus acts. Fire-

156,229 Paid Bring Bloomsburg Winner

BLOOMSBURG, Pa., Oct. 16.—A near-record paid turnout of 156,229 attended the six-day Bloomsburg Fair which ended Saturday (2), and officials reported the gate would have soared over the record but for excessive heat and poor working conditions in the adjoining mining areas.

All in all, the annual gate figures were far from disappointing, as the 1946 mark of 165,015 paid was established when admission was charged for children and reduced-price advance tickets were sold. An estimated 300,000 per-

sons visited the grounds this year, it was claimed.

A rising success was claimed for the new policy of two grandstand shows nightly. Wednesday thru Saturday. The Hamid revue, featuring Phil Spitalny and His All-Girl Orchestra, drew 32,556 spectators. Afternoon turnouts for harness, midget and stock racing raised the grandstand total by another 23,663 to a receipts figure nearing \$80,000.

Grandstand Prices Cut

Grandstand receipts were off the all-time record but this year there was 10 cents to \$1.50 shaved from the price of each ticket except for Saturday afternoon stock races, which were 50 cents cheaper, at \$3.

In most cases, it was reported the first of the two nightly Hamid revues drew a sellout crowd, and second-show attendance ran around 3,000. Not only did the policy accommodate more patrons, it was pointed out, but a better selection of tickets was available with the demand spread over two performances, which were put on at 7 and 9 p.m.

Prell's Broadway Shows which booked independent units in here while putting its main aggregation into Rocky Mount, N. C., reported a winning week. Reit-hoffer rides were the most numerous devices in use on the midway

INVITES OKAYED

Mass. and Chi Meets to Hear Leahy Talks

DANBURY, Conn., Oct. 16.—John Leahy last week accepted his second winter speaking invitation, extended by Jack Reynolds of the Eastern States Exposition. Leahy, general manager of the Great Danbury Fair and an exponent of free attractions and tight front gates, agreed to talk at the Massachusetts fair meeting on January.

Reynolds was a visitor to Danbury with several of his staff members.

Leahy had already accepted an invitation by Frank Kingman, secretary of The International Association of Fairs and Expositions, to appear on the program at the Chicago convention.

works at 9:30 end the nightly programs.

Bochart said paid space is about 10 per cent more than was used in 1953. There are 160 booths set up beneath the grandstand and a like number under canvas. About 20 tents dot the grounds, eight of them of major size. There are four 42 by 219's, a pair of 42 by 110's, a 42 by 291 and a 42 by 147.

60% Exhibit Repeats

There were around 60 per cent of grandstand exhibitors repeating their appearances this year, it was reported.

I. T. Shows again has the midway and is adjacent to the end of the grandstand where its rides are getting a better play than last season when it was spotted around the opposite side of the race track.

200,000 Week Hinges on Weather at Spartanburg

SPARTANBURG, S. C., Oct. 16.—The Piedmont Interstate Fair got a jolt of heavy winds yesterday, but none of Hurricane Hazel's rains. A new all-time attendance mark was in the making at the time and a pleasant day would still result in a record, President Paul Black said.

Colored children's day last year had rain, and the result of the week was around 200,000 at the gate. This year the day got good weather and around 40,000 attended. The Cetlin & Wilson Shows' midway got a good play and were riding

high together with the fair, until yesterday's winds of over 30 mph.

Monday (11) was only around \$200 off at the gate, Black said, and Tuesday's attendance was 37,000.

The Irish Horan thrill show played to just fair houses on Tuesday and Thursday, Black said, repeating his observations of past years that the event is not a strong one for that kind of attraction. Also before the grandstand, Hamid "Hit Parade Revue" business was off around 10 per cent. Stock car races are set for today. Prices are unchanged at 65 cents at the front gate, \$1 and 50 cents for the grandstand, 50 cents parking.

Dallas Eyes Record; First Five Days Big

Good Weather Seen for Second Weekend; All Major Attractions Get Good Crowds

Continued from page 48

tives and their families attended Press Day at the fair on opening day, receiving complimentary to "King," "Cycles" and the Texas-Oklahoma game, as well as "Dancing Waters," the House Beautiful Pace-Setter model and the midway shows.

New Building on TV

Fair has had two other good national publicity breaks in recent weeks, with stories in Nash Airflyte magazine and People and Places, published by Plymouth. Both magazines have multi-million circulations. Fair also was plugged,

along with others, in September issue of National Geographical Magazine.

Fair's new Women's Building was featured Tuesday night (12) on national television show on CBS, "Camel Caravan."

High winds, accompanying Monday (11) night's thunderstorms, swept the sign across the roof of the Electric Building, smashing the world's largest light bulb which had been mounted on roof of

NYLON STAGE COVER PLANNED FOR LONDON

LONDON, Ont., Oct. 16.—

A nylon stage cover will replace the canvas covering in use for the past several years at the London Fair, according to present plans. Officials are switching to the synthetic material in the hope that its lightness will make it easier to handle and eliminate the need for heavy and bulky supporting and anchoring structures. It is reported that the material can be adequately waterproofed.

building. General Electric, which made the big bulb to commemorate the diamond anniversary of light, flew in a new bulb from Nela Park, Cleveland, Wednesday night and it was installed Thursday.

Huge Fireworks Crowd

Dallas Day Tuesday (12) was good day, with crowd estimated at nearly 45,000 in the Cotton Bowl at night for the Jaycees car giveaway and fireworks show. Art Briese, Thearle-Duffield executive vice-president, said it was best fireworks crowd he could remember seeing in the stadium.

Public school Centennial Day Wednesday (13) was combined with Music Festival Day to give unusually light day a big boost. Fair distributed over 15,000 free gate admission tickets to schools over the State. Day was set aside to honor the 100th birthday of the Texas public schools. Over 5,000 high school musicians put on a show in the bowl at night, but crowd was fairly light.

Thursday (14) was expected to be a light day, but Friday (15) was to be Elementary School Day, first of the four big weekend days when cumulative attendance might well run over a million for the four days, if the weather co-operates. Fair had distributed approximately 127,000 free gate admission tickets to elementary school students and teachers thru Dallas County and in surrounding area.

Dennis Day in P. A.

Nearly 100,000 4-H Club members, Future Farmers and Future Homemakers were expected for Rural Youth Day Saturday (16), coming from all over the State. Sunday (17) is the fair's traditional big day, especially for the country folks, and Monday (18) will be Negro Achievement Day.

Tuesday (19) will be highlighted by the East Texas Day free show in the stadium starring Dennis Day. More than 40 queens of East Texas festivals, fairs, etc., will also be presented Friday (22) will be High School Day. An intersectional football game Saturday (23) pits SMU and Kansas. Sunday (24) is the closing day of the fair, the gate charge going off at 6 p.m. for Religious Festival in the bowl that night.

If weather remains good, fair executives are optimistic that record 1952 attendance of 2,387,140 will be bettered. Last year's attendance fell about 4,000 short of the mark.

"King" in Strong Run

"King and I" was having good run, with 31,060 patrons for eight performances thru Wednesday night (13). Show will have 24 performances at the fair. "Ice Cycles" and Chitwood thrill show in front of grandstand were doing good business.

Fashion shows in new Women's Building were playing to packed houses. Arena Theater, where shows are presented, seats 700, counting seats in restaurant adjoining. Shows are presented twice daily and three times Saturday and Sunday.

Thru Wednesday night visitors to the House Beautiful model home totaled 24,978 at a quarter a head, and an estimated 50,000 people had filed past the diamond exhibit, including the Hope Diamond, in the Women's Building.

Museum attendances thru Wednesday night came to 26,268 for the Museum of Fine Arts, 14,948 in the Museum of Natural History, 8,732 at the Health Museum and 33,532 for the Aquarium.

BIG TAKE

Richmond Potential Up To \$120,000

RICHMOND, Va., Oct. 16.—The midway earning potential at the Virginia State Fair (The Atlantic Rural Exposition) is up to \$120,000, J. A. Mitchell, manager, said here this week.

The midway has been occupied by the Cetlin & Wilson Shows for the past several years. This year the shows came close to the potential with their shows and rides. The mark would have been hit, and possibly surpassed, Mitchell said, except for rain on the closing Saturday.

The event requires two weeks to play since it opens on a Thursday and includes two Saturdays. Considerable growth has marked each of the postwar showings of the event.

The show earnings were not as good as they could have been since bingo and some other concessions were excluded from the front end line-up this year.

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The cooperation extended by the Bloomsburg management was unsurpassed and deepest thanks are due the fair's officers and directors.

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WHALOM PARK CHIEF

Trolley Cars, Storms Put Bowen in Business

By IRWIN KIRBY

FITCHBURG, Mass., Oct. 16.—Henry Bowen wasn't railroaded into the park business. The vehicles were trolley cars instead. And the thing that kept him in the business was a pair of hurricanes not unlike New England storms of this summer.

It was in 1935 that he entered the field. He was an attorney associated with Emerson W. Baker, president of the Leominster-Fitchburg Street Railway Company, which owned Whalom Park. Baker's death in that year was followed by Bowen's election to the presidency of the transit company. The park presidency went along with the other position.

"I was really an absentee boss," Bowen recalls, "because I wasn't too interested in the park business. But with the storms I became wrapped up in the recovery work."

What happened is well known in New England park circles. The August hurricane in 1938 was followed by another in September, which leveled all that was still standing. Bowen has been physically and mentally a part of Whalom Park ever since, and his once barren knowledge of amusement parks has become a storehouse of information and theory.

His ideas are simple and reflect the wisdom of experience: The parks field needs new blood. The ballroom business has virtually evaporated at many locations and threatens to become even worse, "if that is possible." This has become an era of promotion and public relations.

Back Where He Started

These statements come from a person who is, in a sense, back where he started, for Henry Bowen 35 years ago was a young man of 16, working at the big amusement enterprise of his home town, out at Whalom. He tended bar, worked at the soda fountains, put in arduous hours in the ice house.

Ten years later he had not only picked up size and years, he had gained a wife who has become just as involved in the Whalom operation as her husband. The success of the recent summer meeting at Whalom of the New England Association of Amusement Parks and Beaches was due to the efforts of both Bowens.

The Bowens were wed 26 years ago during a period when she was attending the State Teachers Col-

lege in Fitchburg. They now have five children, and New England park men recall the time 10 years ago when Bowen was NEAAPB president and Whalom was again the site of the summer gathering. That was the day Johnny Bowen was born.

The Younger Set

Bowen's younger set includes Johnny; then Audrey, a high school senior; Robert, a Holy Cross College student; Janet, a Wheaton College graduate, and Henry Jr., who matriculated at Brown University and who is studying in Rome for the priesthood.

A native of Fitchburg, Bowen studied at the Boston University Law School and had spent 17 years as District Court clerk prior to going into business with the transit firm.

Pleased with the present physical aspects of the park which he rebuilt, he has great faith in the future of the park industry. This faith is reflected in his belief that there is dire need for energetic young blood in that field.

"The possibilities in the park field are unlimited," Bowen states. "The potential has never been tapped as far as drawing people to our amusement places is concerned."

Disasters of virtually every cloth have beset the Fitchburg funspot since Bowen took the reins nearly 20 years ago. First came the two storms, which necessitated an almost total rebuilding. Then in 1944, only a week after the NEAAPB meeting and the birth of his youngest child, the first of two serious fires occurred, resulting in destruction of half the park.

"We overcame that one, too. And then only two years ago the roller rink burned. We had skating in the ballroom here until the rink could be replaced."

Some people might get discouraged after having their park knocked about by a series of storms and fires, but to Whalom's president it has been an opportunity to start anew in an improved style. So the accident of the 1938 hurricane has resulted in a secondary position taking over as primary one in the life of Henry Bowen. And it really is the primary one.

"If I had to choose between the bus and park businesses," he contemplates, "I'd take the park any day."

BLAZE SWEEPS VACANT STRIP ON SURF AVE.

NEW YORK, Oct. 16.—A four-alarm fire swept a couple of hundred feet of Coney Island amusement locations on Surf Avenue on Thursday (14) but the damage was unimportant, since they were all vacant. The stretch affected, on the Boardwalk side of Surf between Eighth and Fifth streets, will be the first to have construction work done on the new Coliseum, beginning in two weeks. Swept by flames were the former locations of the Eden Musee, a Scooter, long-range gallery, souvenir store and several games stands. The fire started about 3:15 p.m. and lasted more than two hours.

NAAPPB Officers Make Convension Program Plans

CHICAGO, Oct. 16.—National Association of Amusement Parks, Pools and Beaches officers conferred here early this week on plans for the upcoming convention. President Elmer E. Foehl and Program Chairman Robert Plarr huddled with Secretary Paul H. Huedepohl.

Huedepohl said after the conference that plans were going ahead and that several innovations were being scheduled for the program's business sessions. One, he said, will be a Past Presidents' forum, in which former presidents of NAAPPB will seek to answer questions about park operation. Queries will be placed by other members, according to the plans.

No selling campaign is being car-

Coney Scores Transit Ramp Over Surf Avenue

NEW YORK, Oct. 16.—The doom of Surf Avenue on Coney Island as a business and amusement area was predicted this week by the area's businessmen's association, in a protest to the City Transit Authority on part of the Aquarium plans.

Ground-breaking for the project is scheduled for October 25 at 3 p.m. at the foot of West Eighth Street and the Boardwalk. First of four sections, the West Eighth Street portion, has been estimated at \$4 million.

The businessmen object strongly to plans for a long ramp which will connect the West Eighth Street transit station to the Boardwalk, while carrying over Surf Avenue. If the proposition is carried out, the protest stated, millions of potential customers will be diverted from the amusement zone. A suggested alternative was an overpass fed by escalator stairways.

Heat Wave Brings Biz

Business during the past week was at an unseasonable level due to record high temperatures in the 80's. Although more than 90 per cent of the game stands are closed, those which opened up during the week did well, it was reported. Many concessionaires had gone to play the Mineola Fair and Indus-

ried on now for booth space at the convention, November 28, December 1, because the few remaining spaces are sure to be picked up, Huedepohl stated.

The reservations list for the trade show reveals an unusually large number of one-booth exhibitors who are new to the show, the secretary reported. Among them are makers of bumper signs, dance floor wax, power mowers, swimming pools, kiddie rides, clocks and hand driers.

Rye Sets Opener of Rink; New Rides Eyed for 1955

RYE, N. Y., Oct. 16.—The Playland Amusement Park ice-skating rink will open its season on October 29, Director Col. Allan E. MacNicol said this week, and preparatory work is going on now with the first coatings of ice scheduled to be applied on Tuesday (19).

A new evaporator condenser has been installed in the building. Changed this year will be the winter parking policy which will offer free parking for skating sessions on weekdays. On Saturdays, Sundays and holidays the charge will be 25 cents as in 1953, MacNicol added. Last year's mid-week parking fee was 15 cents.

Also in the works is the rebuilding of another 300 feet of Long Island Sound boardwalk, which has

been stripped down prior to the laying of new timber.

MacNicol said the acquisition of several new rides, both major and kiddie, is contemplated for next season but that decisions will be held off until the Chicago convention this winter.

The Westchester County-owned park had a small gain in receipts over last year's, MacNicol noted, reflecting that the federal tax relaxation was a factor in the results. Rides received a better play this year, he said.

trial Exposition and are expected to return to Coney tomorrow if the heat wave holds up. Most of those working during the week at Coney were strung along the Boardwalk, and were opening after dark.

On the ride scene, there were several in operation, including the Thunderbolt, Scooters (working at a nickel), the McCullough kiddie park, and the kiddie park on West Eighth Street. Poker-Rolls were also open.

A couple of bathhouses were letting season customers in free of charge this week.

The Aquarium project was originally slated to begin this year but a season's grace was extended to concessionaires. The entire development will stretch from West Fifth Street to West Eighth on the Boardwalk, and inland to Surf Avenue.

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New Housing Rising Near Rockaways'

NEW YORK, Oct. 16.—Rockaways' Playland received hopes of added year-round patronage this week with the knowledge that the Broadway Maintenance Company will put 2,400 apartments in the Howard Beach section only four miles away from the park.

Other building either slated or being accomplished now includes 1,650 low-rent city apartments around 60th Street and Beach Channel Drive, 3,500 private apartments between 73d and 90th streets between the boulevard and the ocean, and the 712-apartment Hammel Houses project which is opening shortly.

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Occupation

Winston-Salem Big For World of Mirth

Weather, Solid Kid's Days Boost Play; Best Gross Ever Is Termed Likely

WINSTON-SALEM, N. C., Oct. 16.—Banner business was being racked up this week by the World of Mirth Shows at the Winston-Salem Fair. Rain interrupted the earnings pace on Thursday (14) but the prospects for an all-time record gross at this event appeared good.

Two tremendous Kids' Days got the event off to an excellent start. City youngsters took over the grounds on Tuesday (12) and their country cousins were on hand Wednesday (13). The figure released by the fair for the second

day was in excess of 70,000. Attendance on the first day was said to be equally good.

Along with the big attendance there appeared to be plenty of money around and a willingness to spend it. This is excellent ride country and the mechanical units had 'em lined up thru the day and into the late hours just before closing.

Record heat has smothered the whole area for days. The dust has been thick enough to cut, but this situation was improved somewhat on Thursday (14) by a light rain. The rain was well timed, as far as midway interests were concerned, in that the day is the lightest session, affording a breather after the two big children's days and before the usual bang-up Friday and closing Saturday.

A parade thru the business section on Monday afternoon (11) was highly successful and will be continued and expanded. The number and variety of animals with the Diano Zoo available for such purposes make the event a natural.

Bernard (Bucky) Allen had a line-up of concessions here equal in size to the notable groupings at such events as the North Carolina State Fair, Raleigh, and the Virginia State Fair, Richmond. Several midways had to be formed and there wasn't a left over inch of space by the time the fair got underway. As a result not all who wanted could be accommodated.

Midway Imposing

The bulk and appearance of the midway here was imposing since this is one of the few spots where the show can get all of its units set up in horseshoe fashion. While the midway appears notably wide, the turnout on the big days had walking space at a premium.

While rain hit the shows at virtually every one of its Northern fairs, earnings were up in almost every instance. The dollar volume in the South is well ahead of a years ago, with the weather a principal factor.

Publicity of the show's attractions, engineered by Richmond Cox, has been excellent. All media, including television, are available and were used extensively.

Howard Singmaster, president of the Allentown (Pa.) Fair, and Bernie Mendelson, of the O. Henry Tent & Awning Company, were visitors.

MASUCCI'S IN HIGH COTTON —FOR REAL

WINDSOR, N. C., Oct. 16.—There was a lot of back-bending work done before Rocco Masucci got the rights to set up on a field next to the main lot here. Seems the field was heavy with cotton and the farmer didn't want to lose his crop. Masucci and agent Bill Murray agreed to have the Virginia Greater Shows crew pick the cotton in return for the use of the lot. The boys did the job okay with Masucci handling the mule and wagon. Sales of rubbing alcohol took a sharp upswing that night in Windsor.

Ray Balzer Dies at 60; Vet in Carnival Field

MILWAUKEE, Oct. 16.—Ray Balzer, 60, one-time legal adjuster for Mel Dodson's World's Fair Shows and more recently a concession operator, died suddenly here Monday night (11).

Balzer was the brother-in-law of Mickey Stark, of the Gold Bond Shows. He is survived by his widow.

Interment was in this city Thursday (14).

Strong Lineup Hikes Early Dallas Grosses

Biz Tops '53 by 35% at End of First Five Days; 'Waters' Strong in Re-Run

DALLAS, Oct. 16.—State Fair of Texas has one of its strongest midways in years for its 1954 exposition. It is the over-all effect of good show line-up booked by Cliff Wilson, novelty thrill rides that augment the permanent rides and an excellent concession set-up that gives this year's midway its strength. At the end of the first five days Wilson said midway shows were up 35 per cent over last year.

Shows and attractions under Wilson's banner include Charles Taylor's minstrels, Buster Schafer, 946-pound fat boy, Joe Sciortino's French Casino and Holiday in Hawaii, J. J. Loosley's Hall of Presidents, wax museum, A. W. McCaskill's Hell's Belles, Illusion show, John Branson's little horses, O. Y. Saylor's little women, Dick Dillon's Working World Mechanical City, Harry Golub's quarter boy, Pete Kortess' Circus Side Show, Charles Vogel's Snake Show, Harry Sebers' French Vani-Tease and the Velare Bros.' Rotor. Wilson said that thru Wednes-

day (13) Taylor's Cotton Club Minstrels were topping the midway, with Sebers' Vani-Tease, Kortess' Circus Side Show and Vogel's Snake Show following in order. Snake Show latched onto some good publicity just before the fair, tying in with well-publicized escape of "Pete, the Python" from Fort Worth zoo. One of pythons in show was dubbed "Phyllis" and described as being a foot longer than "Pete."

The over 30 rides on the fair's permanent midway have been augmented by the Velare Rotor, Bill Schmidt's new flying cars ride from Riverview Park, Chicago, the Sky Wheels, Looper, Round-Up and several new kiddie rides.

"Dancing Waters"

"Dancing Waters," in its second (Continued on page 56)

NEW OPERATOR

1st NSA Meet; King Awarded Luncheonette

NEW YORK, Oct. 16.—The National Showmen's Association opened its social season Wednesday night (13) with more than 40 members present. One of the chief items of interest was the announcement of the awarding of the food and playing cards concession to Louis (Dada) King for the first time.

King, formerly with the World of Mirth Shows for several years, submitted the only bid on the luncheonette, it was brought out. He returned to New York following the New Jersey State Fair in Trenton. Notices requesting bids had been mentioned on the bulletin board, in the club Bulletin mailed to all members, and in The Billboard.

President Joseph A. McKee presided over both the board of governors and general assembly meetings. Also on hand were third vice president Morris Batalsky, treasurer Harry Rosen, assistant treasurer Jeff Harris who flew in from Boston, and counsel Sidney Levine.

The governors officially ratified the appointment of Louis (Dada) King as chaplain to serve out the unexpired term of the late Fred C. Murray, who died earlier this year.

It was announced that \$1,215 (Continued on page 56)

Hazel Whips Finale For I. T. at Mineola

NEW YORK, Oct. 16.—The Mineola wind-up date, always a big one for I. T. Shows, suffered considerably in receipts with the gusty calling card of Hurricane Hazel striking the Westbury, N. Y., grounds yesterday.

Friday, Kiddies' Day, was a bust with many rides stripped and concessions battered down as protection against the winds. Added to the loss of two Sundays' working time, it was expected that the date would hold up with last year's grosses if the weather breaks favorably today.

Village regulations were invoked for the second straight year, preventing midway operations on Sundays. The nine-day event ends tomorrow at the Roosevelt Raceway compound, but for carnival purposes it comes to an end tonight.

Strong Ride Line-Up

The Isser-Trebish truck show had its most powerful array of rides ever, layed out for this date. On the lot adjacent to the exhibit area were 14 major rides, 12 kiddie rides, and 9 shows.

Virtually all devices were show-

owned, notable exceptions being Harry Prince's Round-Up, which grossed strongly both here and in Danbury, Conn., last week, and the Wedemeyer-Moran Roto-Jet.

Also on the lot were 10 kiddie rides, 2 kiddie coasters, 3 Ferris Wheels, 2 Carousels, Tilt-a-Whirl, Roll-o-Plane, Whip, Octopus, Caterpillar, Chair-o-Plane, Comet and Roc-o-Wheel.

Shows were the Lew Alter Side Show, Volstead Sid Show, Hitler Car, Lord's Last Supper, McLean's President's Wives in Wax, Volstead's Wild Life, Fitzpatrick's Wild Life, Augie Dentinger's Sing Lee Revue and a Mambo Revue.

Fifty concessions rounded out the midway. Ed Doyle with three large sit-downs had the exclusive on food, with the only other eating stands being two custards, two pizza stands, and two french fries, all independently booked. In the immediate raceway area the Harry Stevens firm ran all food operations as it does at the race meets. The raceway displays and midway are not overlapping, however, which did not deprive the midway food operators of any play.

Prell Notes Gains At Many Annuals

GREENVILLE, N. C., Oct. 16.—Business for Prell's Broadway Shows at the Pitt County Fair this week was good. Business has been good for the organization at virtually all of its fairs including several that were affected by rain.

The weather here, and at other dates played in the South, has been excellent. The record heat is not what an operator would choose for daytime midway operations but the nights are warm and sultry and since most of the business is done during the nocturnal hours there are few complaints about the weather.

With another month to go, and a continuance of earnings on a par with the business done at Southern dates so far, there is every reason to believe that the show will go to the barn with a nifty season to look back on.

Many Fairs Up

Bedford, Pa., was good despite showers thruout kid's day and rain on Saturday. Mount Airy, N. C., was reported up some 30 per cent. Cumberland, Md., has improved considerably and paid off for the show. Joe Prell noted that when his organization first started playing that event there was an attendance of only 11,000 paid on the week. This year 8,700 paid on one night.

Fairs at Fredericksburg, Va.; Goldsboro, N. C., and Frederick, Md., were reported up. Nazareth and Carlisle, Pa., stood up.

Bee's Closes Okay Season

WINCHESTER, Ky., Oct. 16.—Bee's Old Reliable Shows are back in winter quarters here, having closed a successful 18-week season September 25 at Lee County Fair. The route in 1954 included 12 fairs and six weeks of consistently good still dates.

According to the org's president, David J. Huls, the season was the best for the show for some time. He attributes the increased business to the lifting of the federal tax plus good crowds and fair spending. Show will reopen May 20, 1955.

At Washington, N. C., the show tore down every vulnerable piece of equipment when hurricane warnings were posted. When the date appeared lost the weather cleared and the units were again set up and ready for the biggest Saturday the show has ever had there.

Day and Date Fairs

The show maneuvered notably this season when it booked and played on the same week the Rocky Mount, N. C., and Bloomsburg, Pa., fairs. Joe Prell handled the Bloomsburg date with his father, Sam E. and brothers, Ben and A. J., functioning at Rocky Mount. The dual operation worked out excellently, according to Prell, with the midway at Bloomsburg boasting some 66 paid attractions.

The Prell show will probably winter in the Carolinas, abandoning quarters at Kissimmee, Fla., where it has been stored for several years. The move is a money-saving one in view of the fact that no Florida dates will be played this winter. Accordingly, the costly dead-heading of equipment deep into Florida and then north again (Continued on page 56)

Serfass Unit Closing Good Still, Fair Trek

CHASE CITY, Va., Oct. 16.—Lloyd Serfass' Penn Premier Shows will wind up a week from now, with a good season chalked up on its books.

The show was more fortunate than most Eastern organizations in its early dates getting breaks in the weather while most other organizations were wallowing in mud. Its fair dates have mostly held up with the weather in the South mostly clear and warm.

The showing here at the Mecklenburg County Fair, a repeat date, was not as good as expected due to the elimination of many of the front end operations. Consequently, the time was utilized by Buster Westbrook, concession manager, to work on new dates for next year.

Plan for Next Year

Not one to stand still, Serfass is already plotting new moves for

Two Days' Potential Pruned by Weather; Claxton Unit Leads

JACKSON, Miss., Oct. 16.—The Royal American Shows, which have been turning in better-than-'53 business at almost every stand, figures to wind up with a gross about even with that of last year at the Mississippi State Fair, which closes its six-day run here tonight.

The RAS opened here Monday (11) on a strong note to a whopping Kids' Day, but an all-day rain Tuesday took a big cut out of the potential and high winds, accompanied by menacing skies, thinned Thursday night's turnout.

Narrow Losses

Despite these inroads RAS was expected to finish about even with last year. Bumper business Wednesday and Thursday (13-14) enabled the show almost to recoup the drop-off caused by the two days of bad weather.

Leon Claxton's "Harlem in Havana" and the "Moulin Rouge" were the top money-getters among the shows, with the Claxton show in the lead position. Two late-in-the-week jamborees were skedded by Claxton and these were expected to further increase the (Continued on page 56)

next year with a possible switch in States played likely. The show has been solidly, and seemingly effortlessly routed, for many years and the foundation for next year is reported solid.

Reported added already for next is Mount Airy, N. C., a date played this year by Prell's Broadway Shows. Even one switch in this league, before the season is yet over, points to considerable booking action thruout the winter months.

An overseas date in Cuba has had considerable discussion and it is possible that Serfass could be enticed with a suitable flat guarantee.

However, a new home and a 40-foot cabin cruiser await the Serfasses in Tampa. After a week or so to get the show equipment stored properly they will head for home and a lengthy rest before tackling any other activity.



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Book any Ride not conflicting. All replies N. L. Creson, Greenville, Alabama, this week; next week Tallahassee, Fla.

Want for Valdosta, Ga., Foot Long, French Fries, Cookhouse with seating capacity, and any Concessions that work with stock. No exclusive. All replies to

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Want Concessions—All Hanky Panks except Jewelry, Basket Ball and Glass Pitch. Can use Popcorn, Floss and Snow. Frank, wire me. Want Grab or small Cookhouse, Mechanical Show or similar show. Mauri Brod, contact. Broxton, come on. Can use Bingo where possible. Want Agents for two office-owned Concessions. No Girl Show, flats or gypsies. Sledge, Miss., this week; Tutwiler, Miss., next.

All replies: Western Union

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Want Shows with own Outfits.

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Bastrop, La. (Fair), this week; the Winter Show follows.

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Two more to follow with Big Armistice Celebration, Baton Rouge, La., Nov. 8-13.

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FAIR COPS ACT

NSA Jamboree Sloughed at Mineola Fair

WESTBURY, N. Y., Oct. 16.—A club jamboree was sloughed Thursday night (14) by fairgrounds police on the I. T. Shows midway as a large number of concession, show and ride folks stood around helpless to do anything about it.

With Hurricane Hazel's high winds putting the kibosh on yesterday's business, and a big wind-up expected tonight at the Mineola Fair and Industrial Exposition, it appeared unlikely that the Isser-Trebish should get another chance to hold an event for the National Showmen's Association fund.

The fair is held on the Roosevelt Raceway harness track grounds, which has its own police force. At 11:30 p.m., with all patrons cleared out and a crowd waiting to enter the Mambo Show tent, the police drove up a dozen strong and cited a contract clause that midway lights be put out at 11 p.m. No arguments that there would be no public show, that it would merely be a showmen's club benefit, managed to sway the cops.

Many Visitors

Taking part in the arguments were a goodly number of members and friends who had made long journeys to the grounds for the jamoree. Included were Mr. and Mrs. Joe McKee of Palisades (N. J.) Amusement Park, presidents of the NSA and its Ladies' Auxiliary, First Vice-President John Weisman, Third Vice-President Morris Batalsky, Treasurer Harry Rosen, and others.

The raceway police held firm that only permission by J. Alfred Valentine, prexy of the fair association, would enable them to give the green light to the show people, but it was too late to accomplish this. The group broke up around 12:30 am.

The show and club secretary Ethel Weinberg had received several donations prior to the ruckus, but that was all the money to be raised. I. T. Shows had held jamborees without incident for years at the old fairgrounds in Mineola, which were vacated two years ago.

Rain, Winds

Continued from page 55

show's lead. Off to a slow start, "Dancing Waters" picked up daily and was figured to wind up as the third highest grosser. Other good money-earners here were Bobbie Hasson's Side Show and Murray's Motordrome.

The Royal American Shrine Club and the show hosted over 700 orphans and underprivileged children Wednesday (13).

To Move Cavalcade Cars

C. J. Sedlmayr and Wally Cobb, the show's trainmaster, flew to Mobile Monday (11) to inspect the railroad cars of the defunct Cavalcade of Amusements which the show had purchased at a recent government sale. They plan to move the cars to the Royal American's Tampa winter base. The plan is to pick up the cars on the show's move from Shreveport, its final fair of the season, to winter quarters.

The Royal American holds over here next week for the three-day Mississippi State Negro Fair which opens Monday (18).

Visitors to the show here included Mrs. Robert L. Lohmar and Tom Keenan, retired, trouper, of Clarksburg, W. Va.

MIDWAY FOLK 99% HONEST SAYS TAX MAN

TULSA, Oct. 16.—Carnival people are 99 per cent honest, according to three State sales tax commissioners who collected tax at the Tulsa State Fair here last week. For the second year the tax men set up an office on the fairgrounds where concessionaires pay their tax. Previous to '53, the tax men visited each booth and ride every afternoon of the fair.

Operators are now issued a number under which their tax record is kept. If they have not paid by 1 or 2 p.m. the tax men visit them. The ops can be checked for honesty by the number of tickets sold, but this is rarely necessary the tax people said.

Strong Line-Up

Continued from page 55

year at the fair, started out with a ready-made group of enthusiasts this time and has been doing well. Show had about 11,000 patrons Tuesday (12) and had run its total to about 35,000 thru Wednesday night (13).

"Hall of Irreidents," wax museum, was gradually building an audience after a slow start. Museum is located across the street from "Waters." Both are just off main midway.

Flying Cars also had a comparatively slow start, but was building. Ride must have many times more watchers than riders to make money, since there are only five loop-the-loop cars for passengers and riding capacity is probably smaller than any other major amusement device.

Big days for rides were yet to come, since whopping large Kid Days only began Friday (15).

Bill Atterbury's Sky Kings and Les Hildalys are performing twice daily in free shows on Midway stage. Free acts are sponsored by Magnolia Petroleum Company.

New Operator

Continued from page 55

was received from the Cetlin & Wilson Shows representing the result of their jamboree for the club at the Reading (Pa.) Fair. Also received was a \$100 donation from The Billboard Publishing Co. toward the burial fund.

First vice president John Weisman was unable to attend, but wrote that details have been completed for the annual banquet to be held Wednesday night, November 24, at the Hotel Astor main ballroom. The menu has been arranged, he said, and the main dish will not be turkey. Reservations which are being accepted at the club are \$11 per person including gratuity and tax. Table for 10, \$110.

Mrs. Bess Hamid has sold most of her quota of 500 award books, it was announced, and is sending checks in almost daily. Also selling well are Joe and Maggie McKee and their Palisades (N. J.) Amusement Park people.

Prell Notes

Continued from page 55

in the spring to open will be eliminated.

Prell played Florida dates for a number of years but gave them up last year when competition moved in and, it is claimed, boosted costs to the non-profit point for this organization.

Sam Prell, who underwent surgery a week ago, is reported faced with only a short convalescent period before he can once again become active. However, the progress of the shows continues smooth with his sons well experienced in the booking, office and mechanical ends.



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MIDWAY CONFAB

The Malotts, mentalists, closed a successful tour with their Side Show on the W. G. Wade Shows at Michigan State Fair, Detroit, and hopped to Hutchinson, Kan., for the Kansas State Fair, where they also had good grosses. Line-up includes Brandy Brandenburg, Jerry Marshall and LeRoy Grassion, talkers; Frank Hunt, Jessie Lardman, Leon Page and Ray Grassion, ticket sellers; Orville Grey, inside; Freddy Strunk, armless boy; Frances Lopas, pony skin girl; Tony Marino, sword swallower; Alice, knife thrower, electric marvel and sword box; Hal Halverson, paper tearing, and James Duggan (Twisto).

Pat Kelly is leaving the Thames troupe at the close of the season to return to her home in St. Louis. . . . After being released from Mercy Hospital, Fort Scott, Kan., where he underwent a major operation, Pat Kelly jumped to Ciddings, Tex., to join the Patterson concessions on the Valley Exposition Shows.

Louis (Dada) King, chaplain of the National Showmen's Association and former World of Mirth Shows concessionaire, dropped in on the I. T. Shows midway at Mineola, N. Y., last week, as did Bennie Herman, concession manager of the Morris Hannum Shows, and Harry and Evelyn Currie, game operators of Rockaways (N. Y.) Playland.



CUTTING UP a few jackpots at the recent Mineola (N. Y.) Fair and Industrial Exposition were Morris Brown (left) and Bennie Herman, concession managers of the I. T. and Morris Hannum shows. I. T. was playing the date as its season finale, and the Herman's org had ended its fair season.

Jim Carey, of the New York State Department of Agriculture & Markets, was a visitor to the Mineola Fair on October 11.

Virginia Greater Shows was visited in Murfreesboro, N. C., by Harry P. Taylor and Sam Stallings, of Suffolk, Va.; Bill Sanders, of the American Tent & Awning Company, Norfolk; Duke Miles and several other members of the Warrenton, N. C., fair board; George Clyde Smith, of the show bearing that name, and several members of the Raley Bros.' Shows playing nearby. Myron (Tramp) Levi closed at Murfreesboro with his sound truck. He had also been mailman and The Billboard agent. At the following date in Windsor, Johnnie Ciaburri joined with his duck pond and cigarette gallery. Little Leo the midget has been nursing a sore back since helping the crew pick cotton in order to clear a lot for show purposes in Windsor.

Jack B. Moore, owner-manager of Moore's Modern Shows, recently presented his wife, Mickey, with a new Rocket house trailer. Mr. and Mrs. Taylor, also of the org, purchased a new Chrysler and Harry Moore bought a new Plymouth for his wife, Jewell. . . . The Moores Ladies' Club recently spent an evening in Memphis where they dined on Chinese food and attended the theater. Included in the party were Joan Nix, Mickey Moore, Jewell Moore, Harriet Bumpus, Marie Turner, Zona Gibson, Dinia Elam, Pat Talyer and Kitty Kelly. . . . Mr. and Mrs. Jeff Nix left the show recently to return to Newport News, Va.

K. E. Simmons infos he attended the recent Fresno, Calif., fair where he had chats with Orville Crafts,

W. Lee Brandon, Frank Warren and Vincent Kuropatwa.

W. H. (Bill) Lambert, assistant to Bill Geren, owner of the show bearing his name, closed with the org October 2 and headed for some winter fishing in Mississippi. Norman Rady also left to angle for some denizens of the deep in Florida. . . . Nina Alfredo and Chester Church, both of Shan Bros.' Shows, middle-aisled it October 9 in Sacred Heart Church, Milledgeville, Ga.

Those on hand for a big jackpot session on the Carl D. Ferris midway at Beaufort, N. C., included Dave Fineman, Joe Coney, Flannel Mouth Hunter, Clydette Wilson, Blinkey Bernstein and Joe (The Grinder) Wilson. Red Sproud and Stash Gray are handling the front for Bernstein's revue. Following the close, Clydette Wilson is booked to open at a nitery in Biloxi, Miss.

Jimmy Rose, veteran press agent with Earl Newberry's Tournament of Thrills, visited in Mobile recently en route to his Pensacola, Fla., home. While there he looked up Hattie Wagner and Walter Fox. Also looked in on the Polack Circus where he visited with Bill Kay, Bill Naylor, Stan Shaw, Henry Kyes, Flying Harolds, Gene Randow, Eva Walker, Cresso, Wallendas and Frank Torrence. . . . Donald Bowes, who had his high striker out with World of Pleasure Shows, reports from Flint, Mich., that he's well on the mend. Bowes had to leave the show at Ludington, Mich., because of illness.

Serious injuries were narrowly averted by Dottie Linebarrier and her daughter Dottie, en route from Sanford, N. C., to join Vivona Bros.' Shows in Newberry, S. C. Their car and trailer overturned and were ruined, but neither occupant was even scratched. On Friday night (8) the 30th birthday of Marie Vivona was celebrated at a surprise party in Danny Dell's new reception trailer, and many gifts were presented. Attending were hubby John Vivona, Mr. and Mrs. Joe Bartolotta, Mr. and Mrs. Morris Vivona, Danny and Rosita Dell, Mr. and Mrs. Art Detwiller, Mr. and Mrs. Ralph Ryan, Mr. and Mrs. Harry E. Wilson, Turner Scott, Morris Friedenheim, Benny Vivona, Louis Dell, Max Glynn, Bobby McGregor and Dominic, Babe and Mrs. Catherine Vivona.

The Barrett Troupe, aerial act, joined the Dumont Shows recently. . . . Ida Gypsee Gaze, of the Royal American Shows, writes that personnel were happy to see James Keenan, circus and carnival fan, on the midway in Jackson, Miss., recently. Keenan flew in from Clarksburg, W. Va. . . . Joseph Lehr, spot worker from Philadelphia, closed at the Frederick (Md.) Fair recently and returned home for the winter. He is helping his brother, Harry, with his trucking business. . . . Mr. and Mrs. J. Preston Stone popcorn concessionaires with the World of Mirth Shows, were visited by their daughter, Peggy Jo, a University of Maryland student, recently at New Jersey State Fair, Trenton. The Stones added another popcorn trailer this year when son Frank was discharged from the Air Force after a four-year hitch.

Lloyd C. Smith, formerly of the Sunset Amusement Company, is recuperating from a broken hip at 19½ S. Third Street, Keokuk, Ia. He would appreciate hearing from friends. . . . Lucky Land, former show owner, is in the hospital recovering from blood poisoning of the leg.

Patty Knight, daughter of the Lester McGees of the Royal Exposition Shows, whose engagement to Robert Frisbee, of Vivona Bros.' Shows, was recently announced, was tendered a lingerie shower October 8 at Vidalia, Ga., in the trailer of Hazel Bolt Remlinger, with Mrs. Jack Royal acting as joint hostess. A total of 44 pieces of lingerie was received by Miss Knight. Among those present were (Continued on page 58)

ARIZONA STATE FAIR

PHOENIX, ARIZONA

NOVEMBER 5-14 INCLUSIVE

Plenty of parking space—Uptown location—Attendance 250,000.

NOW BOOKING CONCESSIONS

SPACE \$15.00 PER FOOT
CONCESSIONERS, GET YOUR WINTER'S BANKROLL HERE.
LAST MAJOR WESTERN FAIR OF THE 1954 SEASON.

Wire - Write **CRAFTS 20 BIG SHOWS**
or Phone

7283 Bellaire Ave., North Hollywood, Calif. Phone POplar 5-0909, or Crafts as per Billboard route.

COLQUITT COUNTY FAIR, MOULTRIE, GA.

WEEK OCTOBER 25

NORTHEASTERN FLORIDA FAIR, JACKSONVILLE, FLA.

NOVEMBER 1-7

CONCESSIONS: Can place legitimate Merchandise and Prize Everytime Concessions of all kinds.

SHOWS: Can place Snake, Monkey, Unborn, Animal or any good Grind or Bally Show with own equipment.

RIDES: Will place non-conflicting Kiddie and Major Rides.

Address C. C. GROSCURTH, Mgr.
BLUE GRASS SHOWS
AMERICUS, GA., THIS WEEK; then as per route.

ORANGEBURG COUNTY FAIR

OCTOBER 25 TO 30 INCLUSIVE, ORANGEBURG, S. C.

SUMTER COUNTY FAIR

NOVEMBER 1 TO 6 INCLUSIVE, SUMTER, S. C.

WINTER QUARTERS, FAIRGROUNDS, PETERSBURG, VA.

CAN PLACE—Eating and Drinking Stands and all legitimate Merchandise Concessions.

NOW BOOKING ATTRACTIONS FOR THE 1955 SEASON

All address

CETLIN & WILSON SHOWS

This week, Georgia State Fair, Macon, Ga.

AMUSEMENT COMPANY OF AMERICA

—NOW BOOKING FOR 1955—

IF YOU HAVE RIDES OR ATTRACTIONS THAT MEET THE HIGH STANDARD OF THE MOST EXACTING FAIR ROUTE IN THE SOUTH AND MID-WEST —

Write Today: PAUL OLSON or NOBLE FAIRLY

AMUSEMENT COMPANY OF AMERICA

Executive Offices: Suite 2205, 203 N. Wabash Ave. Chicago 1, Ill.

Winter Quarters: P. O. Box 414 Hot Springs, Ark.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

OPEN MIDWAY **SOUTH CAROLINA STATE COLORED FAIR** OPEN MIDWAY

OCTOBER 25-30, COLUMBIA, S. C.

WANT—Concessions, all kinds, Eating, Drink, Novelties, P. C., Photos, Hanky Panks.

WANT—Kiddie Rides, Dark Rides, Glass House, Fun House, Rocket, Ridee-O.

WANT—Colored Shows. We have complete outfit.

All Address: **JOE PRELL** South Boston, Va.

**WANT FOR
NORTHEAST ALABAMA STATE FAIR**
ANNISTON, ALA., OCT. 25-30

Concessions of all types—Food, Drinks, Candies, Hanky Panks of all types, Prize Everytime Concessions, Novelties, Glass Pitches, Auctions and any type of legitimate Concessions. Positively no racket.

9 COUNTIES PARTICIPATING
3 BIG KID DAYS — SCHOOLS CLOSED
Fairgrounds located in downtown area.
This is the Big One — Another chance for a bigger bankroll.

GEM CITY SHOWS

CONTACT
THOMAS DE. HICKEY, Mgr. DON GRECO, Con. Mgr.
FAIRGROUNDS BAINBRIDGE, GA. STEPHEN DECATUR HOTEL BAINBRIDGE, GA.

THE MIGHTY INTERSTATE SHOWS
WANT FOR COVINGTON COUNTY FAIR, ANDALUSIA, ALA., OCT. 25-30;
DALE COUNTY FAIR, OZARK, ALA., TO FOLLOW

SHOWS: Side Show and Girl Shows with own equipment. Will book any worthwhile Grind Shows. Have good opening for Motordrome, Fun House, Glass House.

CONCESSIONS: All Hanky Panks open. Also Glass Pitches, Penny Pitches, Photos, Jewelry, Novelties, Hats, Gadgets, Short Range and Long Range Galleries, High Striker, Age and Weight.

RIDE HELP: Foremen and Second Men on all Rides. Will book for balance of season Rock-o-Plane, Roller Coaster, Spitfire or any non-conflicting Rides. Will book Kiddie Rides and Live Pony Ride. Replies to

Manager The Mighty Interstate Shows
CARE WESTERN UNION, TROY, ALABAMA.

VIVONA BROS. Combined SHOWS

CAN PLACE FOR THE LAST 3 BIG ONES

MOORE CO. FAIR CARTHAGE, N. C., OCT. 25-30 Two Kids' Days. Fireworks Nightly. Beauty Contest.	GEORGETOWN CO. EXPOSITION GEORGETOWN, S. C., NOV. 1-6 Two Kids' Days. Fireworks.
CHARLESTON COUNTY COLORED FARMERS' FAIR CHARLESTON, S. C., NOV. 8-13 Two Big Kids' Days. This Is It!	DANNY DELL CAN PLACE One Wheel, one Grind Store, Agents.

Hankys of all kinds. Exclusive on Hats & Novelties. Wheel Foreman to join at once.

Address Lancaster, S. C., this week

RALEY BROS.' EXPOSITION

No grift anytime. Place Rides, Shows and Concessions for Colleton County Fair, Walterboro, S. C. Need White Girl Show. This fair played by railroad show past two years. Beaufort, S. C., to follow, payday for 30,000 Marines.

L. E. RALEY
Williamsboro Community Colored Fair, Kingstree, S. C., this week.

Oconee Colored Fair, Dublin, Ga., Oct. 25 to 30
Ocmulgee Fair, McRae, Ga., Nov. 1 to 6

Will place legitimate Hanky Panks, Merchandise and Outright Sale Concessions of all kinds. Will place any Grind Show that does not conflict with what we now have. NOTE: We are now booking and contracting for the 1955 season. All address this week:

JAMES H. DREW SHOWS
c/o WESTERN UNION, BRUNSWICK, GA.

METROPOLITAN SHOWS
WANT FOR MARIANNA, FLA., FAIR AND 2 MORE TO FOLLOW

CONCESSIONS: Cookhouse, Eating and Drinking Stands, Long and Short Range, Fish Pond, Bowling Alley, Buckets, Six-Cats, Coke Bottles, Pitch-Till-You-Win, etc. ALL CONCESSIONS OPEN. WANT CATERPILLAR FOREMAN AT ONCE.

Address **MRS. SHIRLEY LEVY**
c/o GREYSTONE HOTEL, MONTGOMERY, ALA., this week. Playing Fair at Montgomery this week.

WANT FOR LAKE BARTON FALL FAIR
ORLANDO, FLA., NOV. 1-6

Will book Merry-Go-Round, Ferris Wheel and other clean Major Rides. Can use Fun House, Glass House or clean Grind Shows. Some Concession space still open. Contact EAST ORANGE CHAMBER OF COMMERCE (Phone: 5-9772)
980 Lake Barton Rd., Orlando, Fla.

FREE ACT WANTED AT ONCE

Prefer Cannon Act or High Pole Act for Colleton County Fair, Walterboro, S. C., next week; Buford County Fair, Buford, N. C., Nov. 1-6. All contact

RALEY BROS.' EXPOSITION
Kingstree, S. C., Colored Fair this week

CARL D. FERRIS SHOW

Pickens County Fair, Easley, S. C.; with five weeks to follow. Close Thanksgiving week, Savannah, Georgia.

Place Sit-Down Grab, Hanky Panks at live-and-let-live rates. Want Snake Show, Wildlife, Minstrel Show not more than twelve people, Annex Attraction for Side Show, any Show with own equipment. Useful Carnival Help. All address:

CARL D. FERRIS
P.S.: Place Kiddie Rides. **ANDREWS, S. C.**

Tirza Again Plans Full Canvas Tour

GREENVILLE, N. C., Oct. 16.—Tirza and Her Wine Bath, well-known club and theater feature who made a complete under canvas tour this year for the first time with Prell's Broadway Shows, will stay on the road again next year.

Tirza, who made many seasons at a permanent location in Coney Island, New York, said that her experience on the road this year convinced her that she should stay out again next year, possibly on a new route. A complete new unit will be framed.

Appearing currently with Tirza are Lily Cavallero, Lola Hazard, Holy Black, Laura Farrell and Marie Dunn. Joe Boston is handling the front and Betty Rose is cashier.

Vivona Biz A Let-Down In Newberry

ROCK HILL, S. C., Oct. 16.—Altho large crowds turned out virtually every day and night last week, the Newberry County Fair in Newberry produced disappointing returns for Vivona Bros.' Shows. Grosses were reportedly far below those of 1952, the last time this show had played the event.

Frank Sutton, fair manager, proved a capable and popular host to the carnival folks, but the customers weren't as generous as he was. Visitors to the lot included E. B. Henderson, of the Union (S. C.) Fair, and Mr. Connell, from Lancaster, S. C.

Rosita Dell returned to the show after playing several fairs with her six cats and reported business way off from last year.

W. Canada B Circuit To Act in November On Carnival for '55

REGINA, Sask., Oct. 16.—The Western Canadian Class B Fair Circuit, which in the past awarded its carnival contract at its January meeting, will close for a carnival at a circuit meeting here November 1-3. At the same time it will award its 1955 grandstand contract.

The decision to award the contract here next month will enable the carnival signed to have ample time to prepare for its tour of the circuit and at the same time free it for the Chicago outdoor convention.

MIDWAY CONFAB

Continued from page 57

Mrs. Helene Hartzell, Ruth Williams, Alma Pumphreys, Malberta Fisher, Frances Maloon, Carolyn Richardson, Mona Bellows, Doty Lee, Mrs. Ted Cole, Louise Meadows, Catherine Scruggs, Mrs. Smith, Kitty Martin, Ruby Wantz, Mrs. Lester McGee and Miss Knight. Presents were received from the following, who were not able to attend: Mrs. J. P. Bolt, Dixie Kepley, Ruth Miller, Ada Watson, Carmita, Mrs. Mike Mackey and Ruth Butler.

Bill Holt, of the Gold Medal Shows, hired a talker for his "Holiday in Paris" revue recently when he contracted a mouth and throat disease. . . . Jess Wrigley, co-owner of the 20th Century Shows, and his wife, the former Lorlei Hugo, are honeymooning in Mexico City following their October 15 marriage in Joplin, Mo. Mrs. Wrigley is co-owner with her father, Captain Hugo, of the Hugo Novelty Exposition Shows.

Alle S. Brewer Sr. is critically ill in a Jackson, Tenn., hospital. His son, Alle Jr., died Monday (11).

Two Carolina Dates Fair for Va. Greater

WINDSOR, N. C., Oct. 16.—Virginia Greater Shows got off slowly at its last two events but both built fairly well toward the end.

Aulander, N. C., following a short jump from Murfreesboro, Tenn., was hurt somewhat by extreme high and low temperatures. It was around 90 the early part of the week, then took a sharp drop on Thursday (30) which discouraged the natives from coming out on the midway. Date was under auspices of the Volunteer Fire Company.

Murfreesboro, sponsored by the Lions' Club, was satisfactory with the local folks turning loose of their cotton and tobacco money toward the end of the week. Visitors there included F. G. Collier, of the Rich Square, N. C., Chamber of Commerce. Show will play the Rich Square Merchants' Harvest Festival late this month.

Third Page Man Dies After Crash

BIRMINGHAM, Oct. 16.—Frank Ansett, 49, known in show business as Frank Cook, a concessionaire on Page Bros.' Shows, died in Hillman Jefferson Hospital here Monday (11) of injuries suffered in an auto crash near Athens, Ala., October 6. Two other concessionaires with the show were killed and a third injured in the accident. The dead were Joseph McGowan and Robert Shelton, while Ray Wheeler was injured. (The Billboard, October 16).

Ansett's body was sent to Torrington, Conn., for burial. His widow, Aileen, resides at 963 Broad Street, Augusta, Ga. Sheldon and McGowan were both buried in Athens.

ACA Gross Up 25% in 2 Days At Beaumont

BEAUMONT, Tex., Oct. 16.—Amusement Company of America receipts for the first two days at South Texas State Fair here, which opened Thursday (14), were up approximately 25 per cent, according to Paul Olson, general manager, and show executives were looking for big receipts Saturday as kids swarmed over the grounds for their annual day.

For the first time in its history the fair is presenting an elaborate grandstand show to add color to the fair and increase its draw.

Upon the ACA's close here Saturday (23), concluding one of its most successful seasons, the show moves into its winter quarters at Hot Springs.

WANT—DUE TO HURRICANE CONDITIONS
FERRIS WHEEL AND 2 KIDDIE RIDES

Can also place Dipper or Roller Coaster. All Rides for the rest of season, which is about middle of November.

Week Oct. 25, Maxton, N. C.; week Nov. 1, Marlboro County Colored Fair, Bennettsville, S. C.

Concessions of all kinds and Shows of merit, including Colored Minstrel. Must have own top and transportation. Ride Help in all departments. Must drive semi trailers. Wire this week:

BARNEY TASSELL SHOWS
YANCEYVILLE, N. C.

LEO LANE SHOWS
The South's Finest

Now booking space for Pulaski County Fair, Hawkinsville, Ga., Oct. 25-30, followed by Thomas County Fair, Thomasville, Ga., Nov. 1-6; Putnam County Fair, Palatka, Fla., Nov. 8-13; American Legion Fair, Gainesville, Fla., Nov. 15-20.

Hanky Panks of all kinds, Shows of merit. Will sell ex on Custard and Name-on-Hats. Want A-1 Merry-Go-Round Foreman and A-1 Tilt Foreman. Top wages to good men, work all winter. No phone calls, please. Wire or write

LEO LANE, PEARSON, GA., THIS WEEK.

SAY YOU SAW IT IN THE BILLBOARD!

Miami Club All Set With Bar License

MIAMI, Oct. 16.—The Miami Showmen's Association has obtained its liquor license for 1955 and its bar is ready for operation. It was announced that bids for operating the restaurant this winter will be accepted thru November 8. At that time, the date of the first meeting, the board of directors will make its decision.

Activity has been picking up at the club recently with the arrival of members in Miami.

Ben Glasberg, chairman of the house committee, will be in the city shortly for the opening of the card room. Pay telephones will be opened for use Monday (18).

ALL TYPES OF WHEELS

Mds. Big Sizes Double Wheels Laydowns Ask for 1954 Catalogue

Operated by Joseph Mandel

CARDINAL MFG. CO.
1944 West 28 St., Brooklyn 24, N. Y. ESplanade 2-7510

W.G. WADE SHOWS

Now Contracting for the 1955 Season
RIDES—SHOWS AND CONCESSIONS

G. P. O. Box 1488
Detroit 31, Michigan

THANK YOU
ROBERT TEAGUE
Assistant Manager, Concession Department, Mills Bros.' Circus for your automobile purchase.

"Save Money With Johnny"
JOHNNY CANOLE.
Alltoona, Pa.
Phones 9347 or 3-0003

FOR SALE

Fun House with mirrors, tricks, etc., built in 24-ft. semi trailer, \$1200; Mangels Jr. Whip, 8 cars, in excellent condition, ready to operate; Spitfire with or without transportation, Arcade Equipment. Sell reasonable or trade for other Show Equipment.

JOE FREDERICK
2263 Newton St. Detroit 11, Michigan

"FILL ANOTHER SACK"

Can place Hanky Panks and Hanky Pank Agents, any good Show (clean).

For Sale—Caterpillar, Spitfire, Trailers and one Tractor; inspect at Coamas Acres, Marion, Iowa. Tilt with or without trailers, inspect Tunka, Miss., now Cotton Plant and Clarendon, Ark., follow; then Searcy, Winter Quarters. We are buying new rides.

Dyer's Greater Shows

T. J. TIDWELL SHOW
CAN PLACE
for balance of season

Organized Girl Show. Also experienced Wheel and Dipper Man; licensed drivers. Answer per route: Pecos, Texas, Oct. 18-23; Tahoka, 26-30; Brownfield, Nov. 1-6.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Oct. 16. — Death has claimed two more members of the club. Chris Robinson died of a heart attack on the Cetlin & Wilson Shows in Greenwood, S. C., and was buried in Showmen's Rest, and Bob Hunter was buried October 1. Among those at the Hunter rites were Charles Taylor, Fred Holtzman, Charles Schwacha, Bill Tucker, Al Beck, Mrs. Crowell, Mrs. Farris and Phil Cook.

The membership committee reports that 406 applications have been received. John Campi and Bennett Prell will receive their gold life membership cards, each having brought in 50 members this year. Al Dorso, of Cetlin & Wilson, has 36, Pete Norman 26, and John Campi, Gold Medal Shows, is being credited with 36 applications sent in by David Fineman, chairman of the membership committee. More than \$2,000 has been received for the year book, according to co-chairmen Claude Sechrest, Irving Sherman and Buster Westbrook.

Recent visitors to the club were Con Weiss, Harry Matisoff, Charles Taylor, Pud Hartman, Bill Tucker, Dutch Holzman, Ray Sigler, George Lewis, Willie Lish and Fred Barrett. On the sick list are Steve Homan, Pete Richardson, Joe Vernick, Otto Mack Magendand, Pete Burkhardt, Sam Grossbarth, Tom Allen and Bob Conner.

Work on the cemetery is going on at the present time with the hedges and shrubbery being planted in the Miami Showmen's Rest. Plans are being made to have a dedication service at the cemetery in connection with the memorial services which will be held in the clubhouse Sunday, December 19.

Twenty-five members of the men's and ladies' clubs attended the funeral of Chris Robinson.

Among those arriving and visiting the clubrooms are: Jack Chisholm, John Applebaum, Harry Ross, Art Ludwig, Tom Panza, Monroe Eule, George Priest, Harry Hiser, Charles Nicholas, Jack Rose, James Snyder, Red Hicks, Harry Matisoff, Dave Rockford, W. R. Whiteside, Harry Lewiston Jaffe, Leonard Gould, Co. Weiss, William Tucker, Dutch Holtzman, Harry Meyers, Tex Sherman, Henry Robinson.

Joseph Prell, general agent of the Prell's Broadway Shows and son of Sam Prell, has announced that he will seek a Gold Life Membership Card by securing 50 members or more during the balance of the season. The Prells boast four gold cards and are anxious to complete the circle by including the son, Joe, and the father, Samuel E. Prell, who is next in line for the presidency of the organization.

Joseph Aarons has forwarded two more booster sheets, making a total of seven pages in all, and announced that he will seek three more pages which will give him a total of 500 booster names for the Year Book.

Mel G. Dodson, treasurer of the association, said he will visit the Negro and white fairs in Savannah and then head for Miami.

The following are on the sick list: Steve Homan, Lantana Hospital, Lantana, Fla.; Pete Richardson, McGuire Hospital, S. Richmond, Va.; Joe Vernick, U. S. Veterans Hospital, Rutland Heights, Mass.; Otto Mack Magendand, Lantana T. B. Hospital, Lantana, Fla.; Pete Burkhardt, at home; Tom Allen, 145 Adams Street., Rochester, Pa.; Bob Conner, State Sanitarium, Mount Vernon, Ill.; Don Couston, Lakelane Trailer Park; Robert B. Brown; Sam Prell, Frederick General Hospital, Frederick, Md.; Jack Stern, Park West Hospital, New York City, and Ed Yeastedt, Veterans Hospital, Coral Gables, Fla.

Deepest sympathy is extended to the family of William R. Hirsch who passed away Tuesday, October 5.

Bills for dues, payable September 1, have been mailed to all the

members. Letters to all the advertisers in the Year Book will be sent out in the next few days with the hope that this year's Year Book will reach \$15,000. The co-operation of the members is requested.

The following applications were received: Edward C. Mence, William M. Williams, Oreon V. Harrah, Harry C. Parkinson Jr., Paul W. W. Arnold, William J. Sims, Mark Cobb, Marshall L. Green, Sterling Johnson, Arthur L. Ream, Clarence E. Hinton, Lew Carpenter, Kimsey L. Harris, Howard E. Anderson, Robert Johnson, William Stevens, Peter Miller, Johnnie Edwards, Donald T. Scatton, Russell French, Floyd T. Odum, R. A. Miller, Billy Allen, Jay L. Mohr, Andy Gibson, Charles N. Crockett, Roger T. Swart, Ed C. Early, Robert Sturgillo, Robert M. McGregor, Sebastian Pinelli, John Mooney, Peter Mazepa.

Also, Daniel B. O'Connell, Clifford A. Viles, Joseph Goglia, John R. Herling, Walter Schwieter, Justin W. Augier, Ben Molin, Joseph Rosenbaum, Siro Pellegrini, Billie McClaine, Eddie Karr, James Douglas Allen, Mike Moses, John W. Paris, Blair Goss Jr., Arthur Thompson, James Trump, Richard Ehlert, John Allen Hess, Edward Flanagan, William Bejarano, Roy Hecker, Darwin L. Backhoff, John J. DePerno, Raymond P. Brooks, George W. Rockwell, William Goldberg, Howard Loughner, Malcolm F. Money, Aaron H. Cooper, Joseph Silva and Robert Norman.

There is mail in the office for Frank Amorosa, Jack Chicarelli, Ben Cohn, Eddie Davis, Russell Erdell, Danny Festa, Johnny Green, John Grish, George H. Harms, Eddie Jackett, Edward Horwitz, H. McGinley, Harry Kerkis, Louis Kramer, Maxwell Kane, Albert Lytton, George Langley, Joseph Motola, John Martin, J. J. Solomon, Edward Seremba, Jimmie Sakobie Jr., Newell C. Taylor, Harry A. Thompson, William Van Dohren, John Goodman, Edward N. Golden, John R. Viers, Edgar O'Connell and Abe Eisenberg.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Oct. 16.—President Charlotte Porter was in the chair at the October 11 meeting. Attending officers were Corresponding Secretary Albert Roche, Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend.

Membership applications of the following were accepted: Helen McShay, Samuel M. Allen, Michael Gilbert, E. F. Williams, Wilma A. Baker, Donald M. Baker and C. L. Herbison.

Plans for the Home-Coming Party October 25 were discussed. Frances Weidmann, chairlady, is planning a special sauerkraut and sparerib dinner.

Two generous contributions were received—\$50 from Country Yeager toward the Christmas dinner and \$100 from Fred Ferguson. Of the latter \$50 is to go to the Christmas dinner and the remainder toward the Ladies' Bazaar.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 16.—Vice-President Maurice Ohren was in the chair at the regular Thursday (14) meeting. Also at the table was Al Sweeney, vice-president; Walter F. Driver, treasurer emeritus, and Joe Streibich, secretary.

The welfare committee reported Lou Keller was in serious condition. Louis Drillick is confined at home and Charles Watson is in Alexian Brothers Hospital. Mel Harris and Harry Atwell are at home.

House committee announced it is scheduling a party for the evening of November 12. Finance committee is preparing a new set-up on the club's securities. New members include Russell R. Brown, Albert J. Schober, Maurice E. Fager,

Clifford G. Snyder, Louis C. Black, John Papalia and Willie Bonder.

John Lempart is busy on the banquet program. Harry Duncan is busy on the Miss Outdoor Show Business contest. George B. Flint expects to have an issue of News Flashes out by convention week.

Membership was saddened by the sudden death of Ray Balzer, who passed away Monday (11) in Milwaukee.

Maxie Herman visited on his way South. Henry Polk, Hank Shelby, Tom Sharkey and Lou Leonard are back for the winter. Other callers included Sunny Bernet, Pete Norman, Chick Schloss, Charles Zemater Sr., Max Brantman, Chick Bohdan, William Meyers, Walter F. Driver, Petey Pivor, Chester Chapp, Harry Mamsch, Ed Levinson, William Margolis, Mike Taffan, Dick Ware, Harry Russell, Al Kaufman, Gus Pappas and Hy Neitlich.

Lone Star Showmen's Club of Texas

DALLAS, Oct. 16.—Meeting was presided over by President Edna Hacker and the minutes were read by Grace Tinder. Pearl Vaught made her treasurer's report and the invocation was delivered by Jule Connor. Bonney (5 Star) Allard maintained order.

Reports were briefed to permit more time for the surprise household shower given Millie Cepak, whose home was recently destroyed by fire. Erma Meeks and Beth Anderson were hostesses. Guests included Annabelle Hoblitt Patchett and Mabel Thomas. Also newlyweds Mr. and Mrs. Jack Young was formerly with the Schafer shows but is now with the Dallas fair as superintendent of rides.

A benefit held September 29 at the Memphis fair yielded profits for the Lone Star club and the Auxiliary of the Miami Showmen's Association.

Jack and Barbara Woody's car was destroyed recently in a crash between Memphis and Dallas. Barbara suffered a fractured collar bone and bruises, and Jack was shaken up but uninjured.

The Libermans, Mary Ellen and Jimmy have sold out their interest in their Longview, Tex., restaurant and are visiting in Dallas with Corine Greer and Edna Hacker. Bonney Allard and Mary Ellen recently celebrated birthdays. Pop Vernon left Dallas for Tucson, Ariz., to regain his health. Ernest Cottmire is in an Omaha hospital.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Oct. 16.—President Hunter G. Farmer, in from Delano where he closed with the West Coast Shows, conducted the regular Monday (11) meeting. Also on the rostrum was Al Flint, executive secretary.

Farmer presented the club with a check for nearly \$600, which was raised on the West Coast Shows and West Coast Exposition Shows at a gathering in San Jose when the organizations were featured at the Santa Clara County Fair. The showmen, returning from the road, also brought in a number of new applications and 1955 dues.

The president called on Ross Davis, Nayton Doleus, E. W. Coe, Sam Dolman, Doc McCullough, Max Hillman, Herb Dunn, Zack

DUMONT SHOWS

WANT

Bingo, Custard, Cotton Candy, and all kinds of Hanky Panks.

LOU RILEY
Lillington, N. C., Oct. 18-23;
Wadesboro, N. C., 25-30

Hargis, Louis Bacigalupi Jr., Dan Dix, Tom Crosby, Lee Garland, Frank May, Frank Fay, Bill Messina, Abe Goldstein, Sam Lasky, Earl Gilbert, Steve Vaughn, Eddie Emerson, Lou Manly, Sam Coomas, Harry Ostroff, Arthur Hockwald, Harry Merkel and Harry Hillman.

The sick committee reported that Harry Rawlings will remain in the hospital for another week.

Steve Vaughn, chairman of the annual banquet and ball, reported that reservations are already being received.

Maui County Event Attendance Hits 36,208 Total

HONOLULU, Oct. 16.—The four-day 32d annual Maui County Fair which drew to a close Sunday (10) pulled a crowd of 36,208 comparing favorably with last year's 37,666, fair officials announced this week.

E. K. Fernandez furnished entertainment with an ice show marking its 32d year at the annual.

The ice troupe included Billy Papon, emcee; Leon and Eddie, Margie Drake, Eddie Catalina, Gloria Dwan, Shirley Hart, Carol Williams, Barbara Hunt, Snow Kent, Phyllis Scivanich, Mae Edwards and Buddy Schraff.

Side Show attractions were Vernon Colbert, magic, and Loretta La Pearl, dogs.

Coleman, Alta., To Expand Rodeo

COLEMAN, Alta., Oct. 16.—With this year's rodeo having been a success, the Coleman Board of Trade has decided to put on a full-scale show next year and will consider booking a midway. Officials had been afraid earlier in the year that this summer's venture would fail because of employment conditions in the district. From the proceeds, \$1,000 was given to the Coleman Sports Association for community and sports activities and another \$750 was set aside as a fund for next year's rodeo.

Southern Bottlers

Continued from page 51

that was put into effect several years ago.

Opponents to any increase assert that the 80-cent price is still possible economically. The Coca-Cola Bottling Company, Atlanta, doesn't anticipate any change. This is also true with Coca-Cola bottlers in Houston, Tulsa and Louisville. All three say they're still operating with big advertising budgets and if anything, plan to expand their sales promotion in the coming season.

Carnival Routes

Continued from page 51

- Capital City: (Fair) Live Oak, Fla.
- Central Am. Co.: (Fair) Marion, S. C.; (Fair) Loris 25-30.
- Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Orangeburg, S. C., 25-30.
- Crafts Expo.: San Luis Obispo, Calif., 20-24; Blythe 27-31.
- Crafts 20' Big: Barstow, Calif., 20-24; Needles 27-31.
- Dickson United: Rule, Tex.
- Drew, James H.: Brunswick, Ga.; Dublin 25-30.
- Dumont: Lillington, N. C.; Wadesboro 25-30.
- Dyer's Greater: Tunica, Miss.; Colton Plant, Ark., 25-30.
- Franklin, Don, No. 2: Victoria, Tex.; Port Lavaca 25-30.
- Ferris, Carl D.: Andrews, S. C.; Easley 25-30.
- Gem City: (Fair) Bainbridge, Ga.; (Fair) Anniston, Ala., 25-30.
- Georgia Am. Co.: (Fair) Pembroke, Ga.
- Gladstone Expo.: (Fair) Belzoni, Miss.; (Fair) Canton 25-30.
- Gold Medal: (Fair) New Bern, N. C.; (Fair) Rome, Ga., 25-30.
- Gooding Am. Co., No. 1: Circleville, O.
- Gooding Am. Co., No. 3: (Fair) Pensacola, Fla.
- Greater Dixieland Expo.: (Fair) Tallulah, La.; (Fair) Jonesville 25-30.
- Groves Greater: Alexandria, La.
- Hagensick Rides: Hollis, Okla.
- Homes, Bill: (Fair) Palestine, Tex. (end of season).
- Hammond, Bob: (Fair) Belleville, Tex., 17-25.
- Helman United: Utica, Miss.
- Heth, L. J.: (Fair) Tifton, Ga.; (Fair) Cordele 25-30.
- Hill's Greater: Corpus Christi, Tex.
- Holly Am. Co.: Hazlehurst, Ga.; Homer-ville 25-30.
- Hottle, Buff, No. 1: (Fair) Rustin, La.; Leesville 25-30.
- Hottle, Buff, No. 2: Oak Grove, La.
- Ideal Rides: Sledge, Miss.; Tutwiler 25-30.
- Interstate: Troy, Ala.; Andalusia 25-30.
- Kile, Floyd O.: (Fair) Clinton, La.; (Fair) Liberty, Miss., 25-30.
- Lane, Leo: Pearson, Ga.; (Fair) Hawkinsville 25-30.
- Lee Am. Co.: Greenville, Ala.
- LeGriff's Midway: Quitman, Tex.
- LeGrand's Am.: (Fair) Callahan, Fla.
- Manning, Ross: (Fair) Kingstree, S. C.; (Fair) Trenton, N. C., 25-30.
- Marion Greater: Charlotte, N. C.
- Marks, John H.: (Fair) Monroe, N. C.; (Fair) Winston-Salem 25-30.
- Metropolitan: Montgomery, Ala.
- Midway of Mirth: Hoxie, Ark.
- Mighty Page: (Fair) Tarboro, N. C.; (Fair) Oxford 25-30.
- Moore's Modern: (Fair) San Augustine, Tex.
- Worton's Rides: Artesia, N. M.
- Penn Premier: (Fair) Laurinburg, N. C.
- Prell's Broadway: South Boston, Va.; Columbia, S. C., 25-30.
- Raines Am.: (Fair) Ferriday, La.
- Raley Bros' Expo.: (Fair) Kingstree, S. C.; (Fair) Walterboro 25-30.
- Red Ribbon, No. 1: Monticello, Miss.
- Red Ribbon, No. 2: Monticello, Miss.
- Royal American: Jackson, Miss.
- Rose City Rides: Campbell, Mo. (season ends).
- Royal Expo.: (Fair) Warrenton, Ga.; (Fair) Augusta 25-30.
- Smith, George Clyde: (Fair) Suffolk, Va.
- Southern States: Donaldsonville, Ga.; Perry, Fla., 25-30.
- Southern Valley: (Fair) Bastrop, La.
- Spartan Greater: Crenshaw, Miss.
- Star Am. Co.: England, Ark.
- Stephens, C. A.: (Fair) Statesboro, Ga.
- Stirling Crown: (Fair) Vienna, Ga.; (Fair) Dublin 25-30.
- Straits, James E.: Raleigh, N. C.
- Tassell, Barney: Yanceyville, N. C.; Max-ton 25-30.
- Tidwell, T. J.: Pecos, Tex.; Tahoka 25-30.
- Tinsley, Johnny T.: (Fair) Griffin, Ga.; (Fair) Opelika, Ala., 25-30.
- Tivoli: (Fair) Winesboro, La.
- Val's Expo.: Barnwell, S. C., 18-23.
- Valley Expo.: Navasota, Tex.
- Velare Bros.: (Fair) Dallas, Tex.
- Virginia Greater: Rich Square, N. C.; (Fair) Williamston 25-30.
- Vivona Bros.: (Fair) Lancaster, S. C.; (Fair) Carthage, N. C., 25-30.
- Volunteer: Alamo, Tenn.
- Wallace Bros.: (Fair) Jackson, Miss.
- Ward, John R.: (Fair) Panama City, Fla.; (Fair) Marianna 25-30.
- Wolfe Am.: (Fair) Greenville, S. C.; (Fair) McCormick 25-30.
- World of Mirth: Columbia, S. C.

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DECEMBER 14, 1954

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Ringling-Barnum Turnaways in Tenn.

Chattanooga, Memphis Give Big Crowds; New, Old Virginia Stands Prove Okay

CHARLOTTESVILLE, Va., Oct. 16.—Ringling Bros' and Barnum & Bailey Circus scored heavily in the tried and true cities of Tennessee and then rolled into Virginia to mix new stands with the established ones.

Memphis, on Monday (4), had a turnaway at night that made the performance the biggest winner since Chicago. Some of the Memphis turnaway was known to have gone to Jackson on Tuesday, where they were included in the half and near-full houses.

On Thursday (7), Chattanooga came up with what show sources said may prove to be the banner day of the season, with a turnaway in the afternoon and another at night. Knoxville came Friday (8) with a capacity night house following the three-quarters afternoon score.

The circus was in Roanoke, Va., Monday (11) and played to a half house in the afternoon but a near-full one at night in warm, clear weather.

2 New Towns
On Tuesday (12) the show was

Kelly-Morris Sets October Closing in Ga.

MARYVILLE, Tenn., Oct. 16.—The Kelly-Morris Circus, owned and operated by Pat Kelly and Bill Morris, will end its season October 30 at Hartwell, Ga. Site of the show's winter quarters has not been selected, but the outfit expects it to be in Florida.

It will play North Carolina, South Carolina and Georgia stands prior to the closing. Despite minor mishaps and mountain roads, the show has been moving on time.

Recent Tennessee towns have given the show good business. At Kingston (6), with Lions auspices the afternoon was three-quarters filled and night was straddled. Le-noir City, Thursday (7), gave half and full houses with Legion auspices.

Etowah on Friday (8) had 1,800 kids in the afternoon and three-quarters business at night with rain hurting. Eastdale Saturday (9), gave two light houses.

Von Blows Day

ELKIN, N. C., Oct. 16.—The Von Bros' Circus cancelled both performances here Thursday (7) after the show and the VFW auspices came to a parting of the ways. The VFW commander published a statement on show day saying his outfit had withdrawn its sponsorship.

Two Tennessee Stands Prove Strong for King

CLARKSVILLE, Tenn., Oct. 16.—Two days in Tennessee brought good business for King Bros' Circus this week. The show moved from Alabama, where drought conditions have prevailed.

Columbia, Tenn., was played Monday (11) and King pulled a half house in the afternoon and a near-full night house. Parade crowd was large and weather was good. Auspices was the Civitan club.

breaking in a new town, Staunton, Va., and it drew a three-quarter afternoon and near-full night. King Bros' Circus had been there August 18. Ringling used a new lot.

Charlottesville, the Wednesday (13) stand, also was a new one to Ringling-Barnum. Warm weather continued and the circus drew about 12,000 people, divided between a half house in the afternoon and a three-quarter house in the evening.

Two-day stands at Richmond and Norfolk were to follow.

At Charlottesville, Lester Proctor, show employee, received head injuries when struck by a passenger train while loading the show. His condition was termed satisfactory by hospital officials.

DUMBAR DIARY

Pape Recounts Ordeal Of Ecuador Quarantine

GUAYAQUIL, Ecuador, Oct. 16.—Eighty employees of the Circus Royal Dumar were held at a small outpost town for eight days quarantine in the latest adventure experienced by the show that is touring South America. U. S. performer Billy Pape recounted the ordeal after the circus reached this city and opened its under-canvas engagement.

Pape had reported earlier that the troupe was inoculated at Tumbes, Peru, because of an epidemic there of bubonic plague. The people moved out by bus and after three hours they reached the Ecuador border.

There the trucks and animals of the show were halted by the Army. After a delay the convoy moved on to Port Bolivar. Soldiers escorted each vehicle and other troops halted each truck and bus for several checks along the way. Pape said all the soldiers seemed to be teen-agers and that all flashed rifles.

On the trip a workingman was pitched off a truck by the roughness of the road and he was crushed to death. The bus carrying the Yacopi Family overturned but no one was hurt. At Port Bolivar the group was met by more soldiers and escorted to a small hotel.

Contact U. S. Official
Pape said it soon became clear that Ecuador and Peru guards were feuding in this area and that Ecuador feared the circus would import the epidemic from Peru. Certificates of health and vaccination did no good. The hotel, built for 40 people, was jammed with 80. Facilities for sanitation, sleeping and eating were inadequate or did not exist.

Mrs. Alfredo Yacopi managed to slip past the guards and contact a North American, whom she persuaded to board a U. S. freighter

Clarksville, the Tuesday (12) stand, rang up a big one, with two full houses. The show had pulled another large crowd for its parade and it played a new lot. American Legion was the auspices.

Earlier, King Bros. played Decatur, Ala., for the Exchange Club and drew a half house in the afternoon and a three-quarter house at night. Weather there was chilly and the show bucked both football and Ringling paper. Parade turn-out was large.

Austin, Minn., Annual Scores Near-Full Run

AUSTIN, Minn., Oct. 16.—The Austin Shrine club's annual circus, produced for the second time by H. W. Jacobsen, played to two capacity houses plus three near-full houses for the three days ending Saturday (9).

Performances were in the 2,068-seat high school auditorium. B. J. Moody, former president of the club, reported that the program included Patine and Rosa, acrobatics; McCall's Huskies; Tilton and Heerdink, bars; McCall's pick-out pony; Ulla Chimps; Miss Joni, aerial; Eric Adams, bikes; Hawthorn Bears with Paul Lemery; Bobo Barnett; McCall Liberty horses; Tony Ridola, table rock; Miss Rosa, web; Betty Tilton, globe; Guy Leslie, seals; Los Larabees, whips; Bozo Harrell, balancing; Don Ray, organ; Jimmie Godd, drums; El Larabee, announcer; M. Jack Poster, agent.

in the port so he could radio a message to the consul at Guayaquil. There are five U. S. citizens with the show. In a few hours a return message was received. The man who relayed the messages was named Paul Revere, and the consul had radioed that immediate action was being taken.

Early the next morning two tank trucks brought fresh water. A crew moved in to spray the hotel with DDT. A circus-style cookhouse was opened in the hotel and other facilities were cleaned up. Pape said the Pan-American Health Commission was in charge.

During the eight days of quarantine, the show's animals and equipment were parked on a salty shore and Pape said the animals were irritated and swollen as a result. After the quarantine was lifted, the circus moved out of Port Bolivar aboard a steamship that took it to Guayaquil.

LOUIS REED IN CHARGE

20 New Additions Bring R-B Elephant Herd to 50

SARASOTA, Fla., Oct. 16.—A full 20 young elephants now are on hand at winter quarters of Ringling Bros. and Barnum & Bailey Circus. Veteran trainer Louis Reed is in charge of breaking the new animals.

The punks, purchased thru several dealers, are in addition to the 26 elephants on the show and to four old elephants also in quarters here. The Ringling-Barnum elephant census now numbers exactly 50.

The new bulls have been named Rajee, Jeenie, Mow, Fanny, Suzanne, Pinky, Mary, Cas, Henry, Calcutta, Siam, Luna, Lucy, Betty, Dale, Misore, Trixie, Cutie, Eva and India.

Also in quarters now are the following animals: One young and two adult giraffes, two zebras, eight elands, one reed buck, one guanaco, one tapir, one hippo, eight porcupines, six male lions, six female lions, 10 lion cubs, five polar bears, four Himalayan bears, a Russian brown bear, two German brown bears and 60 head of horses and ponies.

Dr. William Higgins, circus veterinarian, recently returned to Sarasota from the show in Chicago and is in over-all charge of the animals here. He is associated with Dr. J. Y. Henderson of the circus.

KANSAS CLICKS FOR KELLY-MILLER

Chanute, Fort Scott Give Crowds; Two Weeks Still to Go in 1954 Season

BAXTER SPRINGS, Kan., Oct. 16.—With another two weeks remaining in its tour, the Al G. Kelly & Miller Bros' Circus was rolling around familiar Kansas countryside and playing to good business.

In Eureka on Saturday (9), the show had half and three-quarters houses in fair weather. Yates Center came next, with a Sunday afternoon-only that was nearly filled, altho the local theater was presenting its first showing of Cinemascope on the same day.

Rain slowed things at Chanute on Monday (11). The afternoon house was half filled but the night score was three-quarters. School classes had been dismissed part of the day. Larry Sunbrock's rodeo was scheduled for two days later. Kelly-Miller trucks became mired in leaving the lot and arrival at the next town was delayed.

That town, Fort Scott, gave a three-quarters afternoon and a turnaway at night, however. A Shrine show had played there in

Polack Up 10% On Denver Run; Ike Next Door

DENVER, Oct. 16.—Western unit of Polack Bros' Circus ended a seven-day 14-performance stand for the local Shrine temple here Sunday (10). At the week's end a 10 per cent increase over last year's take had been recorded. Five night shows brought turnaways at the 5,000-seat City Auditorium.

On Friday (8) a major Republican rally with President Eisenhower and Vice-President Nixon along with other bigwigs was held in the auditorium annex next door to the circus. One of Polack's elephants, Opal, made an appearance at the GOP rally. The show had a turnaway that night.

Publicity in the newspapers and on TV stations was strong. Press director Justus Edwards had two dozen guest spots on TV during the run.

the spring. The Beatty movie had played. And Sunbrock had been rained out the day before.

Baxter Springs followed with a three-quarter afternoon and near-full house on a wet lot Wednesday (13).

Earlier, Butler, Mo. gave two full houses on Wednesday (6) in cloudy weather.

Bertram Mills Gross Off 22%

LONDON, Oct. 16.—A decline in season's grosses of 22 per cent was reported September 19 for the Bertram Mills Circus, one of Britain's largest touring organizations. The announcement, made at the annual business meeting, reported net profit before taxes as 34,310 pounds (\$96,068) compared with last year's 42,806 pounds (\$119,856).

Cyril Mills, who presided, expressed strong resentment over what he described as overly heavy taxation on live entertainment. He said that while British audiences have been enjoying a "television holiday" the circus would nevertheless manage to prosper, due to its advantages of presenting live talent and an entertainment panorama which cannot be captured by the video camera.

Commenting on the sudden rivalry which has seen Mills and Chipperfield's play day-and-date engagements in Salisbury (The Billboard, September 25), Mills said competition has stepped up recently but it is "good for the circus industry, and serves to keep it up to scratch." Both shows drew hefty business at the city, with total turnouts estimated at up to 55,000.

Not present at the meeting was Jimmy Chipperfield of Chipperfield's Circus, who had announced that he would attend as a shareholder after purchasing some Mills stock. He said later that he had made the deal on September 13, too late to be eligible to participate in the Mills meeting.

Winds Flatten Danish Show

KERTEMINDE, Denmark, Oct. 16.—Circus Louis (Schmidt) was hit by a sudden storm while its big top was being torn down after the night performance here. High wind ripped the canvas, smashed all four center poles and splintered many of the side poles. Several employees were caught under the canvas but only two were injured—one having two ribs broken when pinned down by a broken center pole.

Beatty Wins Business In Last Dates of Tour

PECOS, Tex., Oct. 16.—The Clyde Beatty Circus closed its 1954 season on a high note, with the final two towns bringing out big business. After two performances here Monday (11), the show train pulled out for Deming, N. M., where the show will winter.

Sweetwater, Tex., on Thursday (7) had half and three-quarter houses despite a morning rain.

At Odessa on Sunday (10), both performances drew full houses after

local drought tension was eased by a heavy rain a few days earlier. Billing was reported strong.

The final stand, Pecos had a three-quarter house despite a high wind and dust storm in the afternoon. The show's last performance of the season pulled a capacity house, it was reported.

This will be the second time Beatty winters at Deming. The show was there much of last winter, altho it was taken to Phoenix twice for work on two movies.

UNDER THE MARQUEE

By TOM PARKINSON

Leo Francis, whiteface clown who finishes his outdoor season October 30 at Lawrenceville, Ill., has signed to play Santa Claus in the toy department of Block's department store, Indianapolis, his 16th year at the store. He will work there from November 20 thru December 24.

Ben Davenport visited Dr. William Mann at the Washington Zoo recently and they were joined by Claire and Tony Conway. . . . Sailor Muse caught Ringling at Memphis and will see King Bros. there October 18. . . . Clown Ray Bickford plays a Santa Claus date in Brattleboro, Vt., Friday (15), with more to follow. . . . John Ruff, former show musician and now a Minnesota camp owner, is touring Maine.

Paper for the old W. C. Coup Circus for Windsor, Ont., was uncovered by Howard Goodwin, who formerly was with Sparks circus and carnivals, when he removed some boards to rewire a house there. He estimates the paper was nearly 70 years old.

Phil Hall, formerly on the tax box of Ringling-Barnum, and son of L. D. (Doc) Hall, Ringling contracting agent, has been granted a Florida insurance agent's license following completion of a six-week course at the University of Tampa. Phil's brother, Scott, is assistant manager of the Ringling Side Show. Another brother, Robert, is manager of Richards Bros. Circus, while still another, Paul, is in the office wagon on King Bros. Circus. Phil and his wife, Esther, formerly with Ringling, are living at Circus City Trailer Park, Sarasota. Mrs. Richard Slayton, awaiting a child, is staying with Mrs. L. D. Hall at the same trailer park. The Dave Friedmans visited there. He is a Paramount Picture press agent in Chicago.

Dave Lano, who declares he has given up circus engagements for

his marionettes, recalls he began trouping as a youngster with the Hall & McMahon Circus in 1889 and that his last one was Ring Bros. Circus in 1953. He expects to play schools.

When Ringling played Nashville, Charles E. Duple, Jeffersonville, Ind., retired composer of circus band pieces, visited Merle Evans, George Werner and Mike (Calliope) Doyle. . . . Press agent Jim Mullens has hopped to Baltimore to start advance work for Polack Eastern's appearance there.

Frank H. Thompson, who put in 35 years in show business and then retired to enjoy normal hours, is still at Aurora, Ill., where he gets a kick out of recalling old-time showmen. He operates rental homes and a factory.

Buck Leahy is remembering when again and recalls that Buck Reager was a whiteface clown with Gollmar Bros.; that Bennie Fowler had the band with the Mighty Haag; that Albert White was with Russell Bros.; that Tige Hale was in the Parker & Watts band and that Red Harris and Charles Robinson were with the same show.

Closing with Aut Swenson's thrill show, press agent Lou Nelson has returned to his Cleveland home, clown Percy Raedemacher has gone to his home in Sheboygan, Wis., until time for the Davenport winter dates, and Hap Linguist and Don Forrester have returned to Tampa for the winter. . . . Roy Barrett, closing his season of fairs at Tupelo, Miss., Saturday (9), with the E. R. Braley unit, is booked for the fair at Hamilton, Bermuda, October 26-November 6, and will fly from Atlanta to the island resort. He says that the package deal includes all accommodations while there.

Bill Green, Washington, Kan., circus printer, advises that his recent visitors included the Chick Boyeses, Kelly Masters and son, the Duke Montagues, Eddie Kuhn with his wife and daughters, Reuben Ray and the Dick Conover family. The Conovers were on a trip that also took them to Buffalo Bill museums at Cody, Wyo., and Denver; the old William P. Hall farm in Missouri, and the site of Robbins Bros. Circus quarters in Iowa. Green caught the Tex Carson Circus, Capt. Eddie (Kuhn) Circus and Clyde Beatty Circus among others. He bemoans the lack of advertising in territory surrounding the stands circuses make these days.

Fan Fred D. Pfening, Columbus, O., is planning to be in Illinois next week, visiting in Chicago and Aurora. He'll see Clint W. Finney and the Herm Lindens in the latter spot. . . . The Dr. O. C. Schlacks, of Chicago, are due to leave Europe soon. The doctor, who spends time with Mills Bros. each year, was invited to present a paper on TB in Spain. He's also catching some shows while abroad.

Prof. George J. Keller and his Jungle Killers act will be featured for the second time in The Saturday Evening Post. Issue is scheduled to hit the stands on November 6 and is titled "Scared All the Time."

Tom Carroll, Chicago fan now in the Army, spent several days with the Clyde Beatty Circus, visiting with Charles Cox Jr. and others. . . . Henry H. Varner, of Akron, urges troupers and fans to write letters to those troupers who are hospitalized. . . . One of the dogs in the Poly Orea act on Polack Eastern strayed while in Mobile, Ala. Ten days later it was found there and shipped to the show in Toledo.

Harry and Doris Chipman are back in Los Angeles after closing the season with the Clyde Beatty Circus, where he was general press representative. Press Agent Norman Adams returned to the INS in the East. Elsie Kitzman was contracting press agent and Ed Mori-

arity handled press chores on the show. The Chipmans visited with Joe Ward in Wichita Falls. Since returning to Los Angeles, they have bought a home.

The W. E. Pages, of Page Bros. carnival, caught King Bros. and Byron Gosh's All-American circuses in recent stands. Other All-American visitors included Lew Howren, Alabama VFW officer, and George Holcomb, newspaperman and fan.

Joe Hodges Hodgini reports from Siebrand Bros. that Danita Roche gave a party and that Joe Hodges was entertained by local friends. . . . Mayo Roche was busy with concessions. . . . The Eriksons entertained the Great Arturo and family. . . . Harry and Herta Frobess visited. . . . In Las Cruces, N. M., American Legion auspices went all out since one of their members is national commander. . . . First day of the run was lost to rain. . . . Many of the personnel made trips to Juarez, Mexico. . . . Advance men for the Beatty show had been in the area. . . . Visitors included Harry Owen, Harry West and Phil Beyemheimer.

Ringling-Barnum people got a break at Chattanooga with the cars spotted on the lot, Albert White reports in this week's newsletter. He also advises that Dennis Stevens is practicing juggling. . . . that after losing a front tooth Margaret Smith is afraid to smile before Christmas. . . . that Con Colleano was out of the show several days because of a knee injury. . . . that Charlie Miles, CFA, gave the Mroczowskis a color photo he took of them several years ago. . . . that the Sunday off in Roanoke was an enjoyable one with everyone taking in the theaters and restaurants. . . . that Count Nicholas was made a member of the

New Firm Plans Calliope Work

MORRISTOWN, N. J., Oct. 16.—Matthew Cordock has formed a company here to repair, tune and build both steam and air calliopes. He is working with Jacob Kilsner and they have a shop in Craig, Colo., as well as Morristown. He said that while both have had experience in working on and playing calliopes, the new firm has no connection with earlier calliope makers. He expects to undertake tuning and repair jobs immediately.

Gosh Show Reports New Auspices Idea Brings Good Results

PELL CITY, Ala., Oct. 16.—The All-American Indoor Circus, operated by Byron Gosh, tried a new auspices set-up here and reported that the idea worked well.

Rather than have a single club sponsor the show, all clubs in the town were made auspices, with a 10 per cent cut for each. An extra 10 per cent went to the club which sold the most advance tickets. In this case the Lions Club got the extra money. Gosh said he believes this is a new idea and said that it got results in this instance.

Bailey-Cristiani Plays Shreveport

SHREVEPORT, La., Oct. 16.—Bailey Bros. & Cristiani Circus closed a six-day run under Shrine auspices here Sunday (10). Playing in the Shreveport Sports ball park, the show drew what the Shrine said was the best opening the annual has had. Circus people and animals took part in a street parade Monday (4) in which school and Shrine units also appeared. Engagement ends with an afternoon-only schedule for Sunday (10).

Central Police Association of Minnesota. . . that Jimmie Armstrong is sporting a new trumpet for the clown band and pre-show calls.

More Ringling notes: Alfred Burton Jr. fell from his rigging during his finish trick on the balancing blocks and was dazed by the fall but appeared in the night show. . . . Joe Flynn, assistant ring stock boss, was hospitalized at Roanoke for treatment of internal injuries after he was kicked by a horse at the end of the menage number. . . . On the way to Staunton, Va., the train was stopped and Willie Carr, veteran 24-hour man, was taken off and rushed to a Richmond hospital where it was reported he had suffered a heart attack. . . . Frank Amans, magician, is convalescing at the TB sanitarium at Lantana, Fla. . . . Most Ringling people are talking about the approaching closing date, November 28. . . . Birthdays were celebrated by Anna Delmonte, Alice Tausendfreund, Ricky Dawn and Duane Thorpe.

Ringling-Barnum visitors included Otto Killian and family, of the old Rose Killian Circus; the Bokara Troupe, Jimmy Raye, Danny McPride, Frankie Davis, the Ray Marlowes, Duiana Zacchini, Jess Beadels, Pettus (Brownie) Brown, Charles Jackson, Jimmie Olson, Jackie Bostock, Joe Seitz, Clausens' Bear act, Natal and family, Ernie and Ida White, the Geraldos, Sam Polack, Charles Duple, James McElwee, Frank and Joanna Bohart, Joe Priest, Bernie Potter, Phil D. Phillipps Jr., Al Hoffman, Ralph Holt and Joe Miller.

Elmore Yates, advance promotion manager for King Bros. Circus, reports that the org will play Mobile, Ala., for the local Civitan Club late in November. The parking lot at Hartwell Field Baseball Park will be used. While in Mobile recently, Yates cut up a few jackpots with Walter B. Fox at the latter's apartment.

Marjorie Towson is soaking up the sunshine at Scottsdale, Ariz., she letters that many former show people are living there, most of whom were rodeo performers. . . . Roy Romas has recovered from injuries sustained in a recent accident and is back at the helm of his Flying Romas Troupe, currently playing Coosa Valley Fair, Rome, Ga. After this date the act will head for the West Coast where it will make a series of shots for a forthcoming circus movie. Also skedaddled are some shots of Romas' stallion, Trigger, for Republic Studios.

Harry and Maxine Allen, general managers of Hagen Bros. Circus, will winter at their Los Angeles home. . . . Bill and Babe Woodcock, with Miller's Performing Elephants, stopped over at Tony Diano's quarters while en route from Philadelphia to Madison, Wis. At Madison, Woodcock visited with Dean Adams, Sverre Braathen, J. B. Beardsley and Bob Zimmerman. After completing a date there, the Woodcocks moved to Tom Packs' quarters at Carbon-dale, Ill., and visited with Slivers and Jo Madison prior to hopping into Davenport, Ia., for the Shrine show Friday and Saturday (15-16).

The Jorgen Christiansen Tent, CFA, San Francisco met recently and viewed color slides of Roy Arnold's miniature circus wagons, which were featured in Life, reports Don Marks. Marks' model show will be displayed in Albany, Calif., October 24.

Bert Pettus had three Cole Bros. elephants at the Waterloo, Ia., Dairy Cattle Congress show, thru Saturday (9) and then moved to the West Coast to work the bulls in an RKO movie. . . . Ringling's stand in Charlottesville, Va., Wednesday (13) was the show's first time there, writes Betty Walsh.

Mae S. Hong, press agent, visited with Eddie Howe, Ringling press agent, at Knoxville. She has been with Mills and Kelly-Morris

this season. . . . The Purcells' dog and monkey acts closed with the George W. Cole Circus in Mississippi and reopened their school unit a few days later at Laurel, Miss. P. B. Purcell writes from Columbia, Miss., that the drought is bad.

George Lerch, wire walker and juggler, has joined Roy Romas and his Royal Bros. Circus.

Garnet Kough, formerly of Kough & Ford Circus, caught the H. W. Jacobsen show at Austin, Minn. . . . Mrs. Eric Adams, of the Adams bike act, entered a Rochester, Minn., hospital.

King Baile letters that he renewed acquaintances with Bill Chalkas and family while pitching religious plaques at Nebraska State Fair, Lincoln, recently. With Chalkas, who had the Side Show on the midway, were Leon Bennett and wife, Cleo; Walter Dentz, magic pitch, and Slim Curtis, who was also on the front.

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Must have car, typewriter and be able to sell Auspices with phone promotion. If you drink or have bad habits—save your time. Interested only in high-calibre Man that is capable of making large sums of money.
Also two Assistants with the same qualifications.
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WANTED
ACTS OF ALL DESCRIPTION FOR INDOOR CIRCUS, SATURDAY, NOVEMBER 6, 1954
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WRITE OR WIRE (No phone calls).
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PHONE ★ MEN
Also Room Managers
This Is TOPS. Write Now.
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Box 1663, Milwaukee 2, Wis.

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WE WANT TO EXPRESS OUR SINCERE THANKS FOR THE MANY CARDS AND TELEGRAMS OF SYMPATHY AND FLORAL PIECES RECEIVED FROM ALL OVER THE COUNTRY WHEN EDWARD HUNT SUDDENLY PASSED AWAY.
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Ground Acts, own transportation. Schools 25 weeks.
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Phone: JU 8-3228

Your key to SALES RESULTS—the advertising columns of THE BILLBOARD!

Gotham Spots Tussle For Sunday Business

BROOKLYN, Oct. 16.—Empire Rollerdom here is the latest metropolitan area rink to join the battle to recapture Sunday night audiences from the competition of television. Empire's deal, inaugurated Sunday (10), is a series of dance, free style and speed tilts, two per Sunday, with trophies for

winners and medals for the skaters who come in second and third. The opener drew 15 couples for dance and about the same number of racers, plus some spectators. Mike Durante, operator of the big skater, expects the series to pick up customers as publicity takes hold and the weather cools.

Gay Blades Pro Post to Coupe

NEW YORK, Oct. 16.—Former amateur ace Al Coupe, an alumnus of the Empire Figure-8 Club and professional instructor at Empire for several seasons, this week signed to fill the vacant teaching berth at Gay Blades Rollerdom, New York. His schedule, as announced by operator Lou Brecker, calls for beginner lessons every Tuesday night, elementary dance on Wednesdays and advanced dance on Thursdays. Brecker says a Saturday morning kiddie class is also planned.

The Gay Blades coaching berth was held for many years by Herb Wilson, now rink operator in Texas. Roger Dowdall, a graduate from Brooklyn amateur ranks, succeeded Wilson last season, but did not return this year.

Among other New York skateries offering Sunday night inducements are Park Circle, Brooklyn, with free admission for members of the fair sex, and Gay Blades, Manhattan, which is again featuring its traditional Sunday evening long sessions, 5:30 p.m. to 11, all for one admission.

College Roller Affair Packs N. Y. Gay Blades

NEW YORK, Oct. 16.—Close to 1,500 skaters, probably the largest crowd seen at a Metropolitan area skaterie since World War II, jammed Gay Blades Rollerdom here Monday night (11) for Hunter College's first annual Student's Jamboree. Event featured the roller recreation from 8 p.m. to 11, a student show and then ballroom dancing until 1:30.

College Prexy George N. Schuster attended as guest of honor and many faculty members were on hand to join in the fun.

The party was closed to the general public, but the welcome mat was out for members of any other college. Tickets sold for 65 cents on the campus, 85 cents for Hunter students at the box office and \$1.15 for men and women from other schools. According to chairmen Milt Shapiro and Phyllis Wylie, the jamboree was a smash hit and will be repeated.

Lead Taken By H'sack in AOW Racing

HACKENSACK, N. J., Oct. 16.—Hackensack Arena racers, rolling up a total of 16 points, jumped into the lead in the America on Wheels chain's inter-rink racing league, Northern division, in the season's October 9 kick-off here.

Finishing in a tie for second place, with 10 points each, were Peekskill (N. Y.) Arena and Paterson (N. J.) Arena. Boulevard Arena, Bayonne, N. J., ran third with 8 points, followed by Twin City Arena, Elizabeth, N. J., 4; Mount Vernon (N. Y.) Arena, 2; Florham Park (N. J.) Rink, 2, and Capitol Arena, Trenton, N. J., 0.

Promotions to Hypo Biz at West Farnam

OMAHA, Oct. 16.—Jack L. Browne, who recently returned to West Farnam Roller Rink here as professional, has set up a series of promotional stunts to hype the box office.

Most recent events were two sock hops which drew good attendance. These affairs consist of skating from 8 to 10 p.m., with dancing in stocking feet following. Next on the schedule is a jackpot night which Browne has always found to be a good drawing card. He is also promoting private skating parties. Upcoming is a Halloween party.

Recently joining the rink was organist Paul Spargen, who Browne lauds highly. Spargen is a former RSROA competitive skater whose work is credited by Browne with drawing increasing patronage.

Skaters are showing a preference for private skating lessons instead of class lessons, Browne claims. However, club lessons are not being ignored. Browne is offering them figure practice, dances, free-style skating, racing and a little hockey occasionally. The children's beginner class is a promotional deal. A six-week course for 25 cents per person is offered, providing the kids buy a public-session skating ticket.

Nista at H'tford Palace

HARTFORD, Conn., Oct. 16.—Hartford Skating Palace's annual fun weekend program concluded Sunday night (10) with an exhibition featuring former U. S. champion Jerry Nista. The New York native, since his last local appearance several years ago, has skated more than 1,000 exhibitions.

ROADSHOW REP

"EN ROUTE from Battle Creek, Mich., to Jackson, Tenn., to join the Balfour Passion Play, I had the pleasure of spending two days with Bisbee's Comedians," writes Dick Tanas. "They have a new tent and side walls, new scenery, new proscenium, new trucks and in general a new outfit. This year's top is considerably larger than any carried before, a 70 with two 30's, and it has a new and larger Egyptian-type marquee. This staff includes J. C. Bisbee, owner; Billy Choate and Audrey Hardesty, co-managers; Cliff Malcomb, agent; Leonard Huston, billposter; Leon Block, band leader; Virginia Hardesty, superintendent of front door and office, and a cast of Billy Choate, Vera Thomason, Welby Charles, Cherita Choate, Bud and Patti Imig, Otis Arnold, Octavia Powell, Gene and Audrey Bradley, Dick (Toby) Ellis, Jim and Rosalea Colley, Neal Suddard, Lee Ellis, Mississippi Slim Osborne and Mabel Malcomb. Working crew consists of John Harris, mechanic; William Mensur, Curtis Jackson, Earl Mensur and Leonard Huston, canvasmen. The show moves on four semis and three trucks. Particularly noticeable are the fine sleeping and living quarters for workmen. It is a custom-made 29-foot trailer in which each has a bunk and a storage space. The show furnishes two changes of linen a week and soap, towels, etc. It carries its own light plant for emergencies. Also visiting the show were Mr. and Mrs. Arlie Choate, parents of Billy Choate. They are former rep owners who now operate a theater in Wayne City, Ill. . . . "Minstrel troupers who were on the road in 1931 will recall that G. C. Bradford and W. J. Redhill obtained the Al G. Field title from Joe Hatfield and took out a company that year," writes C. E. Doble, Jeffersonville, Ind. "This troupe

opened at the Lyric Theater, Dayton, O., August 1. Two weeks later the troupe stranded in Toledo. Members of the company were Eddie Ross, Emmett Miller, Charles (Slim) Vermont, Jack Gray, Roy Francis, Jack Kennedy, Johnny Healy, Garner Newton, Hi-Brown Bobby Burns, Dick Alexander, Ken Bennett, Barton Isbell, Al Tint, Norman Brown, Billy Adams, Charles Van Ruska, Harry Hunter, Billy Kane, Jack Ault, Karl Denton, J. Lester Haberkorn, Jimmy Givens, Henri Neiser and Leslie Barry, interlocutor. O'Dell Miner was band director and C. D. Pickering and E. C. Paul did advance publicity. Redhill, joint lessee with Bradford, filed suit asking for a receiver for the show property. Redhill alleged that Bradford had violated the partnership agreement in that Bradford had failed to pay his share of the cost of launching the show."

HELEN and Walter (Toby) Price, former rep folks, put in the past summer with a combination small show and dance thru South Dakota, believed to be the only one of its type in the country. The Prices stay three days in a town, using three feature films and a 40-minute stagemusical. On the last night in a town the Prices play for a dance following the show, using accordion, solovox, piano and string bass in an offering of Western and hillbilly music. They played more than 24 weeks last summer before closing to mull plans to produce a barn dance thru the cold months. . . . Writing from Thomason, Me., O. F. Gifford reported that he had been doing fairly well in that area until the hurricane struck. He plans a move to Valleyfield, Que., where he is to pick up some feature film for use in conjunction with his solo show. His wife is to join him at Valleyfield. . . . Chester Nadine is currently promoting amateur dramatic shows in the Woonsocket, R. I., area.

Winston-Salem

Continued from page 52

more people will be attracted to the event. There is one drawback in the newness. The ground has been parched by a long drought and the walking areas are unpaved. As a result the dust in suspension at times forms an almost impenetrable haze. But this has not seemed to cut down on the activity or enjoyment of the natives.

The plant, which last year boasted a number of new buildings and some pleasant to look at, non-revenue features, this year has the public oggling at several tremendous, permanent structural steel light towers and the construction of the new 10,000-seat Coliseum already near the half-way completion mark and due to begin operation next year.

The fair is being viewed in operation for the first time by Frank Kingman, its new manager, who left a similar post at the Brockton (Mass.) Fair. Kingman will also manage the Coliseum.

Crowds Surveyed

The fair in operation is getting a complete analysis from Kingman who will take over the active management of the event at the first of the year. One of his beginning points was the institution of a card survey to determine the fair's present drawing area. Cash prizes are offered as an inducement and the returns are good altho limited to those persons who attend the grandstand.

The present size and growth possibility of the fair, plus the operation of the Coliseum when that edifice is completed, make it apparent that the drawing area will have to be extended.

While it is premature to draw any conclusions from the few surveys cards studied at random, it is interesting to note that patrons appeared to be spending six to seven hours at the fair.

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3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus! 778C, \$3.50 Pr. 778SP \$3.75 Pr.
400 PR. USED SHOE SKATES, MEN'S AND LADIES', GOOD condition, for rental 5.00 Pr.
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3600 ECONOMY PRECISION Bearings, fit any wheel20 Ea.
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350 SETS HOWARD FIBRE PRECISION WHEELS50 Set
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Drivin' 'Round the Drive-Ins

PLANS for a proposed \$500,000 drive-in theater on Roosevelt Boulevard, Philadelphia, were disclosed at a hearing before the Zoning Board of Adjustment. An application for zoning variances to build the theater, which would be of 1,500-car capacity, was made by the A. M. Ellis Theater Company.

A member of the firm, Martin B. Ellis, told the board the company presently owns 20 conventional theaters, mostly in the Philadelphia area, including 14 neighborhood movie houses. He said the company also owns and operates the Chester Pike Drive-In, Ridley Township, Pennsylvania. The proposed theater in the northeast would be located in what is now a limited industrial area. . . . The Kerry Drive-In was the first in the Wilmington, Del., area to close for the season, announcing that it will reopen next spring. Mel Geller and Sam Taustin, Brandywine Drive-In, Wilmington, Del., held a Ford car giveaway recently. . . . At Bethlehem, Pa., Eastern Medina Drive-In Realty Corporation bought the Eastern Medina Drive-In for \$75,000. It had been operated by Essex Amusement Corporation, Newark, N. J. The 32-acre property was sold by Harry Appleman, Brooklyn, the principal owner. It has been announced that proposed improvements for the spot include installation of CinemaScope equipment. . . . Harry Chertcoff, owner, Sky-Vue Drive-In, Harrisburg, Pa., announced that a new drive-in will be built and opened in the spring on Harrisburg Pike. Chertcoff said the new drive-in will be of the deluxe type and will have a 110-foot CinemaScope screen.

Sale of two drive-in theaters in San Antonio for \$275,000 has been reported by Thurman Barrett Jr., owner-operator. Buyer is Lone Star Theaters, Inc., Dallas, owned by Pack-Murchison interests. The theaters are the Lackland and the Kelly. . . . The Glade Drive-In, Gladewater, Tex., has been purchased by the H & H Amusement Company, headed by Bill Hardy and O. L. Lowery. . . . Midway Drive-In, Quitaque, Tex., operated by C. C. Ham and Harry Barnhill, has enlarged its screen for CinemaScope presentation.

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1954 Christmas Merchandise SECTION



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Each of the hundreds of wholesalers, jobbers and manufacturers in this section is displaying his best and hottest offerings--with the thought that your sales will justify re-orders long before the Christmas selling season is over. The result: your opportunity to choose and order from among the largest assortment of its kind in the world.

Yes, go ahead and turn these next pages. They--and they alone--can tell you the full story. Just two things to remember: order early...and hold onto this special Christmas Merchandise Section. You'll find it useful for weeks to come. We wish you good profits and hope Billboard's 1954 Christmas Merchandise Section serves you well!

The Billboard

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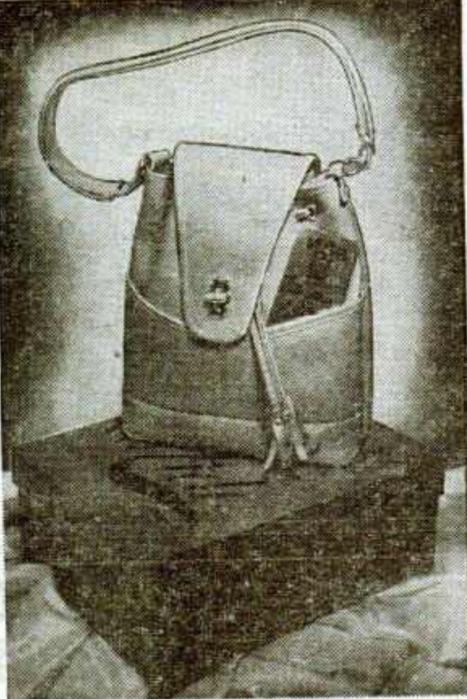
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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for a complete list of addresses of firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

W. T. Given, manufacturing chemist of Orrville, O., is bringing out a new silver polish called Silverene. Given says it's a silver plating polish, as it cleans, polishes and deposits a brilliant coating of pure silver on silverware, jewelry, musical instruments, door knobs and kindred items made of brass, copper, bronze, etc. It not only keeps silver like new, but covers worn spots, is easily applied and will not brush or wash off. A six-ounce bottle costs \$2.50. A sample is \$2.

Concessionaires and gift shops looking for an item that has appeal for women should contact Mel-Wood Products, Inc., Renovo, Pa., for its Tom the Parrot. This is a novelty planter having a parrot holding a small plant pot. Comes in red and white, green and white and blue and white with bone ring and matching cord at \$2 each. The company also manufactures wood novelty and gift items.

Bay State Novelty Company, Roslindale, Mass., has introduced to the trade a new dangle bracelet. Nickel, polished gold and white gold models are available at \$2.98 per dozen. The firm also has a full line of men's, women's and children's chain identification bracelets. It will send a sample order for \$3.

Embree Manufacturing Company, Elizabeth, N. J., is promoting its Kopeefun magic copy paper kit, which consists of a special stick and a prepared paper together with a unique cartoon book. By rubbing the paper with the stick, a child can transfer any cartoon and combine with others to create

diverting results. The kits are offered at three prices, 25 and 49 cents and \$1.49 retail. Dealer prices will be sent on request.

In time for Christmas is the musical see-saw brought out by Tutor Toy Workshop, Chicago. This is a musical toy with educational features which teaches musical notes by using animal pictures. Duets may be played, and games in which the players must recognize and duplicate sounds make it different from standard toys. Two small xylophones, two hammers, a shield and illustrated book complete this item.

Recognizing that the do-it-yourself vogue is making itself increasingly important to volume business, Munsing Wood Products Company, Chicago, announces its seal 'n' stain and pressurized Spray Lacquer. Both items come in pressurized packages. Seal 'n' stain may be had in walnut, maple, mahogany and clear finishes. The spray lacquer is a durable transparent water repellent that enhances all surfaces. A combination shipping and display carton contains five cans of each of the four seal 'n' stain finishes plus four cans of spray lacquer. The items retail for \$1.98 each for a 12-ounce can.

Dexter Manufacturing Company, Providence, R. I., has developed a new approach to the old book locket. A variety of the booklets are available in high styled pins, key rings or dangle bracelets. The new lockets are available in two styles. The miniature prayer books are mother of pearl covered with a mounted cross and hold a tiny rosary. The souvenir books are leather covered with a seal depicting the area and contain pictures of the resort area in accordion fold-out form photos. Items are available thru wholesalers to retail at \$1, but you can also write direct to the manufacturer.

Jay Sales Company, Chicago, is introducing a life-time de luxe two-tone wool comforter. It is a luxurious, reversible comforter in lovely contrasting home decorator colors that is 100 per cent wool filled and covered in taffeta, each with a beautifully worked design. Full double bed size is 72 by 84 inches. Color combinations are blue, hunter green, wine with gold, rose or chartreuse. Each is packaged in pliofilm bag for safe, convenient storage.

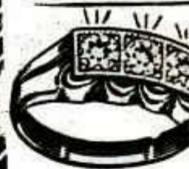
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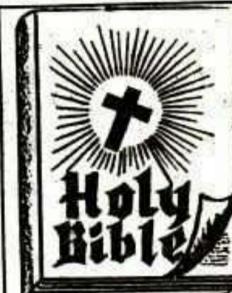
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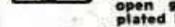
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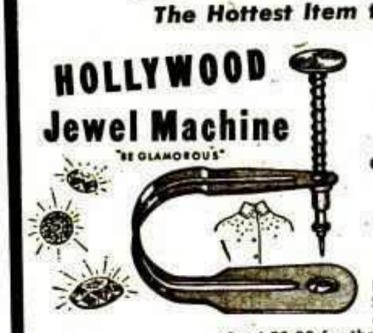
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For agents and women, new model cases and dials. Reconditioned and guaranteed like new.
Yellow Exp. Band, 95¢ add.
Save \$15.40 on This Deal — 6 ass't above \$9.95 Watches and 6 95¢ Bands to match. All for \$50
Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).
Wholesale only, 25% with order, balance C.O.D. — 5-day money-back guaranteed if not satisfied.

JOSEPH BROS.
5 S. Wabash Ave., Chicago 3, Ill.
"The Watch and Diamond House"

SILVERENE SILVER PLATING POLISH

Cleans, polishes and deposits a brilliant coating of PURE SILVER on Silverware, Jewelry, Musical Inst. Door Knobs, Faucets, Bar Fixtures, hundreds articles of brass, copper, bronze, most metals except iron and steel. Keeps Silver like new! Covers worn spots! Simply apply with soft cloth. Won't brush or wash off.
Big attractive 6-oz. Bottles. Flashy labels carry \$2.50 price. Convincing 30-second demonstration makes quick, easy sales. Sample \$2.00. 1/2 doz. \$7.20; 1 doz. \$13.20; 6 doz. \$68.40; gross, \$129.60. PREPAID. Here's the "hottest" demonstration item in years!
W. T. GIVEN, Mfg. Chemist
Box 337-B, Orrville, Ohio

TERRIFIC VALUES!

Men's WATCH SET

575 retail tag with each set
Copy of \$150 Original

Complete Deluxe WATCH & JEWELRY Ensemble **\$6.65**

- Brand new nationally advertised watch, gold plated case and matching expansion band.
- Lustrous double-gold plated cuff-links, key chain and tie holder.
- Rich Leatherette Gift Case.
- Written service guarantee.

ABOVE PRICES FOR MINIMUM ORDERS OF 4 WATCHES. \$1.00 ADDITIONAL FOR SAMPLES. 10% deposit with order, balance C.O.D.

SEND FOR FREE CATALOG

BROOKS PRODUCTS
92 LIBERTY STREET
NEW YORK 6, N. Y.

ELGIN-BULOVA-BENRUS Watches

For men and women... Brand new 7-Jewel 1954 model (lots of 3) cases with rebuilt movements, guaranteed like new.
\$8.95 EA.
(Sample \$9.95)
15-J—\$10.95 17-J—\$12.95
Gold Filled Expansion Band, \$1.35 add.
Plastic Gift Box, 6¢ add.

FINEST ON THE MARKET TODAY

RUTILE
AA1 White gem, clear as a diamond and with more sparkle and brilliancy. Sizes 1 carat and up. Per carat **\$8.95**

Gent's new \$8.95 yellow gold mountings, additional, \$12.50 and up. The same 14k in ladies', \$9.50 and up.

Send 50¢ for our big 1955 value-packed 180-page catalog of nationally advertised merchandise. 50¢ credited on first order.

Wholesale only—25% with order, balance C.O.D. Open account to rated houses.
Midwest Watch Co. 5 S. Wabash Ave. Chicago 3, Ill.

The smash hit for '54!

SOM-UM-BRELLA

You're in the shade!

Ideal for Football Games and County Fairs... for the entire family! In bright assorted colors with white.

• 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
1312 So. Los Angeles St. Los Angeles 15, Calif.

TOM, THE PARROT

Here is a novelty planter—colorful, practical and decorative. In red, green and blue with bone ring, matching cord and 3-inch matching plant pot. \$2.00 each. Also Wood Novelty and Gift Items. Manufactured by **MEL-WOOD PRODUCTS, INC.** Star Route, Renovo, Pa.

Make Yourself Big CHRISTMAS BANK ROLL

With our special promotion on Perfumes and Colognes. In addition to big profits on each sale, we are offering \$59.75 Helbrox Watch FREE. Write or wire for information. This is really a sensational offer so don't miss out on it.

We supply direct salesmen more than 400 daily-used items. Send for catalog.

GOODIER COMPANY
400 N. Bishop Dallas 8, Texas

new line of novelty items. Such tricks as the six-shot lota vase are offered. This beautiful red polystyrene plastic vase, 3½ inches high, continues to pour water while it is apparently empty. Other tricks include rattle bars, candy factory, Siberian chain escape, nickels to dimes, milk vanishing pitcher, color changing sponge balls, Chinese sticks and comedy milk in the hat.

Because of unprecedented sales volume, Imperial Merchandise Company, New York, has been able to lower the price of its Slacky ensemble utility bag and wallet set to allow a larger profit margin for distributors. According to the firm's Sy Herskovitz, the item has broken all sales records and is now being made in 12 new shades and patterns for fall and holiday promotion.

The Snapit Do-All flashing lantern has just been introduced by Cable Electric Products, Inc., Providence, R. I. A \$6.95 retailer, it is made of lightweight aluminum and provides two lanterns in one, in that the clear work beam light can be extended 25 feet from the lantern itself. This provides the user with ability of using the lantern in two places simultaneously. For example, in auto emergency repairs, the flashing light can be set far behind the car and the clear work beam can be trained on the spot where repairs are being made.

Marmero Art Creations, Chicago, is featuring a new line of lamp bases for the holiday season. Some of the bases are painted in striking two-tone combinations while others have a splatter finish. It is also possible to obtain bases that have not been painted so as to provide the hobbyist with hours of pleasure. For the most part the bases show action such as Spanish dancers, African natives, ballet, Chinese dancers, etc. Also available is the popular Driftwood Lamp base. Free fully illustrated circular will be sent on request.

The International Wholesale Supply Company, Philadelphia, is featuring three hot items which it claims are moving so well they're having trouble keeping them in stock. The first is a genuine top grain leather nylon brush with concealed manicuring set in handle. It comes in red, green and tan and retails at \$5.50, but the cost to dealers is \$1.85. The second is a genuine top grain leather case with four fine German Steel instruments—handled cutter, tweezers, file and pick. Retail for \$4.75, but cost to dealers is \$1.40. The third product is a genuine top grain leather snap case of six manicuring instruments, consisting of two scissors, tweezers, cuticle scrapers, file and handled pick. Individually boxed for gift giving, this set retails for \$4.50. The cost to dealers is \$1.35 each. The company says it is able to offer these low prices only because of quantity purchase privileges.

Exposition Enterprises, directed by Mickey Slater, is planning its first annual Christmas show in Long Beach (Calif.) Municipal Auditorium, December 9-19. According to Slater, this is the first time such an event has been held on the Coast. It will feature 132 exhibits, awards, stage attractions, gifts and gift ideas. A contest will be conducted to find Miss Santa Claus, who will be queen of the show.

Pacific Importers is offering a motorist's computer which rapidly calculates fuel consumption in miles per gallon. It also figures average speed in miles per hour. The German-designed item, a key ring, too, is as easy to operate as dialing a telephone.

The Talking Devices Company, Chicago, exclusive manufacturer of Talkie Tapes, is featuring a new, large, talking Santa Claus balloon with feet, and a Talkie Tape recorded with the greeting, "Merry Christmas." When the thumbnail is moved over the recorded side of the Talkie Tape attached to the inflated Santa Claus balloon, the cheery greeting, "Merry Christmas," is heard loud and clear. Cost is 17 cents, packed in cellophane envelope, and retail price of up to \$1 is suggested. The Talkie Tapes are also offered (Continued on page 72)

CHRISTMAS SPECIALS



Sensational Value Six Piece WATCH SET

In luxurious gift box consisting of new high-grade nationally advertised watch, gold plated case and expansion watch band to match. Lustrous gold plated cuff links, key chain and tie holder. Written guarantee. Complete box and jewelry set.

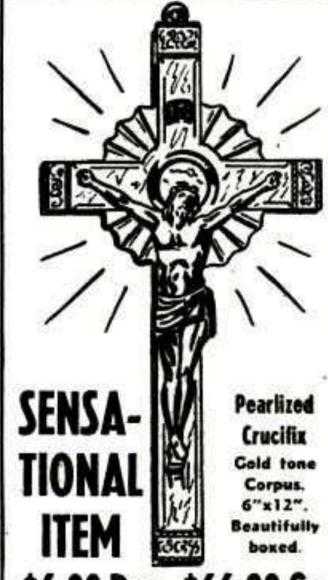
\$7.50 each set
\$1 additional for samples.



SLUMBER QUEEN

Two-Tone Rayon, Taffeta, Quilted Deluxe Comforter. 72"x84". Individually wrapped in plasticene bag. Packed 6 to a carton, in assorted color combinations. \$22.95 price tag.

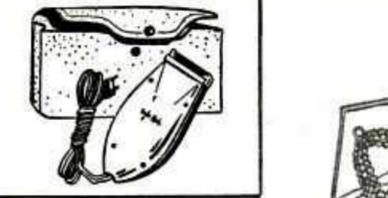
SPECIALY PRICED, \$6 EACH
Samples \$6.50 each



SENSATIONAL ITEM

\$6.00 Doz. \$66.00 Gr.

ELECTRIC DRY SHAVER
Ideal for Men & Women.
\$21.00 dozen
Sample **\$2.00**
With guarantee ticket and price tag.



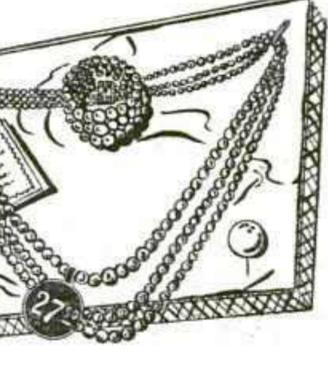
Special New Retractable BALL POINT PEN

The new, sensational, retractable Ball Point Pen with no-smear ink. Bankers approved, guaranteed leak-proof—large ink supply.

Special \$2.25 Per Dozen \$21.00 Per Gross

HARRIS TOPS THE FIELD PEARL SET

\$12.00 Dozen
Sample \$1.50. Four sets, minimum order.



3-PIECE PEN SET WITH METAL CAPS AND CLIPS

Consisting of ball point pen, fountain pen and pencil in beautiful box. Beautiful gold embossed \$5.00 or \$7.50 tag comes with set.

\$4.50 Per Doz. \$42.00 Per Gross



GREAT VALUE Ladies' DUNHALL COMPACT and WATCH SET

Complete with metal band. Fully guaranteed. Silk-lined gift box with \$75.00 price tag.

\$9.00



THE NEW MIRACLE CROSS and CHAIN

With magnified Lord's Prayer in center of Cross. Each Cross in a beautiful box.

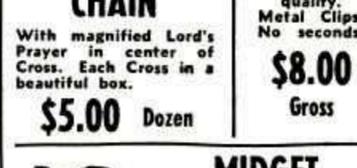
\$5.00 Dozen



BALL POINT PEN

These pens are first quality. Metal Clips. No seconds.

\$8.00 Gross



MIDGET LIGHTERS

Smallest lighter in the world. For Ladies and Men. Beautiful chrome finish. Limited amount.

\$3.50 per doz.



FULLY AUTOMATIC RONSON TYPE POCKET LIGHTER

Compares with higher priced lighters—gleaming Chrome Finish, never before offered at this low price. Ideal for gift, prize or premiums. Nicely boxed. They are moving fast—order now.

\$7.00 per dozen, \$78.00 per gross.
Sample dozen \$7.50 postpaid.

SENSATIONAL LOW PRICE

16MM "HIT" Imported World Famous Miniature CAMERA

Takes clear, sharp pictures. For day or night use, indoor or outdoor, with many features of expensive models. Complete with pigskin carrying case and strap.

Amazing Value—\$15.00 Per Dozen
Film for above — 12 rolls, \$1.00 Dozen. Sample camera and film, \$2.25 postpaid.



THE NEW SENSATIONAL FAST-SELLING PLASTIC WALLET

Consists of 4 card holders, secret pocket and Billfold all in one.

\$3.50 per Doz. \$39.00 per Gross

EACH IN INDIVIDUAL BOX

HARRIS NOVELTY CO.

25% Deposit Required — Money Order Or Cash
THIS IS OUR ONLY STORE
WE SHIP SAME DAY WE RECEIVE ORDER — SHIP ALL OVER WORLD
1102 ARCH STREET (Phones: MA 7-9848—WA 2-6970) PHILADELPHIA 7, PA.
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The Greatest Name Brand Catalog of Them All
Temple's new 1955 Edition
Send for Your FREE Copy Today!
TEMPLE COMPANY, INC.
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Philadelphia 7, Pa.
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Visit Our New Street Floor Showroom at Above Address

PIPES FOR PITCHMEN
By BILL BAKER
BYRON L. BOWIE C. G. A. . . . graduate of the International Grapho-Analysis Society of Springfield, Mo., was seen at the Windsor, Norway and Farmington, Maine fairs picking up a lot of loose cabbage doing character readings. Bowie has now taken off for Washington, where he will work stores and then take in a few Southern fairs.

TICKETS AND PUNCHBOARDS
Finest in the U. S. A.
Lowest Prices
Why Pay More?
Order From
EMPIRE PRESS, INC.
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Chicago 10, Illinois
Phone: MOhawk 4-4118

AFTER BEING . . .
the object of a somewhat lengthy search by some of the boys in the trade, our friend Bob Posey pipes in to let us know that he's up and about and at present cavorting around the region of Grant, N. M. Says Bob: "I'm a little tardy with a pipe myself but I like to read them from the pitchmen who are still around. What has become of Harry Corry, Tom Kennedy, Goldie Brown, the Wilson brothers, A. L. Richards, Glen Bernard, Speedy Hascal, Detroit Pollard, Shorty Meadows, Horseback Myers, Roudy Carouthers, Chief Two-Horse, Chief Running Elk, Chief White Cloud and Dave Rose?"

"I WONDER". . .
asks Jack (Bottles) Stover, "if any hustler, trouper, pitchman or knight of the leaf can top this one. I made the Tucker County Fair at Parsons, W. Va. Got tucked to the kiester and the chief took me to the mayor. He in turn took me for \$13.75 and I came up just \$12.76 short. So they took me back and tucked me in the Tucker County kiester. I put my rings and my Gladstone kiester to stand for my bond. So they let my keester out of the can so I could raise the scratch. It so happened that the first guy that I wrote up was named Keister. Well it was a long way around, but at this writing I'm ready to exchange handshakes with any and all who might visit the Forrest Festival. I have both my keisters with me—one is in the room and I'm sitting on the other one."

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SUPPLIES and EQUIPMENT
7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips . . .
5x7 Heavyweight Cards . . .
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available
JOHN ROBERTS CO. A. INC.
817 Broadway, Newark, N. J.

PENNING FROM . . .
Roswell, N. M., our friend, Phinas Bess, reports that he hopped there after doing pretty well for himself at the New Mexico State Fair in Albuquerque. According to brother Bess, he had a date in Roswell with some character who was interested in booking hankypanks for some sort of an affair and who had promised not to sell the X on any of the joints. However, it seems that the gent later changed his mind, and Bess wound up with a bunch of money tied up in stock. Says Phinas: "Now I really find myself in a spot. This

NAME BRANDS
Opens the door to easier and faster sales
NATIONALLY ADVERTISED PRODUCTS
FOR
Gifts, Premiums, Prizes
Benrus, Helbros, Gruen, Dormeyer, Dominion, Nesco, Remington, Casco, Ecko, 1847 Rogers, Silex, Parker, Spidel and thousands of items to choose from.
BUY AND SELL ALL YEAR ROUND
from our 1954-1955 Gift Book.
Write for your free copy today.
UNIVERSAL DISTRIBUTING CO.
701 W. Market Street Louisville, Ky.

NEW LOW PRICED CAMERA SENSATION!
Takes 16 full-size pictures on a roll of #127 film.
1. Sharp meniscus lens
2. Molded plastic case
3. Written factory guarantee
Made in U.S.A.
Only **\$7.20 PER DOZEN**
\$72.00 per gross. Individually boxed.
25% DEPOSIT with order BAL. C.O.D.
GEM SALES CO.
533 Woodward Detroit 26, Mich.

MEXICAN JACKETS
100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.
Dancers, Sizes 34-40
\$7.75 each
Embroidered, Sizes 34-40
\$6.75 each
White or sizes over 40, 60c extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.
PEARL SALES CO.
P. D. Box 475, El Paso, Tex.

BEAUTIFUL HAND PAINTED SKIRTS
A marvelous number that will prove to be your fastest seller and biggest profit-maker.
\$4.90 ea. **\$4.50 ea.** in dozen lots

\$7.95 ea. 17-JEWELS
WAFER THIN (BRAND NEW) WITH EXPANSION BAND
Swiss Precision Made—Wafer-Thin Gold Finish Case—Modern Silvered Dial With Raised Silvered Finish Trylons and Hands—Handsome New Black Trim Around Dial—Sweep Second Hand—Unbreakable Crystal—Antimagnetic. This price includes band and individual 1-year guarantee slip. Samples \$1.00 extra. 10% deposit, balance C.O.D. Complete line of latest 1 to 17-jewel watches. Ask for catalogue.
MIDTOWN WATCH CO. 15 West 47th St. New York 36, N. Y.

ATTENTION, ALL COIL WORKERS
We have Ford V-8's 1932-'48
Orders shipped same day as received. All coils have wire on top. Easy to demonstrate. Have lots of stock on hand. No waiting for stock. You will not be let down thru Fair Season. This coil is not plastic but made of bakelite and will not burn thru.
PRICE \$53.00 GROSS
HAROLD NEWMAN
PHONE—WRITE—WIRE
UNIVERSAL IGNITION CO.
4754 N. CLARK STREET CHICAGO 40, ILLINOIS
Shop Phone: Longbeach 1-3499
Home Phone: Longbeach 1-4983

A TRIAL ORDER WILL CONVINCCE YOU!!!
A BIGGER DEAL 6 Assorted Watches \$49.
With yellow expansion band. Reconditioned and guaranteed like new.
\$9.75 EACH
Guaranteed like NEW!
Benrus - Elgin
Waltham-Gruen-Bulova
WATCHES
For MEN and WOMEN
Original Gold-Filled Expansion Band, 95c extra.
WEINMAN'S 182 So. Main St. Memphis, Tenn.

ATTENTION, DEMONSTRATORS AND PITCHMEN
The CLEANER in A SPONGE Gets Money at STORES, FAIRS, SHOWS.
NOW an ALL-PURPOSE Cleaner in a SPONGE.
New Low Price, \$17.25 Per Gross. Write for Samples. ORDER NOW!
NU-AGE PRODUCTS COMPANY Brooklyn, Michigan

DEMONSTRATORS
ATTENTION! SENSATIONAL VALUE
Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00.
GROSS \$45.00
including tax. Orders filled the same day as received. Send 25% deposit with the order.
LINDEN PEN
28 East 22nd St., New York 10, N. Y.

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NO INVESTMENT • NO INVENTORY
★ Your own private name catalog
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★ Start in business as of today with your own name imprinted catalog which sells "in demand goods". We can put you in a proven lifetime business and help you to succeed. Write TODAY for a free catalog with confidential price list and complete details. DON'T WAIT!
GENERAL WHOLESALERS
P.O. Box 1195C, Chicago, Ill.
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ITEMS THAT SELL
Send for free price list, but state your business fully.
Quantity prices on small orders.
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WE MANUFACTURE SHRINE CIRCUS FEZ
Novelty Fezes for all occasions. Perfectly blocked—looks like real Fez. Also PENNANTS for all occasions.
THE G. B. FELD CO.
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EXPANSION BRACELETS
\$13.00 per dozen
Petite rhinestones for dainty wrists
White Jewels with Crystal for summer
Fancy Crystal Jewels and Rhinestone combinations
Immediate Delivery.
Prices Net F.O.B. N. Y.
Cash with order unless rated firm.
THE INTERNATIONAL GLASS CO., INC.
303 FIFTH AVE. NEW YORK 16, N. Y.

PLASTIC LAMINATING
This remarkable Plastic Laminating Machine will earn \$18 an hour right in your home. Big profits. Laminating business, social security, identification, credit CARDS of all kinds, photos, passes, clippings, plaques, etc. Prices from \$35 and up. Will accept any equipment in trade. Easy terms! Write now! Literature and sample free.
PLASTICAST CO. Dept. J
P. O. Box 6737 Chicago 80

The New Olympic GYRO-TOP
Exclusive to Pitchmen
All Metal—Factory Balanced—Four Colors—Every one a Winner—\$3.00 per doz.
F.O.B. South Gate, Calif.
25% Down with Order
Balance C.O.D. Sample 50c ppd. Immediate Delivery.
G. B. DeRay Mfg. Co.
2218 Atlantic Business South Gate, California

NU-NAK NOVELTIES
PLASTER-SHELL LAMPS
SOUND SYSTEMS
FAIRS—RODEOS, ETC.
Address: Waycross, Ga.

#10 3/4 Ladies Ident Dangle Bracelet
Hot nickel, polished gold or white, \$2.98 doz. Full line men's, women's, children's chain Ident Bracelets.
No aluminum. Sample order, \$3.00.
Bay State Novelty Co.
33 Congreve St. Roslindale 31, Mass.

ROYAL FOAM LATEX-BED PILLOWS \$1.82
\$7.50 Sewed-in Price Tag EA.
A Terrific Seller In Doz. Lots
All new materials, shredded latex, pure foam rubber in a colorful satin quilted cover, ass't. colors. Packed in a cellophane bag. (Sample, \$3.)
Guaranteed White House Paint \$1.25 in a 5-gal. can. Gal. . . .
We carry hundreds of fast selling items for carnivals, wagon jobbers, agents, premiums, etc. Write for catalog and new reduced wholesale price list.
25% with order, bal. C.O.D., F.O.B. Chicago.
UNIVERSAL DISTRIBUTING, INC.
729 W. Randolph St. Chicago 4, Ill.

WAGON JOBBERS—SALESMEN DEMONSTRATORS!
RED HOT ITEMS . . . Every one of 'em!
OVER 50 FAST SELLERS
Make up to \$7500 a year spare or full time just selling Club Specialty Products.
SENSATIONAL ADVERTISING SPECIALTIES
Write, wire or phone for Free Booklet.
SALESMEN WANTED—TERRIFIC EARNINGS!
CLUB SPECIALTY CO. 6 E. Lake St. Chicago 1, Ill.

SIX SHOT LOTA VASE
Miracle Water Production
This beautiful red plastic vase, 3 1/4" high and 3 1/4" 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
Jobbers' and Distributors' inquiries invited
LAKEVIEW NOVELTIES
4727 N. Monticello Ave. Chicago 25, Ill.

MAKE \$2 HR. SELL RA-GLO SIGNS
To bars, stores, restaurants. New! Brilliant Ra-Glo signs, 17 sample signs, 7x11, \$1.00 postpaid. 110 signs, \$6.00 postpaid. Sell 35¢ each. Christmas sign samples and information, \$1.00 postpaid. Free literature.
ALL ART SIGN CO.
179 N. Wells St., Dept. 43, Chicago 4, Ill.

BRAND NEW WATCH SPECIALS!

MEN'S 14K GOLD PLATED TOP WITH STAINLESS STEEL BACK SHOCK-RESISTANT WATER RESISTANT WATCH \$5.50 EA.



- 1 yr. written guarantee
- FREE watch boxes
- Shock-Protected
- Water Resistant
- Anti-Magnetic
- Jeweled Movement inscribed on Back of Case
- Luminous Dial
- Exceptional Value
- Fancy Matching Expansion Band
- Sweep Second Hand

ABOVE PRICE INCLUDES EXCISE TAX. SEND NO MONEY - PAY POSTMAN C.O.D. BURTON SALES CO. 843 W. Madison St., Chicago 7, Ill.

winter I'll be on diet of aluminum bracelets and discs. Some of these guys ought to try eating aluminum. Maybe after they found out that it isn't so easy to digest, they'd be a little more careful how they gaff up their ads.

WE'RE SORRY . . . to report the end of a success story: Harry Mahren, who began as a pitchman 40 years ago and had risen to head up his own firm, McBride Jewelry, died September 23 in New York. An old-timer, he was widely known in the trade. The firm will be continued with his son-in-law as head. No changes in merchandise or price policies are contemplated.

I. W. (HI) HIGHTOWER . . . whom we haven't heard from in many years, tells us that he has a real sharp proposition for one of his good friends. According to brother Hightower, he's interested in finding someone who would like to work with him on a very good and very easy store demonstration. It seems that the deal would involve very little work, maybe two or three days a week. He intends putting on sales and the other time write the sheet. He says that he has the car and will cut his partner in on a 50-50 basis. Hightower goes on to say that he'd like to hear from Doc Jack, Cunningham, Beauchamp, Ned House, Joe Clark or any of the gals who knew him back in the 1920's. Anyone who might be interested in the proposition, can contact Hightower by addressing a letter to him in care of the Cincinnati office of The Billboard.

"IT'S BEEN A LONG TIME . . . since I sent in a pipe" pens Doc George Bender, from Philadelphia. "The fellow who was on the pipes desk when I last piped in was responsible for my getting into the Moose Lodge and that was at least 28 years ago. Well, I have not been very active in my line for some time but I did manage to get around to a few fairs and all I heard was that I was dead. Even some of the boys said that they saw it in the column. Well you can inform them all that I'm still going along, can make a pitch now and then and step out and have a drink or two. I'm still eating good and when it comes to the ladies, brother watch out. I'll be 70 years old my next birthday (of course some of the old-timers may (Continued on page 73)

Headquarters for Christmas Gift Merchandise

"STARLIGHT ORIGINAL"

4 PC. GIFT SET

Expansion Bracelet—Necklace— Matching Earrings

Our own Starlight Original, flashing with glamour . . . loaded with Sales Appeal! Quality Expansion Bracelet with beauty that really pulls, 24 Kt. Gold Pl. link necklace, safety clasp and matching earrings. This is a real find in any market . . . ready to go like wildfire. Available in Opal, Cameo or assorted "stone" centers. Complete with gold-embossed \$19.95 price tag . . . smartly packaged in a felt-clad box, satin lined. Expansion bracelet on knob-rest display pad . . . an eye-catcher with selling impact.

4 Ass'd Samples Postpaid \$10.00



DOZEN SETS \$24.00 plus postage



3 Samples Postpaid \$5.00

Send for Free Catalog of Other Christmas Gift Items

*SIMULATED

PARIS-INSPIRED

PEARLS * Surrounded by Dazzling Rhinestones. Complete 3 Pc. ensemble in 24 Kt. Gold Finish.

A Fabulous Christmas Gift Package . . . styled after the most famous gems in the world. Large Sunburst design has been the sensation of the nation in the most costly jewelry and now all its regal beauty has been captured at this low, low price. The neck cluster may also be worn as a brooch. You're bound to multiply your Christmas profits with this outstanding value. Boxed for luxury . . . comes complete with satin lining and \$9.95 price tag. Available in Cameo, Pearl, Coral, Turquoise and White Rosette centers.

DOZEN SETS \$13.50 plus postage

STERLING JEWELERS

PHONE: CAPitol 4-4621

44 E. LONG STREET, COLUMBUS, OHIO

A POWERHOUSE FOR PROMOTION

3-D NITE-LITE Shadow Box

EVERY CHILD WANTS IT EVERY PARENT LOVES IT CHURCHES APPROVE IT

For child's room. A constant reminder to the children to say their prayers before going to bed. Prayer is colorful, lithographed on metal, varnished—washable. An imported figurine (boy or girl) is made of handsomely hand decorated china in full detail and colors. Frame is ivory finish (hardwood). Hangs on wall or stands on dresser. Excellent TV lamp. Uses standard 7 watt light. Can be dimmed to a faint glow. Dimensions: 9 1/2 x 7 1/2 x 3. With wooden frame, retail ea. . . . \$4.95 With plastic frame (choice of coral, grey, chartreuse and natural, retail ea. . . . \$3.98



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225 N. WABASH AVE. DEPT. #B-4, CHICAGO 1, ILL.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME

— Write today for details on how to get yours —

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Big Talking Santa Claus Balloon with feet, TALKIE TAPE that says, "MERRY CHRISTMAS," instruction sheet, and adhesive piece—all packed in cellophane envelope—ready to sell. Your cost \$17—retail to \$1.00. You can make YOUR OWN balloons TALK—TALKIE TAPE, instruction sheet, and adhesive piece, to make any balloon a TALKING BALLOON—only 5¢ each. TALKIE TAPES AVAILABLE—"HELLO SWEETHEART," "HAPPY BIRTHDAY" AND "MERRY CHRISTMAS." Send 50¢ for samples.
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Long chain and collar . . . \$24.00 ds.

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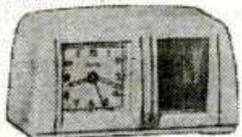
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Decorative case looks like a miniature radio and is cleverly fitted with an imported 30-hour movement and musical alarm. In rich plastic case, mahogany or ivory finish with gilt trim. LIST \$9.95.

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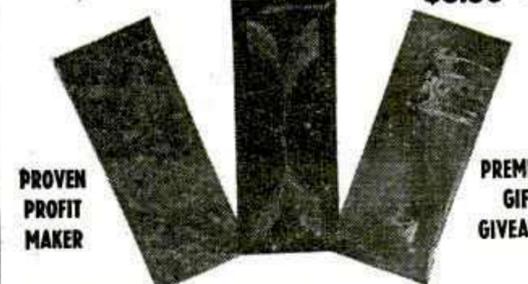
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PEACOCK SAMPLE \$4.50 ea. Lots of 6 \$4.29 ea. PLAIN SAMPLE \$3.49 ea. Lots of 6 \$3.75

Fancy Embossed Billfolds (\$7.50 seller)

Complete with removable pass case with eight transparent picture windows. Each wallet has a zippered bill pocket. Each dozen comes in assorted embossed designs. Gift boxed.



64c ea. in 1/2 gross lots \$8.50 doz.

PROMOTIONAL GENUINE LEATHER WALLETS (\$5.00 SELLER)

Each wallet has a removable pass case and zippered bill pocket. The pass case has eight transparent windows. Assortment consists of styles shown above in fast-selling colors. Boxed.



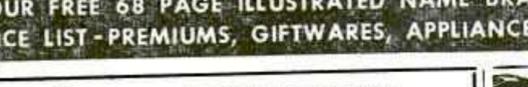
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SPARKLE RHINESTONE SET Sample, \$2.40 \$2.00 ea. Lots of 12



K & E WYTEFACE STEEL TAPE \$2.80 ea. 50 feet. Lots of 6. Sample, \$3.00



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SAMPLE \$4.25 ea. Lots of 12 \$4.75 Well constructed, combinations Mother Goose electric clock and night light. LIST \$8.95

100% ALL WOOL BLANKETS



Large Double-Bed size—72"x84" Luxurious 5 3/4" Satin Binding Ass't colors. LIST \$25.00. SAMPLE \$6.50. \$5.75 ea. Lots of 8

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ABALONE PEARL, BUTTERFLY WINGS—Imported Jewelry. List features, unusual novelties. Levine, 906 Tampa St., Tampa, Fla. oc30

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Beautiful large 9x17 ft. U. S. Flags. New, 100% wool, with rope and snap hook. Govt. cost \$45. Only \$8 postpaid. B & L SURPLUS, Box 150, Ogden, Utah oc30

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AAA AMAZING BARGAINS Tailored Earrings, asst., gr. \$15 Tailored Pins, asst., gr. \$15 Stone Earrings, asst., gr. \$18 Stone Pins, asst., gr. \$9 Stone Neck & Earring Sets, boxed dz., \$9 Bracelets, Round & Link, asst., gr. \$30 Sample dozens reg. price. 20% deposit, balance c.o.d. No catalog. oc30

NEW ENGLAND JEWELRY Prov., R. I. 9 Empire St. BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ sample wholesale bargain catalog with special get acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-ncp

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CLOSE OUT 350 DOZ. NATIONALLY ADVERTISED Dorothy Perkins Lipsick, asst. shades, 75¢ doz.; sample doz., \$2 prepaid. H. Mau, 439 N. 27th, Milwaukee, Wis. oc30

"CUT-DOWN" HAIR TRIMMER, \$1 PREPAID. Notchproof; mass production. Electric, \$8.50. Lifesize photo free. Mitchell Manufacturers, 925 Windsor, Aurora, Ill. oc30

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Signs. Let us. Free samples. "Ralco," X-L, Boston 10, Mass. ch-ncp

EARRINGS—GANG CARDED; BEAUTIFUL assortment, \$1.85 dozen; Christmas Specials, attractively boxed Rhinestone sets, \$18 dozen; Ladies' Cuff Link sets, \$3.75 dozen; men's Cuff Link sets, \$6.50 dozen. Bev Creations, 45 Rosebank Ave., Prov., R. I. oc30

EARRINGS—10¢ PAIR; GOOD SELLERS. Kenroe Jewelry, 114 W. Jackson, Muncie, Ind. oc30

ELECTRIC SHAVER—ONLY \$4.95, fully guaranteed. Gift boxed beautiful pigskin case. Agents profit 100%. Specialty Products Co., Murrysburg, Pa. oc30

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SAMUEL SILVERMAN & CO. 1820 Westminster St., Providence, R. I. oc30

GENUINE SECRET POCKET, SILK LINING Billfolds: brown; sample \$2; sales priced, \$5. No c.o.d.'s please. Adedes Sales, White Cottage, Ohio. oc30

GERMAN WATERPROOF WATCHES, 1-171. Beautiful yellow case. Reasonable. 565 Fifth Ave., Room 809, NYC. ch-1f

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LADIES' NYLON HOSIERY, THIRDS, \$1 doz.; Seconds, \$3 doz.; Irregular, \$4.50 doz.; Pillow Cases, \$3.25 doz. Bedspread, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 8177, Chattanooga, Tenn. oc30

LEATHER BILLFOLDS—HAND TOOLED and laced calfskin, assorted designs, \$4.50 to \$24 dozen. Samples prepaid with order, two dollars. Jack Castwood, 694 1/2 Jefferson, Chillicothe, Ohio. oc30

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, \$2.50 lb. Jewelry findings 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 findings 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 Dept. 3, Inc., 19 E. 16th St., Dept. 123, N.Y.C. ch-ncp

NECKLACES, PINS, BRACELETS AND Earrings. Discontinued line, good selection, smart styles; set with first quality stones, highly polished and plated, limited quantity, \$24 gross; 6 dozen samples, \$14. Postage extra, cash with order, satisfaction guaranteed; excellent promotional jewelry. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I. oc30

NEW SELF-STICK SIGN LETTERS—Distributors price 3¢, 1000, lots 5¢ ea. Albia Poster Service, Albia, Iowa. oc30

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SELL BEAUTIFUL COLOR FILTERS—PUTS glowing soft tones; easy on the eyes. Agents wanted. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. oc23

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TIGER NAIL BROOCH OR LOCKET—Silver mounted, \$2; Peacock feather fan, \$1; Elephant Bell, \$1. Motiwalla, Third Bholwada, 38BB, Bombay. oc23

"XMAS SPECIAL"—JIM DANDEY STICK Horses, assorted 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. oc30

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GOOD XMAS NUMBERS

Prices Quoted are Wholesale—F.O.B. Chicago Warehouse. Send check with order to save C.O.D. Fees or 25% deposit—balance C.O.D.

SENSATIONAL 1954 OFFER SPECIAL DEAL—LADIES' NYLON Hosiery, first quality, 51 gauge, 15 denier, in popular shades. \$6.50 Doz. in 5 Doz. Lots, \$4.75 in less than 5 Doz. Lots. FREE CATALOG ON REQUEST! 24 pages—beautifully illustrated. I. WOLFMARK 931 W. Roosevelt Rd., Dept. BB-1023 Chicago 8, Ill.

Amazing Brand New Men's Nylon Stretch Sox! Helanca Nylon Stretch Sox! The most comfortable and best wearing sock in the world. Fits every size from 9 1/2 to 14. Available in 10 colors. \$6.50 Doz. Sample Pr. \$1.00. SENSATIONAL XMAS TIE DEAL \$6.75 Doz. in 3 Doz. Lots, Regular \$1.50 Seller, in less than 3 Doz. Lots, \$7.50

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1 Type or print your copy in this space: 2 Check the heading under which you want your ad placed: Acts, Songs, Parodies; Agents and Distributors; Animals, Birds, Pets; Business Opportunities; Costumes, Uniforms, Wardrobes; Food and Drink Concession Supplies; Formulas; For Sale—Secondhand Goods; For Sale—Secondhand Show Property; Help Wanted; Instructions, Books, Cartoons; Magical Apparatus; Miscellaneous; Musical Instruments, Accessories; Partners Wanted; Personals; Photo Supplies and Developing; Printing; Salesmen Wanted; Scenery, Banners; Tattooing Supplies; Wanted to Buy. 3 Indicate below the type of ad you wish: REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch) 4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established. The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please insert the above ad in..... Issue. I enclose remittance of \$..... Name..... Address..... City..... State.....

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OUTSTANDING FOX TERRIER, 18 MOS. old male, does front and hind legs, high dive and somersault. \$150. Exceptionally fine, beautiful, new Pit Show on tandem trailer; banners, speakers, etc., featuring world's greatest attraction, 29 in. midget horse and huge Great Dane larger than horse. Ready to operate. Can show on streets. Sacrifice at \$2000. R. E. Leonard, 851 East Riverside, Evansville, Ind.

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PROFITABLE GOING BUSINESS—Complete and finest Wild Life Exhibit on road. New tent, 1954 two-ton truck, stock trailer, plenty animals. Selling on doctor's orders. James Heron. Can be seen at State Fair, Shreveport, Louisiana, Oct. 22-31, or write General Delivery, Shreveport, La.
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WANTED TO BUY FOR CASH—TWO KID-die rides; must be in good condition; no junk. Harold Thorpe, Box 232, Hillsboro, O. oc30

WANTED—ROLLOWHIRE AND NOVELTY adult rides. Write Tramer, Georgetown, Mass. dh

WOOD CARVINGS FROM OLD CIRCUS wagons; cherubs, eagles, animals, or what have you? Describe and quote lowest price. Kasdin, 931 Edgewood, Trenton, N. J. dh

WANTED—COPIES OF THE OLD McNAL-ly's Bulletin. Anyone having one or more copies, contact Roy Hansen, WOWO Radio Station, Ft. Wayne, Ind. oc30

WANTER FOR CASH — #5 WHEEL, Merry-Go-Round, Kid Rides, 75 kw. Transformer and other Rides, also Bingo. Must be priced right. Box 177, Pacific, Mo. oc30

2 20x30 USED TENTS—MUST BE IN GOOD shape. State whether water and fire-proofed. Box C-121, c/o Billboard, Cincinnati 22, Ohio. oc23

6 BABY BEAR CUBS, ON BOTTLE—DE-livery end of November. State individual, total prices. Box C-120, c/o Billboard, Cincinnati 22, Ohio. oc23

12 USED DISTORTION MIRRORS—GOOD condition. State individual and total prices. Box C-119, c/o Billboard, Cincinnati 22, Ohio. oc23

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3 CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

WANTED — MUSICIANS FOR ESTAB-lished midwest territory band. Sleeper-bus, guaranteed salaries, year round deal; no excessive drinkers or characters; cut or no notice. Larry Elliott, 104 North 41 St., Omaha, Neb. oc23

WANTED—SINGLE MUSICIANS FOR RE-placements on organized commercial band. Willing to travel and give your best ability in return for a guaranteed salary 50 weeks a year. If you drink excessively or object to styled music, don't answer this ad. Del Clayton, 131 14th Ave., S. E. Cedar Rapids, Iowa. oc30

WANTED FOR ESTABLISHED COMMER-cial band: Tenor, Baritone; neat appear-ance; South this winter. Ronnie Bartley, 1611 City National Bank, Omaha, Neb. dh

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

AGENTS & MANAGERS

CIRCUS PRESS AGENT AND THEATRE manager wants opportunity to utilize all his creative and administrative talents in any capacity. College graduate, 29 car. Travel. Clean deals only. Box 958, Billboard, 1564 Broadway, New York 36. dh

CIRCUS & CARNIVAL

FOR INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos and celebrations. Wild Horse Harry and his comedy trick horse (Montana Babe), Sherwood, Ohio. dh

MISCELLANEOUS

AT LIBERTY—LONE EAGLE INDIAN School Assembly or Lecture Platform program. Best references. Lyceum approved. Bookers, write: Lone Eagle, Crivitz, Wis. oc23

MAN, 45, EDUCATED—PREVIOUSLY HAD own girl show concessions, and road. Unfortunately lost everything. Desperate circumstances; tackle anything legitimate. Will appreciate meeting real sincere pal now. Anyone interested organizing girl show please write: Michael Weinstaub, c/o Billboard, 1564 Broadway, New York City. dh

MUSICIANS

BASS MAN—READ, FAKE, SOME VOCALS. 1118 First St., Chillicothe, Mo. Phone 2330-W. dh

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. oc23

DRUMMER—HAWAIIAN PROFESSIONAL drummer and entertainer, experience for night clubs, indoor circuses, girl shows; cut floor show acts or no notice. Have and will work with modern small combos, big bands or hillbilly bands; play all rhythms. "Gene Krupa" style, feature tropical drums. Have house trailer; will go anywhere for steady location or travel. Have flash outfit; available November 1. Contact at once, please. Duke Kamakua, Gen. Del., Atlanta, Ga. dh

DRUMMER—AGE 39; UNION; EXPERIENCED; cut shows; prefer small combo in Florida or Deep South. Married; own house trailer; dependable. Dick Dixon, Giants Trailer Park, Gibsonton, Fla. dh

DRUMMER, VOCALIST—NAME, SEMI-name experience; good solid rock beat; shows, Latin in stride. Go anywhere; station wagon. Baritone register (lead in groups), ballads, blues, scat, comedy routines. Full band or combo, but no pianist. All in first Bill Sharpe, Burrough's (Rutland) R.F.D., Pittsford, Vt. Phone (Rutland) PR 03ect 3-8679. dh

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

GUITAR—MODERN LEAD, RHYTHM, VOCALS, solo, parts; ten years top trios. Musician, Apt. 114, 22 South 10th St., Minneapolis, Minn. dh

PIANIST FOR COMMERCIAL BIG BAND—Read, fake; sober, single, union, 24; arranged; excellent showman. Jack Melick, 188 Belmont, North Plainfield, N. J. dh

MAGNIFICENT WATCH BRACELET
Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order — balance C. O. D.
Only \$12.50 each in lots of three. \$13.95 for sample.
NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla.

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
Small Lazy Babies. \$4.50 Per Doz. Approx. 17" Tall
OAK RUBBER PECIALS
\$9 Balloon—assd. colors ... \$2.00 gr.
Airship Balloons—1242 ... 4.50 gr.
#NA #10 Balloon—Knobbles 4.00 gr.
#15 K Balloon ... 4.00 gr.
Balloon Hand Pump ... 3.25 ea.
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.

BALLOONS U. S. GOVERNMENT SURPLUS BRAND NEW
Blows up to over 40 inches—Assorted Colors. Pure heavy Latex Rubber.
CLOSE OUT PRICES
\$11.50 Per Gross
\$50.00 5 Gross
Minimum Order One Gross
25% with Order, Balance C.O.D. F.O.B. Minneapolis
SAM BEBE 411 So. Washington Ave. Minneapolis, Minn. Phone AT 6623

MINK EARRINGS BRACELETS
Now Every Woman Can Wear Mink
Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. or postpaid.
Beautiful Mink Fur Trimmed Bracelets, \$9.00 per doz. postpaid. The Two Fastest Sellers on the Fur Market Today. Retail value \$3.95 ea. Discount \$1.00 per dz. on orders of 2 dz. or more. Minimum order: 6 Samples for \$4.90 postpaid.
Ideal for any room in the home
FUR LAMBSKIN RUGS
Beautiful lustrous colors — Red, White, Large size approx. 35"x40". Retail value \$18.00 each. Dealer's price, \$6.35 each. Sensational repeat item. Discount 35¢ each on orders of 3 or more, p.p.d. Minimum order: 1 for \$1.95 NEW MONEY-BACK GUARANTEE. SEND CASH, CHECK or 25% Dep. on C.O.D.'s.
HARVEY LEWIS FUR CO. Dept. B, 324 Hennepin Ave. Minneapolis, Minn. Jobbers inquiries invited

LEADING SELLERS IN FUR COATS
Low Priced! Big Profits! JACKETS CAPES & SCARFS ALL GENUINE FURS
Our new 1955 Sure-Fire Line contains a big variety of best sellers for you. Latest styles. All sizes. Write for FREE NEW ILLUSTRATED CATALOG plus details of our very popular remodeling service. Satisfaction guaranteed or money refunded. Prompt deliveries.
H. M. J. FUR CO. 150-B W. 28th Street New York

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 of Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Parcel Post

Aluotto, Jerome, 56Morse, Leon ... 35
George, Donald, 35Terrill, Leroy ... 35
McKale, Robt. T., 7eTriplet, Paul ... 35

Adams, Steve P.
Adams, Wm. P.
Aikley, Bill
Alland, Maurice
Allen, Casey
Anderson, Elaine
Anshar, Joe
Armano, Bill
Aykens, Homer
Ayers, C. W. (Bob)
Bailey, Newman
Baptiste, Jo Ann
Barelli, James
Barfield, Helen
Barfield, Willie
Barlock, A. D. (Coot)
Barnes, James
Barnes, L. E.
Barragani, Vincent
Barrickman, James & Mrs.
Barron, Ted
Barta, Louis L.
Barton, The Great
Bates, Chuck
Battista, Rudolph
Bauchard, R. J.
Bauman, Robert
Baysinger, Al
Beck, Don
Becker, Larry
Bell, Geo. R.
Bell, Willie
Bengtsson, M. & Mrs.
Berggren, Carl (Tuba Player)
Berk, Harry
Bert, Irving
Bernstein, Harry
Bernstein, Lew
Birchman, Arthur
Birchman, Bud
Black, Woodrow
Blackburn, Hedgel
Blakely, Benton H.
Blakeman, Lily
Bolvin, Eugene D.
Borden, Ray
Borden, Sam
Bordman, Ernest
Boss, Wm. A.
Boyce, Mrs. Lewis
Brady, Frank J.
Brasin, Mrs. Bluey
Bristow, Mrs. Dorothy
Broadway, Donald O.
Brook, Mrs. Gladys
Brown, Mr. Fitzie
Brunelle, Louis W.
Budd, Charlie
Budd, David
Bunch, Bob (Fixer)
Burdgen, James
Burge, Billy
Burns, Larry R.
Burridge, Mrs.
Burton, Howard E.
Butler, Don
Byrnes, Wm. J.
Calkins, Bob
Campbell, Mrs. June
Campbell, Whitey & Mrs.
Canestrelli, Fred
Carden, Catherine L.
Carlie, W. H.
Carliste, Henry
Carlyle, Malcolm
Carmita
Carr, Roy Arthur
Carter, Wm. T.
Carter, Zeno
Carver, Chas.
Casey, Jean L.
Castle, Col.
Cecil, Herbert Lamar
Cedar, Albert
Chalmers, Edw. R.
Chambers, Ingram E.
Cheminant, Mrs. D.
Christensen, Mary
Ciaburri, John
Clawson, Ralph
Clifton, E. B.
Clough, Harold L.
Clouse, Mrs. Larry
Cohen, Abe
Cohen, M. E.
Cohen, Sam
Coie, Bonham

Gibson, Johnny
Gilly, Ralph E.
Ginther, Homer & Jo
Girouard, Anthony
Glasgow, W. R.
Goad, Mrs. Dorothy
Goe, Ellis (Skinnie)
Gooding, Band Leader
Goodbrake, Lindsey O.
Gooslin, Douglas
Gorenkoff, Mory S.
Graban, Miss Lee
Green, Johnny
Green, Ned
Green, Ralph E.
Gudath, Helmut
Gurner, Frank L.
Guthrie, Robt. Earl
Gutting, Jos. A.
Haag, Chas. E.
Hackman, E. Otis
Haddad, Eugene
Haley, Gerald A.
Haley, Irene
Haley, Joe Donald
Haley, Ruth Martin
Hall, D. D.
Hall, Margaret
Hall, Ward
Hallstrom, D. & Mrs.
Halpern, Pepi
Hamel Troupe, The
Hammond, Harry
Harbin, Newton F.
Harper, W. C.
Harrington, Red & Joan
Harrington, William
Harris, Al
Harris, James E.
Harris, Manley S.
Harvey, Arlene
Hayden, Harold & Mrs.
Hayes, Mrs. J. W.
Hayes, John A.
Healy, Marie
Heaps, John Brown
Hemphill, Mathew
Hermon, Eddie
Hightower, L. W. (HD)
Hildebrand, Frank
(Booking Agent)
Hill, Woodrow S.
Hirschberg, James
Hodge, Clifford & Mrs.
Hodges, V. O.
Hoge, Mrs. Morone
Holler, Clinton
Hooper, Frank C.
Hornak, Mike
Hornby, Viola
House, Cecil V.
Howard, C. & Mrs.
Hudson, Mrs. Paul
Hunt, Bill
Hunter, Robt. E.
Husbands, Charles R.
Hutton, Valeria Jean
Hymes, Sam
Iacono, Anthony
Ibberson, Bert
Jackson, Wm. John
James, Al
Jeffrey, Donald
Johns, Mrs. Helen
Johnson, Bob
Johnson, Geo. R. D.
Johnson, Mrs. Harry
Johnson, Mrs. James
Johnson, Loredi D.
Jones, Marshall
Jones, Yvonne Ray
Jonson, Bob (Lead Gallery)
Jordan, Kenneth E.
Kapuni, Ernest
Kabase, Richard
Kalin, Mose
Kane, Eleda
Keef, Mrs. J. L.
Kelly, Andy & Mable
Kelly, Jack
Kelly, Mike
Kennedy, Harvey
Kerkis, Harry
Keys, James Sidney
Keyser, Harry
Kilman, Robert
King, Douglas
King, R. G. (Tex)
Kirkman, Eddie & Mrs.
Kiser, Mrs. J. B.
Klein, Denver
Knapp, Speedy
Knudson, Karl
Knudson, Robert F.
Konefot, Joseph
Krause, Cicco
La Chance, Norman
Kuhn, Capt. Eddy
Kymasky, Walter M.
La Fave, Thomas
La Zella, Phyllis
Lackey, Haskell
Lamont, Bert
Lance, Jack Slim
Lansley, George
Lason, Arvil G.
Lauer, Morris
Laughlin, John
Layton, Mark
Le Doux, Marie
Leathers, Douglas
Leboeuf, Myrtle
Lee, Charles H.
Leftitt, Paul
Leroy, Bob
Lesley, Bert (Black Face Comedian)
Lestle, Edward N.
Lester, Henry J.
Lewis, Art
Lewis, Barney
Lillingston, Bob
Lindsay, C.
Lloyd, George R.
Lockey, Marshall
Lone Fox, Chief
Long, Paul C.
Lopez, Mrs. Evelyn
Ludlow, Wesley
Lowry, Herbert
Lynch, Joseph T.
Lyster, Clarence
Lytton, Albert
MaeEachern, Mrs. R.
MacCollister, Jack
McAllister, Tate
McBride Jr., Francis W.
McBride, Frank
McClain, Henry O. C.
McDonald, Robert P.
McFarling, Willard
McGinley, Barbara
McGraw, Roy
McKale, Robt. T.
McKiernan, Billie
McLarghen, Bill
McMaster, Florence
McSpadden, John
Mace, Mrs. Herb
Madron, Tip
Maki, Edwin John
Malman, M.
Maio, S. P.
Malone, William
Manning, Ennis
Marsy, Nat
Marinarani, Carmen
Marko, Wm.
Martello, James J.
Martin, Eddie
Martin, Kurt
Martin, Wimpy
Matthews, Bill
Matter, Floyd R.
Mayford, Nancy
Maynard, Everett
Mazer, Lewis
Mercer, Clarence
Metcalf, Billy
Metcalf Jr., William
Miller, Donald S.
Miller, R. D. (Circus)
Miller, Thelma P.
Mitchell, Christine

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

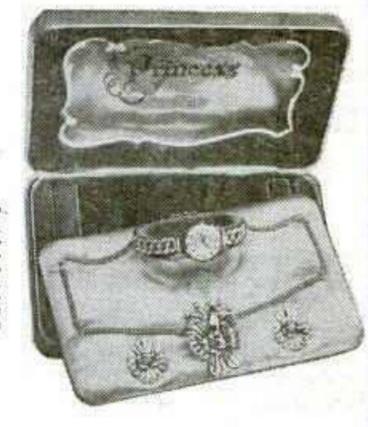
Urling, Dr. Serge T.
Vandermeer, George
Vannerson, Mrs.
Vannita A.
Varnier, Roy E.
Vaughn, Calvin
Villenponteaux, Wm. H. & Mrs.
Virgilio, Joe
Walker, John A. (Cozy & Walker Act)
Wants, Gerold
Wayne, Julian
Webb, Verdt C.
Weber, R. N.
Wedge, Chet
Wells, Milton & Mrs.
Whalen, Tom
White, Al
White, Mrs. Dolores
White, Wayne
Wicks, Bob
Widaman, Ed
Wilhite, Mrs. W.
Wilkinson, Mrs.
Williams, Wesley
Williamson, Thos. H.
Wloughby, Mrs. Jimmie Spencer
Wilson, Doug. Hoop
Wishart, Herb L.
Winegarnier, Ernest G.
Wise, Mrs. Dolly
Wooda, Frankie Lou
Woodward, Earnie O.
Woolsey, Floyd
Workmand, Jim & Bell
Wright, Winnie
Wzniak, Cowboy Jack
Young, J. K.
Young, Lloyd
Zammarra, Robt.
Zamp, Paul
Zoppo, Alberto
Zorski, The Great
Clark, Vaughn
Connolly, John Crane
DeBaron, Fred
Geensburg
Haber, John Kelly
Howe, Edward H.
Lindsey, Harold
Miller, Tom
Mitchell, Steve
Mitchell, John
Ross, Len
Ross, Jack
Russell, Bob
Valdamare, Odette
Carey
Kempers, George
Lumsden, Bob
Mitchell, Eddie Jim
McMullin, William
Nelson, Hollis
Nichols, Les
Ross, Jack
Prickett, Harrison
Riddle, Irvin
Richard, Hunter
Scoville, Earl
Sheridan, Edward
Testinelle, Marie
White, Frankie
Williamson, Chris
Zorn, Joe
Balmain, Robert
Barlor, Penny
Barnett, Robert
Brown, Les
Brown, Raymond
Burke, Raymond
Chambers, Dolores
Claire, Hans
Conrad, Ralph
Davis, Ken
Dourie, A. T.
Forell, John
Hakes, Whitey
Hess Rides
Hunter, Roy
Jordan, Paul
Kearns, Mrs. Donald
Kerner, Mrs. Dorothy
Kirby, James
Klassen, Fred W.
Koneczny, Mrs. Kay
Krieger, Albert
Lamb, L. B.
Lannan, James H.
LaRue, Kim
Light, Louis
Lindie, Bernie
Little Wolf, Miss Earlene
Long, George B.
Lyndie, B. C.
McCullough, Elmer
McDaniel, Mrs. Ruth
McGuire, Mrs. A. R.
McLendon, Leon
McWilliams, Mae
Marcus, Red
Martin, L. E.
Mayberry, Wayne
Mayes, Margaret
Meyer, Roy
Middleton, Col.
Miles, Rex
Miller, Clifford M.
Miller, C. M.
Miller, Leon V.
Mills Bros.' Circus
Minser, C. C.
Mitchell, Mrs. Myrtle
Mitchell, Raymond
Moreno, Geraldine
Morgan, Katherine S.
Morgan, Tom
Negovan, Dan
Nelson, Carl
Nelson, Harold E.
Nessler, Jim
Noddyke, Pat
Nye, Emery A.
Orneallas, John G. Jr.
Osborn, G. W.
Paugh, Harry
Patterson, Fred
Pitzer, Billy
Pope, Ernest H.
Prufer, Donald Dale
Randall, Dan F.
Red Blanket
Thomas G.
Rowe, Jack
Rubin, Harry
Ruscitto, Emil B.
Salerno, Mrs. Veronica
Santabile, Carl
Schneekloth, Harry H.
Scott, John C.
Shepard, William & Ollie
Shepley, Leonard
Shipley, Leonard L.
Shumway, William T.
Sidenberg, Teresa
Silo, Joseph W.
Silverberg, Matthew
Sokolowski, Mrs. P.
Specht, Mr. & Mrs. C. P.
Specht, Lowell
Spilner Royal Shows
Stacy, Mr. & Mrs.
Stagg, Huel J.
Stanko, Duely
Stanko, Leona
Stanko, Mack
Sterner, Charles
Summer, A. T.
Swan, W. L.
Tate, Lester
Taylor, Dewey
Thomas, Mr. & Mrs. Chuck
Thompson, George B.
Thorp, Mr. & Mrs. Matt
Tinkerton, Fred
Vaughn, Carl
Vaughn, W. W.
Vicks, V.
Vincent, Carol
Vonderheid, Henry L.
Walker, Ben
Wall, Roberta Morgan
Ward, Favis
Watwick, Stanley
Waters, J. A. & Jean
Webster, Fred E.
West, Ralph
Whalen, Ed
Whalen, Mr. & Mrs. Thomas
Whittington, Ralph
Williams, Harry T.
Williams, Natalie
Willis, Tommy
Winow, Erick
Wilson, Harvey T.
Winters, Claire L.
Wood, Doris
Wright, Donald M.
Zimmer, Fern
Zimmer, Florence

XMAS MONEY MAKERS!

THE PRINCESS Watch & Jewelry Set

This exquisitely designed ladies' watch set consists of choker and matching earrings. Watch has guaranteed Swiss jeweled movement. Expansion band, face and crystal designed in the modern nurse's style. Set comes in metal leatherette covered case that can be used as a fine jewel box. Retail value and price tag \$49.50.

\$9.25 each in lots of 6 \$10.00 for sample



ALL CHROME MAGI-CRAFT FRYER AND COOKER

with NEW TIME TABLE DIAL

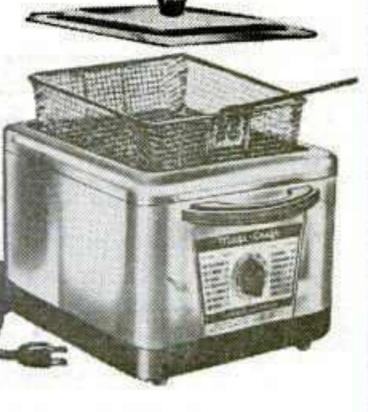
Cooks or fries 6 to 8 portions Fully automatic thermostat control with signal light Heavy one-piece cast aluminum pot Needle-valve drain in rear One year guarantee Retail value and price tag \$39.95

\$12.75 each in lots of 6 \$13.75 for samples



CUTTLE & CO.

928 Broadway OR 3-6330 New York 10, New York



You'll develop MONEY-MAKING VOLUME

with these L-50 Retractable BALL PENS \$18.00 gross 10 STRIKING SELL-ON-SIGHT COLORS with L-O-N-G INTERCHANGEABLE REFILLS at 6c each

COSMO PEN CORP.

23 West 38th Street, New York 18, N. Y. BRyant 9-2757

A FABULOUS OFFER! NATIONALLY ADVERTISED GENUINE DIAMOND WATCH

Copy of \$6500 Original 4 Genuine brilliantly cut DIAMONDS 17 Jewel

Unbreakable Main Spring New Style Dome Crystal Black Suede Cord Adjustable Buckle Beautiful Velvet-Lined Display Box UNBELIEVABLY LOW PRICE: \$21.95

New Free Catalogue Name Brand Bargains. 10 West 27th Street, New York City BURKE



PERFUME THAT WOMEN ADORE

Our enchanting Floral Bouquet Perfume, regular \$1.69 seller, beautifully individually packaged in a gold and silver box. \$3.00 per dozen prepaid. Ideal for buyers of gift, novelty, prize, premium, souvenir and promotional merchandise. Write for free sample.

CADILLAC PERFUME CO. 740 Book Bldg. Detroit 24, Mich. Woodward 2-8915

from Paris to You Store Owners!

Want Profits? Bigger Sales? Nick Kenny, noted columnist for the NEW YORK MIRROR, says, "I like the new perfume, Le Couturier, which smells like money in the bank."

And that's exactly what these sensational perfumes are... money in the bank for you!

Nationally advertised, Le Couturier and Lis'n Dear have been acclaimed by discriminating women everywhere.

for further information see your jobber or write: Box 939 Billboard 1564 Broadway New York 36, N. Y.



SPECIAL \$57 DOZ. CALENDAR CHRONOGRAPH BRAND NEW

Fast Selling Promotion Watches Date Changes Daily Automatically In The Window

Also Round Gold-Plated Geo. Wash. model watch Jeweled Anti-Magnetic. A real Flash! Special \$48 doz. Price incl. matching expansion Band.

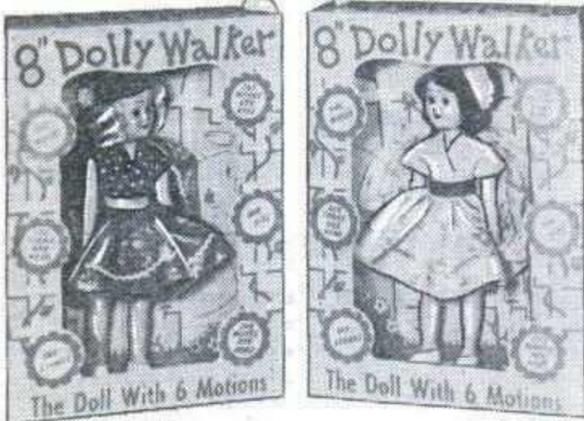
tune jewelry with box and price tag. Sample \$1.00 extra.

B. & B. Jewelry Sales Wholesale Only FANNIN BLDG. CH 7427 HOUSTON, TEX.



YOUR BIGGEST XMAS SELLERS

AT KARL GUGGENHEIM !



8" WALKER DOLLS

She walks—turns her head—sits—moves her eyes—stands—moves her arms. All plastic, dressed in a beautiful party dress with hat to match. Packaged in garden scene, cellophane window box. \$7.20 doz.

OTHER SPECIALS LISTED IN OUR NEW TOY CATALOG

- No. 80—Rag doll—20" tall—rolling eyes and sleeping eyes, cotton stuffed, dressed in lively cretonne materials. Packaged in cellophane bag \$6.00 doz.
No. 27—Clown doll—27" high—plastic washable face, dressed in multi-colored silk materials with lace collar and pompon on hat. Each in cellophane bag \$10.80 doz.

Send for our FREE ILLUSTRATED CATALOG!

Contains dolls—bears—poodles—elephants—scotties—games & novelties, etc. (Low, low prices.)

25% dep. with order, Bal. C.O.D.

Karl Guggenheim inc. 33 UNION SQUARE N.Y.C. 3, N.Y. AL 5-8393

XMAS SPECIALS!



XMAS MERCHANDISE GALORE



#101 Genuine TOP grain Cowhide zipper all around small saddle wallet, Black & Brown, \$8.50 doz.

FOR LIMITED TIME ONLY

Men's All Leather Wallets with Zipper and Hidden Pocket \$6.00 per dozen

- 1. 3-Piece Luggage Set \$12.00
2. Men's Watch and Pen Sets, \$71.00 Value for 7.20
3. Rhinestone Necklace and Earring Sets. Each 1.75
4. Rooted Hair Dolls. Each 4.00
5. 3-Piece Carving Set. Per doz. 10.80
6. 6-Piece Steak Knife Set. Per Set in Dozen Lots \$15.00
7. Large Pandas. Per doz. 30.00
8. All Metal Dump Trucks. Per Dozen 7.20
9. Large All Metal Fire Trucks. Per Dozen 18.00
10. Toni Dolls. Each 6.75

Sorry, We Do Not Have a Catalog or Price List Available 25% Deposit With Order, Balance C.O.D.—F.O.B. Chicago

ALLIANCE SALES CO.

4222 W. ROOSEVELT ROAD NEVADA 2-1535 CHICAGO 24, ILLINOIS

MERCHANDISE TOPICS

Continued from page 65

for use with any balloons, and a Talkie Tape instruction sheet and adhesive piece cost 5 cents. "Happy Birthday," "Hello, Sweetheart" and "Merry Christmas" Talkie Tapes may be assorted, and an advertising message or any original message can be supplied on special order.

House to house workers should consider the Sound-Off fire alarm, a plug-in alarm that gives warning before the fire. Sound-Off, which handles the item, reports that all that is needed for protection against fire is to plug in the device.

A. Burnstan is offering a line of felt circus stuffies in kits with complete instructions that allow them to be made in a few minutes. Among them are a floppy-eared dog, cotton tail bunny and curly trunk elephant. Available in sets of three or six. They make good Christmas gifts for the kids.

With winter coming on, house-to-house workers should give special attention to National Dog Wick, made by the Pacific Coast Scent Company. It keeps dogs and cats away from any place where you do not want them. Just place Dog Wick in the spot and it does the work.

Walter S. Medine has the Ring-R-Mop, a mechanically wrung mop that does not require use of the hands in wringing the wet mophead. All that is needed to wring it is to pump the lever three times. This lightweight mop is designed to fit into small corners.

A simple new gadget promises to solve the housewife's back-bending chores in doing washing and ironing. Protecto Manufacturing Corporation, Owatonna, Minn., is bringing out a 14-ounce stand upon which the wash basket is placed

at the correct height to eliminate stooping. Spring hooks make it possible to attach the stand to the basket so that both become one unit and may be readily moved from hamper to washer, to the clothesline and to the ironing board. Three rectangular steel frames encased in an aluminum sleeve open to form the stand which is 15 inches high. Men will find the stand useful, too, as a base for tools or work kits when doing jobs around the house. Retail price of Handy Basket is \$1. Dealers are invited to write for quantity prices.

A magnetic plug gripper to end dangling, tangling appliance cords is offered by Cord Caddy Manufacturing Company, Fort Lauderdale, Fla. The item has a small rubber sleeve that slips on any appliance plug and holds it fast to steel surfaces on toasters, waffle irons, fans, etc. It preserves the life of the plug by making it impossible for it to fall from the appliance. It retails for 59 cents. The company says the gripper is moving in strong volume. A 2-cent post card will bring complete information.

Concessionaires should be interested in a new plastic Choice coin box that has no sharp corners and is said to be practically indestructible. The box is 9 by 3 1/2 inches and holds \$60 in dimes or \$20 in nickels, or \$5 in pennies or combinations. A better spacing design makes for easier handling plus the feature that it can be used either with or without a nickel nudger. By pushing either end of the box, it may be closed or opened. The box is made of shock-proof plastic and will last indefinitely. Priced at \$1, a sample will be sent on request. Agents and distributors are wanted by the Gray Manufacturing Company, Salt Lake City, which is offering the box.

The Rigel! TV STAR EARRINGS

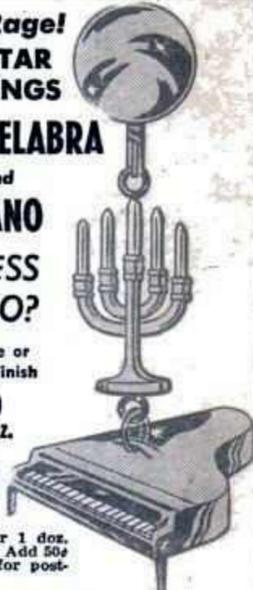
CANDELABRA

and PIANO GUESS WHO?

White or Gold Finish \$4.50 Doz.

\$48.00 Gross

Min. order 1 doz. of a color. Add 50¢ per doz. for postage.



Sample \$1 each postpaid

Above illustration has been enlarged to show detail. Do not be confused. These are dainty lovely earrings with nation wide consumer acceptance.

Women all over the world love these symbols of their famous LIBERAL man. They see, they like, they buy... their friends buy, too. Now sweeping the nation... ORDER TODAY... fast. You'll reorder in a week.

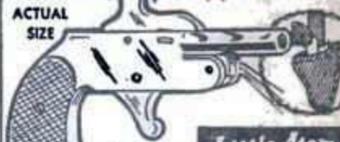
25% deposit, balance C.O.D. Send for complete catalogue.

STERLING JEWELERS

44 E. Long St. Columbus, Ohio

LITTLE ATOM World's Smallest Pistol

COMPLETE WITH RANGEO AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



Dealer's Cost \$12.00 List \$1.95 ea.

Actually shoots blanks with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST

Jobs, Distributors, write, wire or phone for quantity prices. Also write for '54 Catalog. G & S Mfg. Co. Dept. B, 514 Deaderick Nashville, Tennessee

NOVEL & APPEALING... PARTY FUN • DECORATION • GIFT ITEMS!

JINGLE BELL SANTA CLAUS Red plastic with fur trim, 24" dowel sticks. Retail 39¢. \$22.50 gross

MONKEY with STICK and JINGLE BELL Retail 25¢ \$18.00 gross FUR MONKEY with fur hat, tail and stick. Retail 39¢ \$22.50 gross

SUCTION CUP DOLLS 4" high with bouncing spring, also Football and Baseball Figures for car windshields and party favors. Retail 25¢ \$18.00 gross

SKATE SHOE POM-POMS Genuine Fur with Jingle Belts, assorted colors. Retail 69¢ \$4.20 dozen

NEW! Lucky Charm NECK CORD & BELT Dress-up accessory for all ages... Made of genuine non-crush velvet, assorted colors with matching rabbit's foot trims. Retail \$1.00 \$6.00 dozen sets per set

GENUINE RACCOON HATS Daniel Boone Open Top. Fits any boy's cap. Kids love them for playing cowboys and Indians. Retail \$1.00 \$6.00 dozen

HATS, MUFFS and SCARFS Made of sheared rabbit in red, green, blue and brown. Ideal gifts for youngsters and all ages. Retail \$1.00 \$6.00 dozen

LARGE FOX TAILS Lustrous and full-18" long with ribbon and cord. For cars, bicycles, party favors, etc. Retail 79¢ \$4.20 dozen

RACCOON TAILS Adds sporty touch to bikes, car aerials. Retail 25¢ \$14.40 gross

GENUINE MINK FOOT A luxurious luck charm everyone can afford. Retail 25¢ \$15.00 gross

RABBIT'S FOOT KEY CHAIN Tested luck charm everyone wants. Retail 15¢ \$7.20 gross

25% Deposit With Order, Balance C.O.D. Send full remittance—save C.O.D. and shipping costs

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HAWAIIAN "TI" PLANT

- GROWS IN WATER OR SOIL
STAYS GREEN YEAR AROUND
GROWS BY ITSELF
GROWS WITH AMAZING SPEED
LIVES FOR MANY, MANY YEARS

If you are not selling "Ti" Logs now, you are passing up the hottest money-making gimmick of the year. Your cost \$14.40 gross, \$70.00 per 1000. They retail from 50c to 75c each... We guarantee perfect logs. No spoilage on arrival. Growing flash—18 plants \$10.00... Generous advertising material with each order.

SHERFY'S, LTD. 2126 BOYER SEATTLE 2, WASHINGTON

MUSEUM RELIGIOUS TAPESTRY, 20"x40" Make \$2.95 on \$4.95 Sale First time in America. This woven religious Tapestry is an ideal Xmas seller. Sample demonstrator \$2.50. Your cost \$24.00 doz. In six dozen lots \$21.00 doz. Write for complete money making catalog. JAY NORRIS 445 Broome St., Dept. B, NEW YORK, N. Y.

CLOSING OUT 1,000 LAMPS

MAKE 1,000% PROFIT

- Table Pottery Lamps \$24.00 & \$30.00 per dz.
Crystal Vanity Lamps 12.00 per dz.
Hanging Wall Lamps 12.00 per dz.
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Flower Vanity Lamps 2.75 ea.
Colonial Vanity Lamps 2.50 ea.
Flower Table Lamps 4.50 ea.
TV Lamps 2.50 ea.
Ballarina Lamps 6.50 ea.
Driftwood Lamps 6.50 ea.
All Lamps complete with shades. Table Lamps are 25" to 36" tall.

"God Bless Our Home" Pictures \$9.00 per dz. Assorted Framed Pictures 6.00 per dz. Lady of Fatima Pictures 4.00 per dz. 1955 Calendar Pictures 5.00 per 100 1955 Calendar Pocket-Size Mirrors 4.00 per 100 25% with order, balance C.O.D. Smith's Jobbing House 1388 Milwaukee Ave., Chicago 22, Ill.

Xmas Specials! Lamp Bases

Lamp bases 20" high, painted in two-tone combinations or splatter finish. Also have unpainted bases for the hobby trade. Lamp illustrated \$3.50 per pair. Jobbers' & Distributors' inquiries invited. Write for FREE fully illustrated circular. 25% dep., bal. C.O.D. MARMERO ART CREATIONS 1117 N. Western Av. Chicago, Ill.

NEW BIG 1955 CATALOG

Just in Time for the Holiday Season. Featuring over 800 fully illustrated pages of name-brand merchandise. Appliances Sporting Goods Houseware Giftware Watches Jewelry Sent to dealers who use their own letterhead only. JOSEPH HAGN CO. 325 W. Madison St. Chicago 6, Ill.

PHOTO-IDENTS, \$5.75 Doz. Engagement Rings, \$3.00 Doz. Wedding Rings, \$1.63 SEND FOR NEW 1954 CATALOG For Engravers, Store and Fair Workers and Ring Demonstrators. Providence prices plus 10% Discount, consult catalog McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

BEAUTIFUL CROSS



MIRACLE CROSS

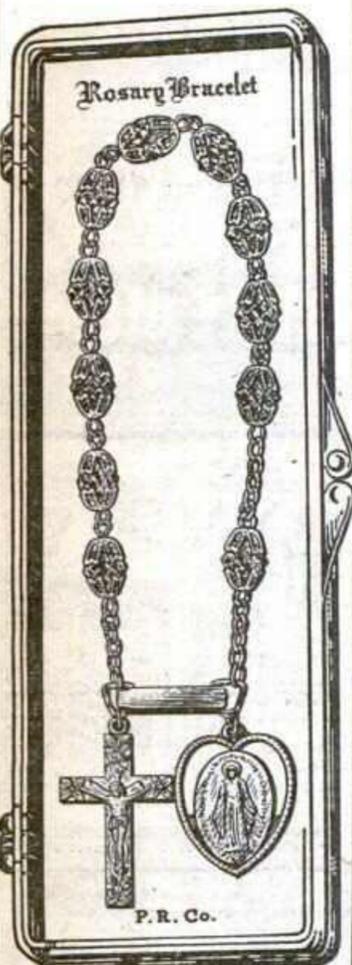
When you place the center to your eye you can see the LORD'S PRAYER clearly and distinctly.

A REAL MONEYMAKER

999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links. **\$4.25 Doz. \$48.00 Gross**

999-G. Same as above, heavier chain in beautiful gold finish. **\$6.00 Doz. \$66.00 Gross**

TREMENDOUS SELLER!



THE ROSARY BRACELET

IS A TREASURED RELIGIOUS GIFT Filigree Design on Faceted Color Beads. Beautifully Boxed in Clear Lucite Display Case.

No. 3331 as illustrated, **\$6.25 Doz.—\$69.00 Gr.**

Please State Your Business All Shipments F.O.B. Providence.

PROVIDENCE RING CO.
49 Westminster Street, Providence, R. I.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

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In Business in Chicago for 37 Years

PUNCHBOARDS WANTED

We pay cash for job lots. Send copy of your inventory and price desired.

INTERNATIONAL TRADERS
4601 N. Broadway
Chicago, Illinois

PIPES FOR PITCHMEN

Continued from page 67

say that it's closer to 80) but I am still alive and I praise the Lord. I would like to have you get Walter Stovel to get in touch with Lew Esoner (Dewey Hot Dogs). He will know who I'm referring to. Another thing I would like for you to do and that is to put a few lines in the column about Mike Sullivan, an old corn worker, who was slapped down by heart trouble in Akron. There is a fellow who works around Akron by the name of Smith who is supposed to know something about the case. Maybe some pitchman can give us some information as to what hospital Sullivan is in and just what happened to him." If any of the boys or gals in the fraternity can help our friend Doc out on this deal he can be reached by dropping a line to him in care of the Cincinnati office of The Billboard. Incidentally, we hope that the good Doctor doesn't wait for another 28 years before we hear from him again. We have a pretty sneaky feeling that a lot of things have happened to our friend Doc since we last heard from him, so why not pipe in soon again and let us in on a little of the dirt.

into town like a thief in the night and proceeded to raise particular hell. There were so many of them, that the stores couldn't open for business the next day."

"WHAT HAS BECOME . . . of Billy Irwin, Terry LaMont, Francis Lee, Jaques Mahra, John Ferndon and Pizzaro's grandson of Dayton, O." queries Henry Varner from his usual lair in Akron.

EFFORTS ARE . . . being made to locate relatives of a Benny L. Wells, believed to be a med-show performer, who died suddenly in Beaumont, Tex., last week. Papers found on his person indicated that he had been in correspondence with the Bartok med show. The Roberts Funeral Home, Beaumont, is holding the body pending word from relatives.

Lovely Jewels by Lucian

Five-piece sets, asst. colors and designs. Bracelet, Necklace, Earrings, extra Pin. \$29.00 price tag. A wonderful Xmas item. \$30.00 Doz. \$3.00 Sample.

Surplus Jewelry Sales
123 East Main Street Alliance, Ohio

MEXICAN

Hand Tooled Billfolds and Ladies' Bags, Feather Bird Cards, Embroidered Wool Typical Jackets, Costume Jewelry, Clay and Wire Wiggling Turtles, Monkeys, Skeletons, Devils, Large Spiders, Pottery, Curios, Novelties, Miniatures. Request Catalog.

F. L. DE ARKOS
904 Scott St. Laredo, Texas

PIPING AGAIN . . . from Clarksdale, Miss., right on the banks of the ole Mississippi, A. J. Howe pens, "Anything can happen in this spot just as it can anywhere in America. One day recently a hord of crickets blew

ACE TOY XMAS SELLERS!

18" COWBOY VENTRILOQUIST Smartly dressed, brightly colored, in div. boxed . . . **\$18.00 Dz.**

25" Doll . . . **\$8.40 Dz.** Natural plastic face. Printed material. Cotton body. Cello. bag.

17" DOLL Same as above **\$ 4.50 doz.**

32" PLUSH BEAR . . . **\$24.00 doz.**

32" POLAR BEAR . . . **\$24.00 doz.**

10" PLUSH SCOTTY . . . **\$ 5.50 doz.**

18" PLUSH BEAR . . . **\$12.00 doz.**

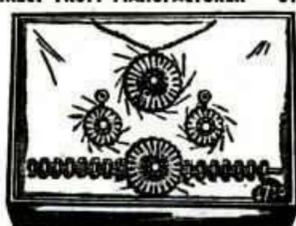
16" DOLL Composition Head, Arms and Legs. Fully dressed, stuffed body . . . **\$10.80 doz.**

NO EXTRA CHARGE FOR SAMPLES
4 DOZEN ASSORTMENT (1/2 DOZEN OF EACH) **\$53.60**
2 DOZEN ASSORTMENT (1/4 DOZEN OF EACH) **\$26.80**

Limited amount on hand. Order today!
F.O.B. N.Y.C., 25% Dep. C.O.D. if not rated. FREE Catalog to bona fide firms.

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DIRECT FROM MANUFACTURER OTHER SENSATIONALLY PRICED ITEMS



Beautifully styled Necklace, Bracelet and Earring Sets with hand-pronged jeweled centers, 24K gold plate, 4 matching pieces in satin-lined velvet boxes. SPECIAL INTRODUCTORY OFFER—\$1.00 ea. IN DOZEN LOTS. (Assorted styles.) This is not job lot mds., or seconds. Available year round for steady business.

Send for 32 page 1954 CATALOG! All new styles, many new items!

Packard Jewelry Co., 220 Fifth Ave., New York, N. Y.

- Necklace, Bracelet, Earrings Sets, \$1.00, \$1.25 and \$1.50 each.
- Pearl Necklace, Bracelet, Earring Sets, \$1.25 each.
- PEARL NECKLACES: 1 strand, \$1.25 doz.; 2 strand, \$2.50 doz.; 3 strand, \$3.75 doz.
- 4 to 5 piece Sets in Rhinestone and Gold Plate, \$2.90 & \$2.50 ea.
- 3 to 4 piece Sets in Rhinestone and Rhodium Plate, \$2.00 & \$2.75 each.

• Miracle Crosses, \$4.50 per dz. (boxed). DeLuxe Style, \$9.00 per doz. (boxed).

ALL SETS HANDSOMELY GIFT BOXED—25% deposit on all C.O.D. orders.

IT'S NEW!



Hollywood Finger-Cigarette-Ring

Suggested Retail **19¢ Each**

- No more nicotine finger stains
- Leaves both hands free for work or driving
- Holds your cigarette while your hand relaxes

Distributors wanted. Send 25c for 2 sample rings and full details. State Sizes—Small, Medium and Large.
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Sensational New At-A-Glance PHOTO CARD PAK Holds up to 17 credit cards, snapshots, drivers' licenses, social security cards, passes, etc. Made of beautiful grained Vinyl. Durable, compact. Opens and folds quickly and easily. COLORS: Tan, Brown, Red, Green, Black, Navy.

NOW LOWEST PRICE EVER

In lots of	Without Imprinting	1, 2 or 3 Lines GOLD Imprinted
100-300	30¢ each	37¢ each
300-500	28¢ each	32¢ each
500-1000	26¢ each	29¢ each
1000 over	24¢ each	26¢ each

Prices F.O.B. Chicago. 50% with order, balance C.O.D. Jobbers' inquiries invited.

HAROLD HANSEN SALES
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No. 435. 1/2-inch genuine steerhide hand-beaded belt, seven rows of multi-colored seed beads woven in a gay design of authentic Indian symbols. Belt comes in 3 colors: Black, red and natural with white striped edge. Sizes 20 to 42, \$13.50 doz. Sample, \$2.00 ea.

No. 425. Natural embossed 1 1/2" genuine steerhide leather with 15 rows of hand-loomed beaded work, hand-laced in white. Sizes 22 to 42. \$27.00 doz. Sample, \$3.50 ea.



No. 825. Beautiful all-over genuine Seed Bead Wallets, 7 1/2" long, hand loomed in variety of colors, pattern. Leather lined, zipper bill compartment, coin purse, card pocket. \$33 dz. Sample \$3.95 ea.



No. 820. Beautiful all-over genuine seed bead Coin Purse. Leather lined. \$15.00 dz. Sample \$2.00.



No. 600. All over Beaded Bracelet. 13 rows solid beadwork. Beautiful hand-loomed beaded strips, Indian design. Dot fasteners. Packed 1 doz. asst. sizes. \$7.50 doz. Sample \$1.00 ea.

No. 650. Natural leather beaded bracelet beautifully embossed. Two edges hand-laced in white. Dot fasteners. \$6.00 doz. Sample \$1.00 ea.

All over genuine Seed Bead Cigarette Case. Hand loomed in variety of colors, patterns. Zipper opening, lined. \$21 dz. No. 800—Reg. size. No. 801—King size. Sample \$2.50 ea.

1/3 dep., bal. C.O.D. Terms to rated firms. Samples: Cash with order.

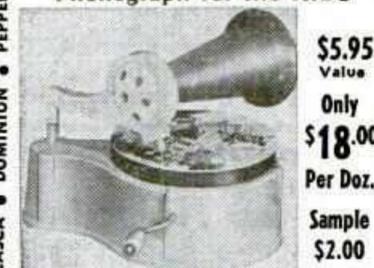
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SENSATIONAL NEW Phonograph for the KIDS



COMPARE PRICES! "Our Prices Cannot Be Beat"

PERISCOPE

M-6 U.S.A. Tank
U.S. Government Your Cost Only
Acq. Cost \$50.00. **\$1.25**
Can be used as entrance viewer or toy, has range of 300 yards.

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JUMBO RUBBER ANIMALS

Asst.—6 kinds w/Squawker	Size	Doz.
18"	18"	\$7.35
12"	12"	4.25
15"	15"	4.25
18"	18"	4.25
13"	13"	3.25
14"	14"	6.00
11"	11"	3.50
Overall—16"	16"	3.00

include postage. 25% deposit required on C.O.D.

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24 Hours' Delivery From Our Half-Million-Dollar Inventory.
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HALLOWEEN DEAL—BRINGS RETAILER \$22.80

Consists of 6 dozen child's masks to retail at 10 cents, 6 dozen adult masks to retail at 10 cents, 2 dozen adult masks to retail at 29 cents and 1 gross of masks fasteners to retail at 1 cent.

4810—Complete Deal \$13.74

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ALL PRICES, F.O.B. TERRE HAUTE. SEND SUFFICIENT POSTAGE.
25% DEPOSIT MUST ACCOMPANY C.O.D. ORDERS.

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Established 1886 TERRE HAUTE, INDIANA

No More Parking Tickets Wagon jobbers! Salesmen!

A Triple-Barreled Money-Making ADVERTISING SPECIALTY!

METER DETECTIVE . . .

Pocket-size device with clock-like dial on side that indicates expiration of parking time and handy coin holder on the other side which is capable of holding 8 nickels or 8 dimes or 2 pennies. Complete with key-chain and space for imprinting.

Be first in your territory to show this sensational new "sell-on-sight" item. Mounted one dozen on a wire stand for retail outlets.

Sell 'Em to Keepers, as Give-Aways in Parking Meter Areas, Souvenirs for Grand Openings, Premiums, Prizes, Etc.

\$3.00 per doz.
\$28.80 per gross
\$25.92 per gross in 5 gross lots

CONSOLIDATED ENTERPRISES
549 W. Washington St., Chicago 6, Ill.
I'm enclosing: Dept. BB-10
 \$3 for 1 doz. \$129.60 for 5 gross
 \$28.80 for 1 gross \$ for . . . gross

Name
Address
City Zone State

SENSATIONAL \$2.00 SELLER

Sweeping the Country

SLACKY DUET SET

- 1. Zipper Utility Carryall
- 2. Matching Wallet & Key Chain Set with pass case and coin pocket

SEND \$12.00 FOR 1 DOZEN ASST. SAMPLES

PREPAID AND BE CONVINCED



Made of the finest virgin vinylite in stunning new patterns with raised 3 dimensional designs.

SENSATIONALLY PRICED AT **75c** EACH IN GROSS LOTS

Beautiful fall and evening shades:

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|----------------|-------------|-----------------|
| Seashell Pink | Navy Blue | Sparkling White |
| Midnight Black | Nut Brown | Flame Red |
| Autumn Rose | Pastel Blue | Sea Green |

Also in bright red, green, blue and yellow shirred plaids.

WRITE FOR FREE LIST OF HOLIDAY GIFT SPECIALS

Send Money Order or Certified Check. 25% deposit, balance C.O.D.

IMPERIAL MERCHANDISE COMPANY 893 Broadway New York 3, N. Y.

COMING EVENTS

- Arizona**
Buckeye—Hellzapoppin Rodeo, Oct. 23-24.
Tombstone—Hellorado Celebration, Oct. 22-24.
- Arkansas**
England—Fall Festival, Oct. 18-23.
- California**
Corcoran—Corcoran Rodeo, Nov. 14.
Lamont—Lamont Rodeo, Oct. 23-24.
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.
San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave. Victorville—Elks Rodeo, Nov. 20-21.
- Florida**
De Puniak Springs—Armistice Celebration, Nov. 8-13.
Naples—Swamp Buggy Day Festival, Nov. 1-6.
- Illinois**
Chicago—International Livestock Expo., Nov. 26-Dec. 4.
- Kansas**
Wichita—Do-It-Yourself Show, Oct. 20-24.
- Louisiana**
Baton Rouge—Armistice Celebration, Nov. 8-13.
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.
Leesville—West Louisiana Forestry Festival, Oct. 25-30.
- Maryland**
Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.
- Massachusetts**
Boston—Garden Rodeo, Oct. 20-31.
- Michigan**
Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 6750 Dix.
Detroit—Detroit Rodeo, Nov. 18-28.
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—Humphrey Co. Livestock Show, Oct. 18-23. M. E. Hill.
Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.
- Missouri**
Kansas City—American Royal Stock Show, Oct. 15-24. C. M. Woodward.
- Nebraska**
Lincoln—Do It Yourself Home & Hobby Show, Oct. 20-24. Edwin Schultiz.
- Nevada**
Carson City—Admission Day Celebration, Oct. 31.
- North Carolina**
Raleigh—Raleigh Rodeo, Oct. 19-23.
Raleigh—Home and Food Show, Nov. 2-6. Jack T. Craig.
- Ohio**
Toledo—Better Living Expo., Oct. 23-31.
- Oklahoma**
Enid—Greater Okla. Livestock Show, Oct. 25-29.
- 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—Auto Show, Nov. 24-28.
- Texas**
Beeville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.
Fort Worth—Home Show, Oct. 16-23. Dudley Poster.
Houston—Sweeney Rodeo, Nov. 7.
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.

Jackson, Miss.

Continued from page 52

with the menacing skies, thinned the night's turnout.

The regular run of the fair closes here tonight but the Royal American Shows will hold over for the new Mississippi State Negro Fair, which will open Monday (18) and run three days. Premiums aggregating \$10,000 are offered Negroes in the three-day event, a new one on the State fairgrounds.

Danbury Mark

Continued from page 52

the midway for the third time. Opening weekend will again feature a thrill show.

The gate had been 86,731 thru Thursday (7) and the final days were 7,649 (plus kids) on Friday, 28,708 on Saturday and 30,054 on Sunday. The total was 7,213 over last year's record of 145,829 paid.

Bloomsburg Wins

Continued from page 52

here, one of the largest ever shown at Bloomsburg.

A Friday afternoon (1) harness race feature was the last running appearance of Direct Rhythm, fastest living pacer and owned by the R. G. Reynolds estate. The horse was bred near Bloomsburg. It won both heats of the free-for-all pace.



GOOD NEWS!

Our WHOLESALE CATALOG IS READY

NATIONALLY ADVERTISED MERCHANDISE

Beautifully Illustrated and at

America's Lowest Prices

- | | |
|--------------|------------------|
| ★ APPLIANCES | ★ DIAMONDS |
| ★ HOUSEWARES | ★ LUGGAGE |
| ★ JEWELRY | ★ CLOCKS |
| ★ WATCHES | ★ SPORTING GOODS |
| ★ CAMERAS | ★ TOYS and DOLLS |
| ★ RADIOS | ★ MANY OTHERS |

Gift and Household Items Suitable for all Occasions.

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PERSONAL APPEARANCES

'Cisco' Says Fair Dates Hype TV Film Success

Continued from page 48

movies' first "Cisco" made the character a woman-chaser. Renaldo has again rebuilt the character and he also has firm rules about gunplay, women and other things affecting or affected by children.

Having films and sponsors in line, the Kid is off to the personal appearances.

"Some of the other boys don't feel the same way," he states, but he mixes with kids primarily because he likes to. Moreover, seeing a cowboy star at 500 feet is not "meeting" him and is not good enough for most kids. So Renaldo figures on hour after hour during which the youngsters can talk with him, touch him and handle his gun or hat. That's when he passes out the photographs, and he counts 4,800,000 distributed since 1951.

After this, kids feel acquainted with him and they are open not only to TV's commercial suggestions but also to the Cisco Kid's ideas on behavior and anti-delinquency.

But with this power, he must keep close watch on exactly what affect his show is having. Renaldo explains. So his talks with youngsters at personal appearances tell him which ways they are being swayed, what affect his films are having.

It isn't a one-way street. Personal appearances also have the direct affect of hyping the audience rating of his TV films. He appeared at the Houston Fat Stock Show and his rating jumped at once from 32 to 48, while Arthur Godfrey had a rating of 12 in the same time slot.

He credits an appearance at Baltimore for the re-signing of one sponsor. Playing the Memphis fair this year cinched a renewal by a waivering sponsor there.

Renaldo has reasoned that fairs are a proper place for his personal appearances. He can be seen and contacted by thousands of kids in suitable situations. On the other hand, he has decided against circus appearances for a time because other performers' rigging makes riding difficult and he believes he and a circus do not draw from the same segment of the population. This means the circus audience is not overly interested in him and those who want most to see the Cisco Kid are waiting outside the circus entrance.

Renaldo describes his kind of appearance at a fair as a return to the traditional idea of trade fairs in Europe, in which people who make things show their products at the fair and also supply entertainment. He likens this to his links with sponsors and entertainment.

He counts the recent appearance in Detroit as a fully co-ordinated operation. Sponsor, fair, TV stations, newspapers, he and Carrillo and the others concerned carried out their interlaced roles.

At Salt Lake City a newspaper refuses to give attention to any phase of television because it is considered a competing medium. Renaldo says "they didn't give me a comma." But he drew the 49,000 kids anyway.

At the same fair the original plan was for him to pass out photos from noon until matinee time, and 8,000 pictures were printed. He asked for two changes. First, he said the photos must not be distributed until after the show; otherwise the show would not get under way on time. Second, he said that more pictures would be needed: The fair management co-operated. The printing job was under way while the afternoon show was in progress. He was working from noon until 8 p.m. and gave out 21,000 photos.

He credited the fair management and promoter Early Maxwell for excellent arrangements in Memphis, where the afternoon show had a turnaway of 2,500. He asked that these people be invited back when he could circulate among them, and by that time the crowd had multi-

plied. Then came a night turnaway of 4,500, another post-show crowd and a picture distributing session that lasted until 2:30 a.m.

Renaldo tends to shy away from the thought of playing the Canadian National Exhibition some time in the future because he prefers to stay within his TV markets where he is known. He is not sure that enough Canadians know the "Cisco Kid." But nearby Buffalo knows him. He played three days there for the opening of a shopping center and drew 270,000, his best draw anyplace. A Washington home show, Kansas City food show and his Chicago appearance at the International Dairy Show and Rodeo were good dates for him.

He's planning film work on the West Coast for the next several weeks but may attend the outdoor conventions in Chicago at the end of November. In the meantime, one of the few appearances he'll make will be at the Arizona State Fair, Phoenix, on November 5.

That one is unique because the fair bought 13 weeks of the "Cisco Kid" TV show to be aired in advance of the appearance. Renaldo recalls that he and Carrillo appeared there in 1953 and did well for the fair but got little action from the sponsor which then had their films in Phoenix. The sponsor later dropped out, and Renaldo now looks for the Phoenix fair set-up to win a new and active sponsor there.

For the fair, it is almost certain to mean a big attendance of well-pleased children and parents and another winner credited to the "Cisco Kid."

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5,000 Jam NAMA Convention, Map Blueprint for Progress

WASHINGTON, Oct. 16.—The automatic selling industry wound up its four-day 19th annual convention here Wednesday (13) with a blueprint for progress well mapped out.

NAMA officials estimated in excess of 5,000 persons jammed

convention corridors to inspect the latest equipment in the industry, despite sweltering heat during the entire four-day meeting.

Business sessions were packed tight—with people and information. They again proved successful because of a free and open exchange of ideas between manufacturers, operators and suppliers.

New equipment and new ideas dominated the convention (see stories elsewhere in this section). For the first time, outdoor milk vending stations were shown. Bulk milk machines made their industry show debut. Selective cup drink venders in the \$700 price range were shown for the first time.

Also accenting convention exhibits were wider cigarette machines, new hot beverage equipment—coffee, hot chocolate and soup.

The central idea that convention-goers took away with them from the meet was this: Competition is hot and it's hot because the industry has grown into a giant in just a few years and looks into a future of unlimited opportunities.

New Stoner Cig, Coffee Models At NAMA Meet

11-Col. Cig Unit \$165; Plus-Portion Control on Coffee

WASHINGTON, Oct. 16.—Stoner Manufacturing Corporation introduced two new vender models here this week—a coffee and a cigarette machine—and a new coin combination unit for its four-column pastry model. The recently announced eight-column cookie unit was also featured with a nickel-dime changer.

Burnhard (Bip) Glassgold, sales manager, said the new Stoner Cafe 310 coffee machine (310-cup capacity) lists at \$395. Price, \$95 more than the Cafe 300 model. (Continued on page 82)

Dari-O-Matic Can-Cart. Mch. Being Delivered

WASHINGTON, Oct. 16.—Dari-O-Matic, Inc., announced immediate delivery on its four-selection carton and/or can milk-juice-soft drink vender here. The \$795 unit accommodates half pint to 1 pint cartons, 5½ ounce to 12 ounce flat-top and cap-top cans.

Selectivity means that milk, juice, soft drinks in various type carton and can packages can be vended simultaneously, Howard Lewis, president, said. Vending price can range from a nickel to 6, 7, 10, 11, 12 cents with standard coin unit.

Keeney Coffee Mch. \$399; Cig Vender Delayed

WASHINGTON, Oct. 16.—Production models of the J. H. Keeney & Company's 300-cup coffee vender were shown at the NAMA convention here and carried a price tag of \$399.50.

Keeney's 18-column electric cigarette machine, scheduled for showing, was not unveiled. The unit, to list between \$275 and \$300, is 60 or more days away from actual production. Officials stated they did not wish to show a proto-type model. Firm's nine-column cigarette unit, however, was displayed. Keeney this month instituted a change in its cigarette machine sales policy: It now sells direct thru factory representatives, rather than thru distributors as formerly. The new coffee unit features a built-in coin changer with penny mechanism (for odd-cent cup prices), automatic cup mechanism via a separate side unit (on left side) which is a cup disposal station in its lower half, and stainless steel mixing bowls. Dry soluble ingredients are used. Cabinet is 52 inches high, 19¾ inches wide and 14¾ inches deep.

ABT Makes New Bid in Coin Control Field

WASHINGTON, Oct. 16.—ABT Manufacturing Corporation unveiled three new units in the coin control field at the Washington Armory this week. A multi-coin slug rejector, a built-in changer, a penny refunder.

The rejector, priced at \$18, has no moving parts; eliminates cradles, trap doors, balance weights, levers. Called the Model T Sentry, it accepts nickels, dimes, quarters. It is 6½ inches high, 5 inches wide, 1½ inches deep.

Accepting nickels, dimes and quarters, the electric changer returns nickels, has a \$3 capacity in its payout tubes. It lists for \$45. Payout is instantaneous. A miniature solenoid is used; unit is motorless.

The penny refunder has four plastic tubes, has a 175 penny capacity; 250 capacity optional. Cost: \$17.50 for either size.

NAMA HONORS A. GOLDMAN

WASHINGTON, Oct. 16.—National Automatic Merchandising Association honored Aaron Goldman, immediate past president, with a plaque praising "his vision, integrity and inspired leadership."

Presentation of the plaque was made here Sunday (10) by I. H. Houston, president of NAMA. Goldman is president of the G. B. Macke Corporation, large Washington operating company.

National Plays Waiting Game On New Units

WASHINGTON, Oct. 16.—National Vendors, St. Louis, is playing it close to the vest this year. Three National models—all pilots—were on display, in addition to the regular National line, at the NAMA show here. But Tom Hungerford, National sales executive, is making no production commitments. On two of the units production will begin only if the operator response is enthusiastic enough to warrant it. On the third, limited production will begin in December.

The unit to be made in a couple of months is the National all-electric console, a nine-column unit with a 675-pack capacity. It contains five shift columns and vends at three price ranges.

The other two models are mod- (Continued on page 82)

Vendo Debuts \$675 3-Flavor Ice Cream Mch.

Also Combination Cookie, Packaged Peanut Unit: \$155

WASHINGTON, Oct. 16.—The Vendo Company showed two new machines at the NAMA meeting—the IC-210 multi-item ice cream model at \$675.50 and a combination cookie and packaged peanut unit at \$155.

The ice cream vender, offering three selections of either or combination of bars, sandwiches, twin pops, packaged cones or boxed frozen confections, supplements the firm's 59-bar capacity drum-type ice cream unit. It features 210-bar capacity, shares the same cabinet (77¾ inches high, 32½ inches wide, 18 inches deep) with the Dairy-Vend carton milk machines (also shown).

Automatic delivery with deposit of coin, changer, positive stock ro- (Continued on page 82)

Rowe Displays 14-Col. Manual Unit at \$250

WASHINGTON, Oct. 16.—Highlighting the display of the Rowe Manufacturing Company at the NAMA convention here was the new 14-column Ambassador cigarette vender and a newly designed 11-column Commander.

Listing for \$250, the manually operated upright Ambassador features a shadow-box showcase, displaying four leading brands in individual velvet-lined cases. Pack capacity is 510, vending at three different prices (25, 30 and 35 cents) and handling regular, king-size, filter-tip and box-type brands.

Five split columns are utilized, with cigarette packages loaded endwise rather than flat. All of these columns can vend box-type brands, with two of them capable of vending king-size flat packs.

Shadow Box
The shadow-box display is also available in the electrical Com- (Continued on page 82)

Diversification Held Must for Progress

WASHINGTON, Oct. 16.—The Tuesday (12) NAMA workshop session was pretty much in agreement that while it is possible for an operator to exist without diversification, and there is still a place in the industry for a single-line operator, diversification and progress go hand in hand.

The panel consisted of Marcus Kaplan, Virginia Cigarette Service Corporation, Roanoke, Va.; Bernard J. Kiley, Airport Vending Service, Inc., Cicero, Ill.; William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass.; Everett Newcomer, City Milk Vending Corporation, Maspeth, N. Y., and Martin O'Shaugh-

nessy, Radio Corporation of New Jersey, Camden, N. J.

Kaplan agreed with Kiley that diversification is necessary for progress but maintained that, in some fields, a specialist is still required. Newcomer, whose firm has a full line except for ice cream, claimed that City Milk's growth has been in direct ratio to its diversification.

The panel could fix no hard and fast rule as to whether it is better (Continued on page 80)

Eastern Exhibits 12-Col. Cig Vender and Lunch-o-Mat

WASHINGTON, Oct. 16.—Eastern Electric, Inc., New Bedford, Mass., displayed for the first time the 12-column Electro Regal cigarette vender, currently in production; the new Eastern Lunch-o-Mat, which goes into production next spring, and the Universal Merchandiser, a multi-purpose vender, to be custom built, which goes into production next month.

The Regal, with a capacity of 480 packs, sells for \$279.50. It

vends regular and king-size brands in 11 columns, with one column for flat-pack brands. The unit vends simultaneously at three different prices at any combination of nickels, dimes or quarters.

Cabinets come in three different wood grain finishes. Dimensions are 18 by 30 by 44 inches.

New Lunch-o-Mat

The Lunch-o-Mat, to sell for \$2,695, has the following capacities in its seven columns: 96 containers of milk, 50 pieces of pastry, 200 cans of fruit juice, 100 hot sandwiches with four selections and 150 cups of coffee. Milk, soup and cold sandwiches may be substituted.

Each selection has a change-maker, taking from 5 cents to 35 cents. Hot items are cooked in from 10 to 15 seconds by the Raytheon RadaRange. All parts in contact with the food are of stainless steel.

The Universal Merchandiser will be built to operator specifications. The all-purpose unit comes with or without refrigeration, with merchandise being displayed behind sliding glass doors. Items from 5 cents to \$1.50 may be vended.

Eastern also displayed a filter vender, designed to be attached to a standard cigarette vender.

Mills Industries Rolls on Single Vender: Coffee

WASHINGTON, Oct. 16.—Coffee venders constitute the single automatic merchandising line now in full production at Mills Industries, Inc. Ray Joyner, head of Mills' coffee division, announced this week two and three-week delivery on firm's 500-cup, \$499.50 unit.

The coffee machine is available with built-in automatic cup mechanism set for no-cost dispensing with each serving; also with a penny unit when a charge is desired for cup delivery. Nickel or dime mechanisms optional; also odd-cent pricing.

Individual flavor control offers customers a choice of "none-mild-medium-rich" portions of cream and sugar. Horizontal control levers portion out the amount of each ingredient desired. Machine used all dry soluble ingredients.

Weissman Cites Shifts In Smoking Patterns

WASHINGTON, Oct. 16.—George Weissman, vice-president of Philip Morris & Company Ltd., Inc., told NAMA members here Tuesday (12) that cigarette vending operators and cigarette manufacturers share two common problems—"the great flux and shift in consumer tastes, leading to changes in brand preferences, styles, sizes and now prices on cigarettes, and excessive taxation of cigarettes on all governmental levels.

The style variations, he said, are not new, adding that "25 years ago . . . more than 100 brands . . . were packed in 10's, 12's, 20's, 50's and 100's. And they had corn, straw, cork, beauty or just plain tips. And they were priced at 10, 15, 17, 18, 20 and 25 cents."

Challenging recent statements showing a relationship between the death rate and cigarette smoking, Weissman listed the diseases attributed to smoking in the past, and that each charge had been disproved.

Cig Decline

He attributed the anticipated 2 to 3 per cent drop in cigarette consumption anticipated this year

by the Department of Agriculture to lower consumer incomes for some groups and in some areas, the increased use of king-size brands, higher taxes and a decline (Continued on page 96)

McCann Frank Unit \$1,080

WASHINGTON, Oct. 16.—McCann Engineering & Manufacturing Company announced a \$1,080 price on its hot dog vender displayed here. The machine, which can cook and vend two frankfurters simultaneously, has an 80 sandwich vending and 70 sandwich storage capacity.

The non-selective unit vends the cartoned hot dog thru either of two delivery ports.

McCann is also readying production of a three and a four-selection hot sandwich machine. Both, however, may offer one cold selection.

Lennox 2,000 Cup Mch. \$1,465

WASHINGTON, Oct. 16.—A \$1,465 list price was announced at the NAMA show on the 2,000-cup, 4-flavor V-2000 Lennox drink vender. Don Reynolds, vice-president, said two to three-week delivery was being quoted on orders.

The Lennox Manufacturing Company unit includes such features as 100-pound-capacity ice maker refrigeration, pump sirup system fully refrigerated, filtered water and an anti-theft cup mechanism.

In construction, capacity and operation, according to Reynolds, the machine is designed for top-level locations in industrial and other hard-usage spots.

KEEPING VOLUME UP

Operators Keep Gross Up With New Machines

WASHINGTON, Oct. 16.—Operating companies are keeping their gross sales volume ahead of last year by adding new outlets and additional equipment, a panel of five operating managers told delegates to the NAMA convention.

The panel participated in a question-answer forum Monday (11) under the general title, "Blueprinting Key Management Problems." On the panel were Henry Davidson, Davidson Brothers, Los Angeles; Dewey A. Estey, D. A. Estey & Company, Portland, Ore.; Herb Geiger, Geiger Automatic Sales Co.; John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., and James W. Vipond, D & B Distributors, Inc., Scranton, Pa. Moderator was John W. Mock, Chicago management consultant.

Mock posed the question: What is the comparison of sales in 1954 versus 1953?

Over-All Up

Davidson said his company's over-all position is better this year than during 1953. "A few individual accounts may be down," Davidson observed, "but we have

managed to add additional products which compensate for a greater over-all volume, plus the fact that we have gone thru a very severe upgrading program."

Estey agreed with Davidson, added "We have been able to keep our volume up by adding additional equipment. Business in general in a retail field, whether it is ours or others, is down to a certain extent. For instance, the cancer scare kind of hurt us in the cigarette field."

Upgrade Equipment

Estey said the only way an operator could keep his gross sales volume up was to upgrade equipment and put in more merchandise.

"Per-machine volume," Mahoney commented, "is down a little. But by adding equipment we have been able to increase our over-all volume. I am bullish about the industry."

Geiger said his company was down on some products 4 to 5 per cent, but that other products ran as high as 17 to 20 per cent off.

"We have put out additional

(Continued on page 82)

COKE DRAMATIC SKIT A HIT AT NAMA MEETING

WASHINGTON, Oct. 16.—Hit of the Monday (11) morning business session at the NAMA convention was a dramatic presentation, entitled "McNulty's Nightmare," produced and presented by the Coca-Cola Company.

A jam packed audience was on hand for the hour-long play which stressed the relationship of operators to employees and to the outlets in which vending machines are installed.

Harold Sharp, vice-president in charge of the fountain sirup division of Coca-Cola, gave the prolog to the skit. Sharp was introduced by Mel Rapp, vice-president of APCO and general chairman of the convention.

\$795 List Set On Foodco Bulk Milk Machine

To License Output In Canada, Sweden, England, Australia

WASHINGTON, Oct. 16.—Food Engineering Corporation, a pioneer producer of bulk milk equipment, announced a \$795 price on its new in-production Cup-O-Matic vander, Sunday (10). Don Brous, president, said that the unit bowed at the NAMA convention was the result of seven years developmental work.

The machine, now in actual production for two weeks, will also be produced on contract by a Midwestern firm (in addition to the company's own Manchester, N. H., output). Brous said the machine may also be licensed for production.

(Continued on page 80)

No Mixing Bowl In \$590 Coan Coffee Vender

WASHINGTON, Oct. 16.—Coan Manufacturing Company, announcing production on its first coffee machine completely produced in its own Madison, Wis., plant, this week placed a \$590 price on the new 600-cup unit.

Gordon Haase, recently appointed sales manager, said the machine, which also vends hot chocolate with minor adjustments, is an all-powder type. A 45-day delivery schedule is in effect.

The Coan model features in-the-cup mixing of ingredients. It does

(Continued on page 81)

Webb Sandwich Vender \$1,310

WASHINGTON, Oct. 16.—A production model of the Jack Webb Corporation hot sandwich vender was shown here this week. Priced at \$1,310 f.o.b. Muskegon, Mich. (site of the contract-producer's plant), the unit offers five selections of sandwiches: three hot and two cold.

According to Jack Webb, president, production by the Fitzjohn Coach Company (which fabricates cabinets, dispensing mechanism and makes final assembly) permits 15 to 30-day delivery.

Features of the machine: 190 vending capacity; different price possible for each selection from 5 to 75 cents; operation on 115 volt A.C. outlets; relay cuts out the hot selections when latter is being vended, but permits simultaneous dispensing of a cold sandwich.

Apco Unveils New SodaShoppe Line

Coffee, Hot Chocolate, Combination Hot, Cold Drink Venders Shown to Trade

WASHINGTON, Oct. 16.—Apco, Inc., took the wraps off its new SodaShoppe line at the NAMA meet here, displaying for the first time its coffee, hot chocolate and combination cup drink units. The special line does not replace the regular Apco cup drink line, which will continue to be produced.

Smallest unit in the new line is the single-drink SodaShoppe Junior, which vends one carbonated drink from two sirup tanks, has a 720-cup capacity, a 1,250-drink sirup capacity, and lists for \$691. Dimensions are 68 inches high, 27.5 inches wide and 18.5 inches deep.

The two-drink SodaShoppe Junior lists for \$823, vends two carbonated drinks from two sirup tanks and has the same dimensions and capacities as the one-drink unit. The three-drink Junior, listing for \$967, vends two carbonated and one non-carbonated drinks from two sirup tanks, has a 1,000-cup and 1,250 drink sirup capacity,

with the same dimensions as the two other units.

3-Drink Vender

The three-drink special SodaShoppe, listing for \$1,245, vends three carbonated drinks from three sirup tanks, with a 1,000-cup and 1,900-drink sirup capacity. Dimensions are 68 by 27.5 by 42.5 inches.

The six-drink version, listing for \$1,397, vends four carbonated and two non-carbonated drinks from four sirup tanks, with a cup capacity of 1,200 and a sirup capacity of 2,400. Dimensions are the same as the three-drink unit.

List price for the four-drink unit is \$1,267, with a selection of three carbonated and one non-carbonated drinks from three sirup tanks. Capacities are 1,200 cup and 1,900 drink sirup. Dimensions are the same.

Dual Cup Unit

Capacities and dimensions for the eight-drink SodaShoppe, list-

(Continued on page 80)

Ops Mull Filter-Tip Problems at NAMA

WASHINGTON, Oct. 16.—Cigarette operators can no longer ignore filter-tip brands. This was the consensus of nearly 100 operators attending a Brass Tack Clinic Tuesday night (12) at the NAMA convention here.

Arthur F. Schultz, Arthur F. Schultz Company, Erie, Pa., was chairman of the five-man panel leading the discussion. Other panel members were Oscar Bregman, Keystone Vending Company, Philadelphia; Robert H. Goldsmith, National Cigarette Service Company, Baltimore; Sidney Lotenberg, Westway Vending Company, Washington, and Louis B. Risman, Mystic Automatic Sales Company, Medford, Mass.

Lotenberg said his firm has decided to wait it out on filter-tip brands but, after it took stock of how filter-tip sales were climbing in the area, decided to jump in. He said that, while total sales have not increased since the introduction of filter tips, filter-tip brands have allowed the firm to maintain its sales volume in the face of a falling market.

Counter Sales

Several operators scored the

practice of keeping existing single-price equipment and selling premium price brands behind the counter. It was suggested that this practice causes the operator to lose a measure of control in his operation and could push the location owner toward buying a vender of his own.

Other operators have been vending both regular and filter-tip brands without buying new equipment—by installing two units in one location, collecting manufacturers' subsidies on both venders and offering a nearly complete brand selection.

Which filter to select or how many are required was a point of which few operators could agree. Some operators felt one filter was enough, with those in low-tax States favoring L&M which can vend for 25 cents, the same as standard brands.

Consumer Choice

However, one operator pointed out that Viceroy's are the best filter seller in his area, and, while it is easier for him to carry L&M's, he is flying in the face of consumer

(Continued on page 81)

Lehigh Shows 2 New Cig Units, Hav-a-Snak

WASHINGTON, Oct. 16.—Two new Lehigh cigarette venders, the MC 10, currently in production, and the MC 12, slated to go into production early in 1955, as well as the new Hav-a-Snak, were displayed at the NAMA convention by Lehigh Foundries, Easton, Pa. All models are mechanically operated.

The MC 10 has a total pack capacity of 327, with the emphasis on brand selection. For example, instead of having all 10 columns with equal capacities, magazine limits vary so the operator may favor the strong sellers at the expense of the weak brands.

There are three shift columns of 55 pack each, three single columns of 30 packs each, two double split column of 23 packs each, and two single split columns of 13 packs each. Match capacity is 400 packs.

\$189.50 List

Dimensions are 61 by 27 by 12.5 inches, with the cabinet weighing 158 pounds and the stand 27 pounds. The unit sells for \$189.50.

The MC 12, set to sell for about \$210, has a pack capacity of 412,

with the following breakdown: four shift columns of 55 packs each, four single columns of 30 packs each, two double split columns of 23 packs each and two single split columns of 13 packs each. Match capacity is 500.

Optional at extra cost is an electric coin acceptance mechanism which allows each column to vend independently at any price between 20 cents and 40 cents in increments of 5 cents and accept any nickel, dime or quarter coin combination to totalize the pre-set price. Dimensions are 61 by 31 by 12.5 inches, with cabinet weight about 175 pounds and stand weight at 45 pounds.

Display Area

On both units, servicing is by tilting the magazine forward, with point-of-sale display provided by fluorescent lighting which illuminates the cigarette display area and lights the word "Cigarettes" on the display plate. The fluorescent lamp is hinged and may be raised during loading for the convenience of the serviceman. Cab-

(Continued on page 82)

Cig Ops Can Prevent Direct Location Sales

WASHINGTON, Oct. 16.—Cigarette operators at the NAMA were warned here Tuesday by R. J. Spaulding, R. W. Spaulding & Son, Meadville, Pa., and A. H. Weymouth, Weymouth Service Company, Hollywood, to exercise a bit of preventive maintenance

in stopping direct sales to locations.

Spaulding pointed out that unless the location owner learns otherwise, he has no opportunity to compare the machine offered for sale by the high-pressure salesman with that maintained by the reliable operator—until it's too late.

The policy of his firm is to buy the competing machine from a location, go over it thoroly, find its weak spots, then go to a location and compare it with the existing equipment there.

Weak Points

For example, on some machines sold to locations, he discovered that when a column is down to its last two packs, it is easy for the customer to extract those two packs. Then he will point out that the machine may depreciate at an extremely rapid rate, that net profit is actually only 2 cents a pack, and that it takes two to three years to pay for a machine at that rate.

He tells the location owner about slugs, about service problems, and about the free vend problem. The firm looks up the rating of the direct seller in Dun & Bradstreet, and, in many cases, it won't be favorable.

On the positive side, Spaulding

(Continued on page 81)

Wright Shows New Hav-A-Bag

WASHINGTON, Oct. 16.—The Wright Machine Company, Durham, N. C., displayed its new model Hav-A-Bag vending machine during the NAMA show. The vender handles all types of rack goods—potato chips, doughnuts, candy and cookies.

Deliveries of the improved model have been under way for some 90 days, a spokesman for the company said. The machine lists at \$232.95 with a dime coin mechanism. Nickel and quarter mechanisms are available on option.

Hav-A-Bag is a manually operated machine with a capacity of 120 bagged products.

Houston Scores High Commission Payments

WASHINGTON, Oct. 16.—"Our industry is changing faster today than at any time in the past 50 years," I. Hayne Houston, president of National Automatic Merchandising Association told delegates to the association's annual convention and exhibit.

Houston said the vending industry "is becoming more complex, more demanding as new markets and new opportunities open up to us. The thousands of inadequately financed, but ruggedly independent specialists who are responsible for our progress to date are maturing and consolidating into companies that command and deserve respect everywhere."

The NAMA president, who is also president of Rowe-Spacarb, delivered the convention's keynote address on the opening day last Sunday (10). Houston was completing his first one-year term as president of NAMA, an office to which he was re-elected at the annual board of directors' meeting later in the day.

Houston traced the development of automatic selling in terms of its profit problems and progress. His address was entitled, "Profits are not for the timid."

"Since the war," Houston said,

"our (vending's) earnings have lagged far behind our sales. . . . Automatic merchandising is changing so fast, is so undercapitalized relative to its needs, and is so busy pioneering in new fields that it has never had time to concentrate

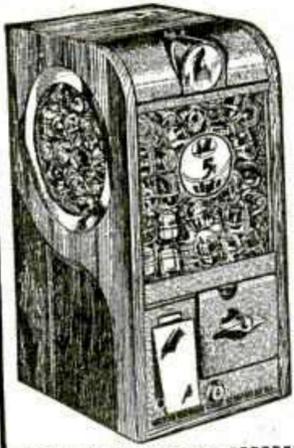
(Continued on page 81)

Contin'l Preems 20-Col. Cig Unit

WASHINGTON, Oct. 16.—The first 20-column cigarette vender to be publicly shown, and the first product of the Continental Vending Machine Corporation, Westbury, L. I., N. Y., was on display at the NAMA convention here. Continental is affiliated with National Vending Corporation, operator of more than 10,000 cigarette machines thruout the nation.

The electrically operated unit holds 520 packs and vends regular, king-size, regular box, king-size box and filter-tip brands; each column may be set at any one of three prices. List price is \$285 in

(Continued on page 82)



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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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Cole 'Special' Cup Line Price: \$695 to \$799

WASHINGTON, Oct. 16.—Cole Products Corporation took the wraps off the price tags on its new three-model low-cost "Special" Cole Spa cup vender line this week.

The single drink model lists at \$695; three selection unit at \$747.50, and a four-flavor model at \$799.50. Standard cup capacity is 720 in all models; a 1,200-cup mechanism is optional at \$20 extra. New National Simplex cup units are used. Sirup capacity ranges from 830 drinks for the single to over 1,500 drinks for the three and four-flavor machines.

Standard coin mechanism is either nickel or dime; change maker optional at \$35 extra.

Cooling and carbonation is by firm's new Coletemp unit which eliminates water pump and other moving parts usually used in similar units. Selective models offer the option of one or two non-carbonated drinks.

Cabinets on the "Special" line are 65 inches high, 24 1/2 inches wide and 22 1/2 inches deep. Weights: under 360 pounds.

Cole's standard Cole Spa line, in three, five, six and eight selections, was also shown. All models now include the National cup mechanism.

BALLOON VENDER DEBUTS AT NAMA

WASHINGTON, Oct. 16.—Probably the most unusual vender on display at the NAMA convention is the Balloon Bar, made by the Oak Rubber Company, Ravenna, O. This unit, listing for \$350, vends balloons and blows them up for the purchaser. Dimensions are 30 by 60 by 24 inches and capacity is 300 balloons. Balloons come in cellophane packages and sell to the operator for \$4.50 a 100. The vender operates on 10 cents, the customer gets his balloon, unwraps it, places the mouth on the air nozzle, pushes a button, then gets an inflated balloon.

Royal Shows 17-Col. Unit

WASHINGTON, Oct. 16.—The Royal Machine Company, San Francisco, displayed its first vending product, a 17-column electric cigarette machine, at the NAMA convention. List price is \$275, with a penny changemaker option at \$15.

Capacity is 392 packs, with provision for regular, king-size and flat-pack brands. Dimensions are 44.5 by 17.5 by 62 inches. With the penny changemaker, the unit is adjustable to nine different prices for each column, thus eliminating the need for penny packs.

Fluorescent lighting and a large mirror are point-of-purchase features. The bottom of the cabinet provides storage space for reserve cigarettes. The firm has been in production for three months and is currently looking for distributors.

Bert Mills Corp. Unwraps Hot Soup Equipment

WASHINGTON, Oct. 16.—The Bert Mills Corporation made the first showings of its new Hot Soup Bar and Hot Chocolate Bar here. Both units carry the same list: \$231, with optional changer \$25 extra.

Cup capacity is also the same for either model: 200 cups. Production on the chocolate unit is already underway; the soup unit is going into production this week. Initial deliveries will start in early November.

The soup machine, which features heavy type soups processed by Fearn Foods, Chicago, dispensed a variety of flavors: Pea, tomato, onion. Others are in process of development, Mills reported.

A selective hot soup vender, in the design stage at Mills, will not be marketed this year, it was announced.

Also exhibited was the firm's regular line of Coffee Bar, Senior and Junior models.



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C&C Shows 2 Can Venders

WASHINGTON, Oct. 16.—Two cap-top canned carbonated beverage venders were on display at the Cantrell & Cochrane booth at the NAMA convention—one belonging to the Central Tool Company, Hartford, Conn., and the other to the Rowe Manufacturing Company.

The Central Tool unit, the Choice Vend, has four selections and a 456-can capacity. Only 156 cans are in vending position tho, with the other 300 in the pre-cool department. List price is \$495, with changemakers optional.

Dimensions are 74 by 29 by 41 inches, with weight about 600 pounds. The vending mechanism is a package unit, with one second delivery. Sales are handled thru C&C, but shipments are made directly from the factory.

Rowe Vender

The Rowe unit was a pilot, with no announcement about price or production plans. It holds 500 cans, has five selections, and is 30 by 42 by 56 inches.

C&C also displayed a conversion unit for the Juice Bar Senior, a device which enables the machine to vend three columns of juice and three columns of cap-top cans. Price is \$65.

Smokeshop Has 18-Col. Vender

WASHINGTON, Oct. 16.—The new 18-column Smokeshop Lo-Boy has placed emphasis on multi-price selection and brand diversification, with provision for vending at five different prices thru the same coin acceptor.

Apco, Inc., manufacturer of Smokeshop, has set a list price of \$269.50 for the unit in a maroon finish and \$279.50 in a grain finish. Capacity for this vender, fully electric, is 486 packs.

Prices are set by the operator by adjustment of a series of bars directly behind the front door. Each bar, one for a column, has five position settings, one for each price. Changemaker and extra penny match column are standard equipment. The unit occupies 17 by 32 inches of floor space.

Nine columns are in front and nine in back, with the purchaser dialing one of two rows before pressing the selection button. The bottom packs are vended. Cabinet is one piece, with a full-length hinged door.

Show New Type Refuse Container

WASHINGTON, Oct. 16.—A new modern design waste receptacle was introduced at the convention by Solar-Sturgess, division of Pressed Steel Car Company, Inc.

Priced at \$17.10 f.o.b. Melrose Park, Ill., the container features a self-closing cover that can be tilted in any direction. Called the Solar Jet, standard finish is white enamel with chrome top.

Dimensions of two models are: 30 1/2 inches high, 15 inches diameter; 36 inches high, same diameter. Weights are 28 and 36 pounds.

Outside shell lifts free of central galvanized steel inner refuse container.

Smithco Totem Vender Offered On Finance Plan

WASHINGTON, Oct. 16.—The \$395 Totem Pole Bar ice cream vender produced by Smithco, Inc., was offered on two finance plans this week. The unit, shown at the Armory, has a 300 bar capacity.

One finance plan is for 30 months: \$95 down per machine, payments of \$11.85 per month include \$9 insurance and \$46.50 finance charges. Second plan, for 36 months, also requires \$95 down per unit. Monthly payments of \$10.15 include \$10.80 insurance and \$54.60 finance charges.

Totem Pole bars are vended at a dime, are packed in a cylindrical tube six inches long by a special packaging machine designed by Smithco. The unit is leased to the supplying dairy in each area; one packaging machine is said to be capable of supplying up to 500 Smithco venders.

CIGARETTE and CANDY MACHINES!
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.)

SPECIAL THIS WEEK!

UNEEDA CIGARETTE VENDORS	
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DU GRENIER CIGARETTE VENDORS	
Model S, 7 Cols., 210 Cap.	85.00
Model V, 7 Cols., 210 Cap.	90.00
Model W, 9 Cols., 270 Cap.	95.00
Du Grenier Champion, 9 Cols., 420 Cap.	100.00
ROWE CIGARETTE VENDORS	
Imperial, 6 Cols., 180 Cap.	85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Royal, 8 Cols., 320 Cap.	100.00
Crusader, 8 Cols., 380 Cap.	145.00
Diplomat Electric, 8 Cols., 340 Cap.	165.00
CANDY MACHINES	
Rowe Candy, 8 Cols., 120 Cap., Wall Model	\$ 75.00
Uneeda Candy, Wall Model, 5 Cols., 102 Cap.	65.00
Stoner Candy, Prewar, 8 Cols., 160 Cap.	135.00
Rowe Candy Merchant, Late Model, 7 Cols., 158 Cap.	165.00



UNEEDA MODEL E
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Re-Elect All NAMA Officers

WASHINGTON, Oct. 16.—I. H. Houston, president of Rowe-Spaccarb, a division of the Rowe Manufacturing Company, was re-elected president of National Automatic Merchandising Association during the group's annual convention.

All other officers were retained in their posts: John T. Pierson, Vendo, first vice-president; William S. Fishman, Automatic Merchandising Company, second vice-president; Thomas B. Donahue, National Vendors, treasurer.

Elected to serve three-year terms on the board of directors were Pierson; Frank J. Bradley, Automatic Equipment Company; Herb A. Geiger, Ceiger Automatic Sales; Harold Gallarneau, Gallarneau Brothers, and Sidney Kronenberg, Alamet Company. All except Pierson are heads of operating companies.

Bert Mills, president of the Bert Mills Corporation, was elected to serve out the two-year, unexpired term of the late John S. Mill.

Nominations for directors were submitted by a committee composed of Wally Collett, W. W. Tibbals Company; Richard Cole, Cole Products, and B. J. Kiley, Jr., Airport Vending Service. Collett and Kiley head operating companies.

The directors in turn elected the officers at a closed session which followed the opening day's business meeting.

Multi-Flavor Hot Drink Unit Shown by King

WASHINGTON, Oct. 16.—King Manufacturing Company, San Diego, showed a pilot model of its Kings Kup all dry ingredient hot beverage vender. The \$985 machine offers selections of hot soups, chocolate, tea and chocolate.

Ingredients of each drink are contained in special cylindrical tubes mounted like spokes of a wheel on a revolving selector panel inside the front door. Customer deposits dime, moves selector handle to beverage desired; this rotates the inside wheel to place the proper ingredient in bottom or vending position. Hot water and ingredient then is delivered simultaneously into the cup in the delivery port.

Rotation of the product containers is claimed to eliminate "bridging" or similar sticking of dry powder due to humidity. There are no mixing bowls or circulating fans or blowers inside the cabinet.

The coffee containers, three in number, come pre-mixed with sugar, with sugar and cream, or straight for black coffee. Cup capacity is 600.

According to Edward Thomas, King engineer, the firm is currently negotiating with Vendor-Lator Corporation in Fresno, Calif., to produce the vender.

Show Shanner Outdoor Mach.

WASHINGTON, Oct. 16.—The first showing of a production model of its outdoor milk vender was made here by Shanner Equipment Company. The \$2,080 unit offers 150 half-gallon carton vending capacity, with an additional 100 cartons (eight cases) in storage.

The machine will also handle quart cartons or bottles (vending capacity remains the same due to metal platform size on vending belts designed for half gallons), but storage capacity accommodates approximately 200 quart size containers.

The advantages cited for the unit: loss of cold air is minimized during loading as it is not a walk-in unit, and total weight is 1,500 pounds. Shanner officials state that larger outdoor units weigh over 3,000 pounds, cost up to \$20-\$25 a month for electricity for refrigeration.

HONOR MILL

Salesmanship Plaque to Be Annual Award

WASHINGTON, Oct. 16.—An annual NAMA award in honor of the late John S. Mill, a vice-president of the Rowe Corporation, was announced during the convention. The award, a plaque, is to be made for the first time at the 1955 meeting in Chicago.

Mel Rapp, o: Apco, Inc., was named chairman of the three-man committee in charge of selecting the individual who during the past year made the outstanding contribution in salesmanship in the automatic merchandising industry.

Barvend Bows Dial-A-Drink Hot Bev Unit

WASHINGTON, Oct. 16.—Sixty-day delivery was quoted this week on a new hot beverage vender produced by Barvend, Inc., and priced at \$595, f.o.b. San Marco, Calif.

Called the Barvend 6D, the unit offers six selections: coffee, tea, hot chocolate, and three soup flavors. Total cup capacity: 350. Automatic cup drop and coin changer standard. Cabinets, in grey-red hammertone, are 60 inches high, 23 inches wide, 21 inches deep.

All powder ingredients are used. According to firm officials, average ingredient cost-per-drink for the operators is: coffee, 2 cents; tea, 6 cents; chocolate, 2.5 cents; soups, 1 cent; Sanka coffee, 2.2 cents.

Selections are dialed by means of a circular selector panel with product name lettered on glass disk. Drink selected lights up when moved into top (vending) position. A double handle (similar to that on a safe) is used to move the panel into the desired position.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1r & 5c Comb.	\$12.00
N.W. #29 1r Perc.	7.95
N.W. #33 1r Perc. B.G.	6.50
Master 1r Bulk Perc.	6.50
Master 5c Bulk Perc.	6.50
Master 1r & 5c Bulk Perc.	6.50
Columbus 1r Bulk	7.45
Silver King 1r B.G. or Mds.	7.45
Silver King 5c	15.00
Exhibit Post Card (Metal)	6.45
Advance #D 1r B.G.	6.45
Advance #11 Mds.	9.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	75
Pistachio Nuts, Vendor's Mix	63
Pistachio Nuts, Sheik	48
Cashew Whole	56
Cashew Butts	38
Peanuts, Jumbo	39
Spanish	55
Mixed Nuts	85
Almonds, 48 ct., 5 lbs., vac. pk.	32
Baby Chicks	30
Rainbow Peanuts	30
Boston Baked Beans	38
Jelly Beans	35
Licorice Lozenges	44
M & M	42
Assorted Fruit Charms, 100 ct.	42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.	38
Adams Gum, all flavors, 100 ct.	45
Wrigley's Gum, all flavors, 100 ct.	48
Beech-Nut, 100 ct.	1.40
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.

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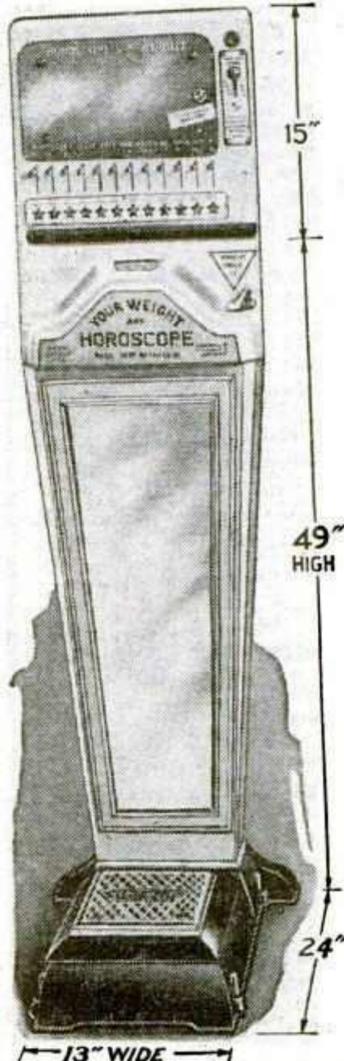
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13" WIDE

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BLOODY TOOTH!

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Send for Our Complete List of Sales Stimulators!

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A LINE OF FILLED CAPSULES to choose from . . .

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- ELECTRIC FANS . . . 20.00
- SKELETONS in Closet . . . 20.00
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Jumbo Bulbs

IN CHRISTMAS COLORS

Red, Green, Blue, Amber with Silver-Painted Stems.

Vends in 1¢ Machines. Vends in Rocket Machines. Fits inside Capsules.

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XMAS Colors . . . \$12.50 per 1,000
LUMINOUS . . . 15.00 per 1,000

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Very Attractive & TIMELY for Xmas

Diversification Held Must

Continued from page 76

to have one serviceman handle all equipment on his stops or to have a serviceman specialize on one or two venders.

Kaplan pointed out that while his firm has one man service only cigarettes and another take care of candy, on industrial locations he attempts to have the serviceman take care of all equipment, as the management there doesn't like to have too many routemen running in and out.

Newcomer said that the milk dating requirements in New York force City Milk to have one serviceman for milk and another for other venders on the same location. He added that it is a difficult job to train a man in all vending equipment, with best results obtained when training is limited to four types.

Food Handling

McConnell countered that he hasn't had much trouble with training, but that food handling was his big problem. When sandwiches are made on the location premises, he said that one man could handle the sandwich along with other venders. When they are made off premises, as are his, there is fine timing required to get the sandwiches and ice cream to industrial locations around 10 a.m. each day.

He added that AMC has tried hot sandwiches and that they proved more popular than cold sandwiches, altho a lot of persons balked at paying 10 cents more for a hot snack.

Newcomer said that City Milk hasn't been able to make much money with sandwiches, and that once a sandwich vender is installed the location refuses to have it removed no matter how little it grosses.

Variety Is Problem

He pointed out that daily variety is a problem, that sandwiches enjoy an initial novelty sale, after which the revenue drop is sharp. Waste, too, is a problem.

Nevertheless, Newcomer feels that sandwich venders more than pay their way indirectly. His attitude is that in terms of getting locations, keeping them happy after they've signed, and as a sales promotion tool, sandwich venders make a marked contribution.

Kiley said that at one of his locations, both hot and cold sandwiches enjoyed good initial response, but the hot sandwich volume held steady, while the cold sandwich volume tapered way off.

Hots Sell Best

With hot sandwiches selling for 35 cents and cold sandwiches selling for 25 cents, daily sales average about 15 for each 100 employees. However, about 12 or 13 of these sandwiches are hot.

Kiley justifies the extra 10 cents charged for hot sandwiches by the cost of the heating element and the consumer demand. However, he said that the 10-cent differential is more than is required for amortization of the heating element.

O'Shaughnessy described the vending operation at RCA's Camden plant—employing some 14,000 persons. The firm maintains a cafeteria, with vending used for supplementary feeding.

Employees Pre-Sold

Three years ago all, snack feeding was handled by wagon service, a method which was costly and limited. When automatic merchandising was decided upon as a replacement for this service, the first job was to pre-sell the employees on the advantages of vending.

At the end of the first year vending sales were double what they were on the wagon; they're triple now. Some 650 venders were installed in 22 groupings similar to the wagon static groupings. On sale in these groupings were sandwiches, pastry, ice cream, beverages, candy and cigarettes. Individual machines and smaller groupings were placed in other areas.

Substantial savings accrued to the company when, on the second and third shifts, the cafeteria closed down and the venders handled all the meal and snack traffic. Some 40 new venders have been added to the plant, and every year has seen the gross rise.

Several Operators

O'Shaughnessy feels that three factors have contributed to the rising sales curve—good service, top quality merchandise and intelligent merchandising. Several operators handle the location, whereas three years ago no one operator was equipped to handle the entire installation.

Pricing of products is decided upon by both RCA and the operators, and O'Shaughnessy says there has been little difficulty on that score. The company-owned cafeteria has been doing more business than it had been prior to the vending installation despite a Saturday cafeteria shutdown made possible by the automatic merchandisers.

The operators are not on contract. O'Shaughnessy said that any contract the firm would sign would have a 30-60 day cancellation clause if the service became unsatisfactory—and if it is satisfactory the operator has nothing to fear.

Little Loitering

He reported that there is little employee loitering around the venders—most employees make their purchase and promptly go back to work. The plant guard service keeps vandalism to a minimum.

RCA gets commissions from all operators. O'Shaughnessy feels that these commissions should cover the firm's expenses in power, water, elevator service and guards.

While a combination cafeteria-vending system is in operation in Camden, O'Shaughnessy has recommended all-vending installations in RCA plants employing less than 500 persons.

Waterman Designs High Temperature Hot Drink Vender

WASHINGTON, Oct. 16.—Production literature and color slides of a proto-type hot beverage vender took the place of a finished machine at the Waterman Engineering Corporation convention booth.

A feature of the unit, called the Calormat, is the mixing of coffee and soup ingredients at a 200 degree temperature and vending at 155 degrees. The higher mix temperature, said R. L. Cooper, engineer, produces a hot drink with better flavor.

The Waterman unit has separate delivery ports for coffee and soup. The cabinet is mounted on legs, has two dime coin mechanisms.

Cooper stated that the firm, prior to going into actual production itself, will attempt to license outside production of the machine. However, if it produces the unit itself, approximate price will be \$500 and actual output some 11 or 12 months away.

Apco Unveils

Continued from page 77

ing for \$1,467, are the same. The unit vends five carbonated and three non-carbonated drinks from five sirup tanks. For particularly high-traffic locations, Apco has the eight-drink Dual Cup Station Theater unit, listing for \$1,797. This differs from the other eight-drink model in that it has two coin chutes and can vend two cups at a time.

Largest unit in the new SodaShoppe line is the 10-selection Theater Model, with dual cup stations, dual cup mechanisms and dual changemakers, as does the eight-selection unit.

Listing at \$1,897, this unit vends six carbonated and four non-carbonated drinks from six sirup tanks. Cup capacity is 2,400 while drink sirup capacity is 3,000. Dimensions are 73.25 by 36 by 26.5 inches.

Hot and Cold Drinks

For the first time in its history, Apco has a line of hot drink and combination hot and cold drink units.

The Combination SodaShoppe-CoffeeShoppe, offering 12 selections, lists for \$1,797. It vends four carbonated and two non-carbonated cold beverages, and the following hot selections: hot chocolate and coffee black, sugar only, cream only, cream and sugar, and cream and double sugar. Total cup capacity is 2,000, with a 1,400 coffee ingredient capacity and a 750 hot chocolate ingredient capacity. Dimensions are 73.25 by 36 by 26.5 inches.

Also available is an eight-drink version of the same unit, listing for \$1,667. The eight drink has hot chocolate, all the coffee varieties except double sugar, and two carbonated and one non-carbonated cold drinks.

Junior Model

The CoffeeShoppe Junior vends hot chocolate and four forms of coffee, with a 300-cup capacity, an 815 coffee ingredient capacity and a 500 hot chocolate capacity. Dimensions are 61.5 by 24 by 18.5. List price is \$495.

The CoffeeShoppe, listing for \$695, vends five coffee forms (including double sugar) as well as hot chocolate. Cup capacity is 720, with 1,250 coffee ingredients and 750 hot chocolate ingredients. Dimensions are 68 by 27.5 by 18.5.

Features of the new Apco line include multi-color interior illumination for point-of-sale impact, all dry ingredients on coffee and hot chocolate, post selection (to prevent the customer getting the selection of the previous customer), and the building in of the chocolate tank as a component part of the vender.

\$795 List Set

Continued from page 77

tion in Canada, for which negotiations are now in process.

European output may also be affected: firms in England, Sweden and Australia have opened discussion with Food Engineering for possible licensing.

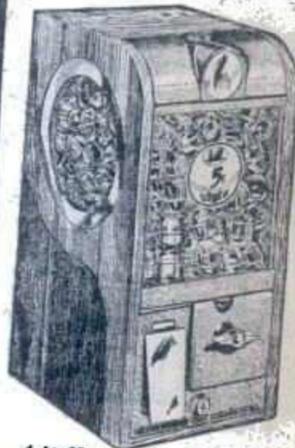
Milk is vended direct from two 20-quart dispenser-type milk cans. Cup capacity ranges from 200 (10-ounce size) to 183 (7-ounce). An optional selective feature, at no extra cost, provides a chocolate or buttermilk drink in addition to the Grade A. National 5, 10, 25-cent mechanism is standard.

The cabinet is 70 inches high (75 including "sanitary legs"), 26 inches wide, 26 inches deep. Weight is 400 pounds.

Brous declared: "Due to the critical sanitary problem connected with the handling of bulk milk, our vender sales must be restricted to dairies, or to operators who will contract with an accredited dairy to handle the bulk cans." Written evidence of such an arrangement from the dairy is required before delivery is made of any machine. "Operators will be able to purchase machines thru their local dairies," Brous said.

Food Engineering will also exhibit its vender at the Dairy Industry Supply Association convention in Atlantic City October 23-29.

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100 or more . . . 16.95 ea.

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VICTOR'S TOPPER

\$12.50 Each
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Filled Capsules

Assorted Mixture—\$14.00 per box of 700.
Professional Charm Mix—\$7.00 per M.
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Continued from page 77

on cost control and efficiency techniques."

Houston traced the development of vending's newest fields—coffee, cookie, milk and other food products. "Simply adding a few of these new lines," he declared, "as the equipment or supplies for them became available could hardly be regarded as pioneering—or even as bold and progressive merchandising. No matter how timid or cautious many operators may be, competition and customer demand have forced them into diversification."

"The group in our industry," Houston continued, "who have been outstandingly successful in broadening margins and building volume have not just gone full-line, but have experimented with new combinations and new selling and merchandising techniques."

Five Conclusions

A study of existing packaged vending installations made five conclusions possible, Houston said. Top conclusions, as he listed them, were:

1. Each package installation is a special situation dependent upon many factors such as age, sex, income, eating habits, weather, type of work and nearness of other sources of food.

2. Demand for automatic feeding from industry is much greater at present than the industry's ability or willingness to deliver.

3. The best relations between customer and operator seem to exist when little or no commission is paid.

4. Except in transient spots, cigarettes and candy are of secondary importance in automatic cafeteria installations.

5. The package installation covers up or eliminates none of the problems of the individual lines.

Need Help

"Vending will need all the help it can get in the solution of these automatic catering and profit problems," Houston observed, "and we are on the point right now of getting such help from two potent new sources—industrial caterers and bottlers. No two groups are more experienced or progressive along merchandising lines. Both are going into full-line vending in a major way, and both are bound to introduce a host of innovations into our industry just as soon as they become familiar with our fundamentals. There is no question but that their impact will jar us out of many of our accepted, old-fashioned ways of doing things."

Looking to the future, Houston

said the commission problem is the most important concern the industry faces. For years, he declared, "we have been giving away a disproportionately large share of our income to our customers—and for the most part this excessive donation has not only been unnecessary but has actually created misunderstanding and ill will for us."

Form Committee

NAMA is forming a special committee to look into commission practices, Houston told the convention, adding that "there is ample evidence throughout the country that our industry as a whole is ready and willing to rebel against this back-breaking commission expense and it is the responsibility of NAMA to educate its membership on sound business practices along this line."

Vending specialists are now in a position to prove to American industry that automatic merchandising can do some selling and feeding functions better than any other retailing medium, Houston asserted.

"For the first time in our history," he concluded, "we are successfully challenging other methods of retailing in other than fringe markets."

Cig Ops

Continued from page 77

contracts have a clause which gives the location an extra 5 per cent on all commissions earned at the end of a year—this discourages direct sales. The check also constitutes an automatic renewal for the next year.

90% Dislodged

By following this method, Spaulding said he has been able to dislodge machines at 90 per cent of the direct sales in his area.

Weymouth pointed out that the proof of the pudding is in the eating—that, in his area, many machines were location owned, but there are few left now.

The location seller claimed the venders would return a high profit margin, but said little of operating costs, nor did he remind the location owner that he was already earning a commission.

1,000 Venders

He said that a large wholesale grocery firm went into the location selling business, bought 1,000 venders and managed to sell 700 in three years. When he had trouble getting his money on collections from locations, the operators bailed him out.

Weymouth said that six operators purchased 250 of his remaining 300 venders, repurchased another 400 from the locations, and made a deal to take over collections on the balance.

S&A Vendors, San Bernardino, killed a direct sale promotion by displaying one of its own machines in a store window with a price tag—which happened to be a good deal lower than the tag on the direct sale machine.

Own Fault

Weymouth told operators to keep close contact with locations, to discourage the behind-the-counter sale of cigarettes, and to insist on a contract and live up to it after it's signed. He added that when an operator loses a location to a direct sale, the operator may be at fault.

Spaulding has loaned locations venders at \$1 a week, and it usually ends up with the location asking for the operator back. On some buy-backs of direct sales he merely keeps the machine in his warehouse to take advantage of tax depreciation.

Stewart's Bows 10c Pastry for Venders

WASHINGTON, Oct. 16.—Stewart's introduced a new pastry item for operators at the NAMA show this week. Packed 60 count, it is a dime package called Pecan Pie. Cost to the operator is 5¼ cents per pack, or \$3.45 per 60 count, freight prepaid.

P-R Movie at Wash. Meeting

\$7.50 Per Week Rental; 12 Color Prints Available

WASHINGTON, Oct. 16.—Following the preview of the NAMA public relations movie, "At the Drop of a Coin," at the Armory Wednesday (13), it was announced that color and black and white prints were being made available for operator and TV station use.

William Fishman, chairman of the NAMA Motion Picture Script Committee, said that initially 12-color prints of the 26-minute movie are available. NAMA members have first choice on print rental for the first six months at \$17.50 per week. Price does not include transportation charges. Non-members may also rent the prints for \$15 a week if they are not in use by members.

The prints may be requested from NAMA's Chicago headquarters, but actual distribution is handled by Ideal Motion Picture Distributors.

In addition, 10 black and white prints of the film are being made available to television stations for their public service telecasts.

Fishman stated that while prints will be offered for sale, the price and number has not yet been agreed upon.

New Chef-Way Hot Beverage Vender \$695

WASHINGTON, Oct. 16.—Chef-Way, Inc., introduced a new \$695 three-selection hot beverage vender and an improved senior model hot drink unit here this week.

While a prototype model of the new unit was shown, it was announced that production would commence November 15. A pellet ingredient machine (like the larger Chef-Way machines), the new model is more compact: 60 inches high, 20 inches wide and 20 inches deep. It has 100-cup capacity.

It vends coffee, two soups or one soup and hot chocolate. Standard coin mechanism accepts two nickels or a dime.

The senior model at \$895 has a 200-cup chocolate pellet capacity (up from 60 pellets last year), 200 soup and 600 coffee pellet capacities. Each type pellet, Chef-Way stated, is able to withstand 130 degree Fahrenheit temperature and 93 per cent relative humidity without spoilage.

A step slide agitator bowed on the new model, and incorporated also in the senior units, is said to eliminate possibility of pellets "bridging" or otherwise clogging the delivery channel.

Hot chocolate, according to a firm official, is more popular as a vended item this year: in 1953 the company sold 2,860 pounds of chocolate pellets during May-June-July; this year during the same period it delivered 32,920 pounds.

A 25 per cent reduction on all machine prices is affected when ordered in five-unit groups.

No Mixing Bowl

Continued from page 77

not have a mixing bowl. Hot water, coffee, cream and/or sugar are delivered into the cup via a two-stage cup rotating platform. Cup falls into first position on the platform when vending cycle is started, moves one stage to the right for coffee ingredient delivery, one more stage for the cream and/or sugar, and into the front and final position when hot water is added.

Features include National Simplex cup dispenser, automatic regulator valve, six-gallon water tank and moisture-free interior due to mixing of ingredients outside the cabinet (in the delivery receptacle).

Ops Mull Filter-Tips

Continued from page 77

preferences if he doesn't stock Viceroys.

Riseman, operating in a State with a 5 cent tax, sells regular brands for 25 cents and filters for 28 cents, with the same commission rate on both. Other operators vend filters at the same price as regulars, but give no commission on them. Still other operators said they pay two commission rates. Side units were suggested as a possible solution to the problem.

A Michigan operator told how he handled his best stop, one which wanted to handle every brand on the market. The location, selling about 4,000 packs a month, is a tavern.

Not on Display

When the operator called on the owner after the umpteenth brand request, he stopped at the bar, looked at nine brands of beer behind the counter, then ordered a popular Midwestern brand not on display.

The location owner said he didn't have "that damned brand," but that he still had a wide selection. Then the operator said he didn't have "that damned brand" of cigarettes, but he had most everything else. The location owner got the point.

The operators were pretty much agreed that it isn't necessary to carry a different brand in every column, but that it is a good idea to carry as many brands as possible as long as no additional service costs are entailed.

Direct Sales

Direct sales to locations came in for a bit of discussion. Tho such sales were down this year in many areas, many operators reported that the promoters of these sales are waging an aggressive fight, and that it's an expensive proposition for the operator to combat these promoters.

Some tobacco jobbers, it was pointed out, sell machines to locations at nothing down, payments of 10 cents a carton toward purchase of the machine, and free service.

In this respect, it was agreed that the rapid trend toward brand diversification works in the operator's favor—the greater the selectivity, the less apt is the direct sale vender to do the job, and the better is the position of the operator in providing the latest multi-column, multi-price equipment required.

Sledge Hammer

Many operators suggested that the sledge hammer is the best way to handle a pre-war model which still works, but will not handle king-size brands. It was pointed out that the operator won't get

much of a price for such equipment, and, if he does sell it, it might turn up on one of his locations.

Riseman keeps such units in a garage and uses the parts. Other operators get king-size magazines, cut the cabinet down, and use them in secondary locations, such as service stations.

Few operators reported pre-machine increases over a year ago, with most telling of drops up to 10 per cent. In Baltimore, sales were off 8 per cent in bars and 12 per cent in industrials. A similar drop was reported in Philadelphia industrials. Primary reason given for this drop was the sharp curtailment of overtime.

Suburban expansion is bothering a lot of operators. As city people move to outlying districts, they no longer frequent neighborhood bars, for, in most cases, there aren't any to frequent. As a result, the city locations are doing less and there aren't enough suburban locations—due to zoning restrictions—to take up the slack.

Pepsi Bottling Of D. C. Maps Vender Push

WASHINGTON, Oct. 16.—The Pepsi-Cola Bottling Company of Washington will step up its use of vending machines in an aggressive campaign to boost Pepsi sales in the Washington area. James W. Carkner, newly elected president and board chairman of the firm, said this week.

Carkner, who also is board chairman of the parent Pepsi-Cola Company, recently bought control of the local firm and is completely overhauling its bottling facilities in preparation for the sales drive. "We intend to make this the finest bottling operation in the world," Carkner said.

He added that know-how from the parent company as well as more than \$100,000 for new bottling machinery and other equipment will go into improving bottling facilities, while further "substantial outlays" will be made to expand sales thru vending machines.

New 10-Cent Chunky

WASHINGTON, Oct. 16.—The Chunky Chocolate Corporation introduced its new 10-cent Chunky to the vending trade at the NAMA show here. It weighs 1.5 ounces and sells to operators for \$5.50 a hundred.

GRAFF VENDING SUPPLY CO.

NEW ADDRESS: 2817 W. DAVIS, DALLAS, TEX. Telephone: YA 6 8323

Open House was held on Sept. 18 at our new location, 10 minutes from downtown Dallas, in our own new, Modern Air-Conditioned Building with parking lot and loading dock. We were very happy to welcome as our guests many local customers and were especially proud to greet Mr. Harold Schaefer, of Victor Vending Corporation, and Mr. Rolf Lobell, of Leaf Gum Co.

In our new building we carry the best line of vending equipment—1c, 5c and 10c Bulk and Capsule Vendors—Leaf and U.S. Chewing Gum products and complete line of Victor Vending Corporation Machines. We carry the largest assortment of vending charms to be found under one roof any place in the U.S.A., ranging well over 200 different items.

Write or call us for price list or send \$1.25 for complete line of samples.

If you are passing through Dallas and we can do anything for you as to reservations, information, etc., wire or call us and we will be glad to serve you.

MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION
MILLS famous 107
FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance.
Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.

Only \$15.00 F.O.B. Factory

ORDER TODAY—PROMPT DELIVERY
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



VICTOR'S New Sensational SUPER V



The Ideal Capsule Vender . . . 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

25 cases or more . . . 67.80 case

Loaded Capsules—\$20.00 per 1000

H. B. HUTCHINSON JR.

860 North Ave., N.E. Atlanta 6, Ga. Tel.: Emerson 4300



Leaf Rain-Blo BALL GUM
Empties Machines Foster!

Robot to Effect New Production Contracts in Chi

WASHINGTON, Oct. 16.—Mr. Robot, Inc., displayed a production model of its bulk vender. Model 2B (an earlier Model 1A was not placed in production) is priced at \$685 (\$100 more than the original 1A list).

Two standard 10 or 5-gallon milk cans can be used, giving 424 7-ounce or 320 9-ounce cup capacity, or 212 or 160 capacity with the smaller cans.

Jack Howe, president, said a contract with Penn-Michigan Corporation, Detroit (The Billboard, October 9), for production of the machine has been discontinued. In a move to obtain higher output, Robot is negotiating with Chicago Metal Box Company and Deep Freeze for possible joint production, according to Howe.

3-Flavor FHC Vender \$475

WASHINGTON, Oct. 16.—The new Fred Hebel Corporation three-flavor ice cream vender Model 3100, unveiled at the Washington convention this week, lists for \$475.

In addition to its smaller cabinet size and selectivity, the unit differs from the firm's five-flavor model in only one other respect: the vending drums rotate from one side to the other rather than from back to front as in the larger unit. As in the senior model, a single dime coin mechanism is standard.

Cabinet size is: 39 inches high, 39 inches wide, 28 inches deep, compared to the Model 2300 (five selection) size of 55 inches high, 34 inches wide and 33½ inches deep.

Capacity of the new model is 153 bars (105 in vending position). Delivery is scheduled on a 60-day basis.

Keeping Vol. Up

equipment to keep our over-all volume as high as it has been," Geiger stated. "In the putting out of this equipment you work twice as hard and in some cases you don't put it out on as profitable a basis as you used to."

Vipond agreed that his company had been embarked on an expansion program to keep sales volume up. He said that the end of overtime in industry has hurt what he called the "luxury end" of the business—like ice cream and soda pop.

"Believe it or not," Vipond added, "but our standard items such as cigars and cigarettes have not fallen off substantially at all."

Location Relations

From sales volume the panel turned to location relations—how to keep location management happy with the vending service.

Vipond said his experience indicated prompt payment of commissions was one major factor in keeping accounts satisfied with their vending service.

Estey pointed out that "you have to keep in touch with your customers more than some of us used to do. We thought we had a good customer and would have him permanently from then on. The first thing you know you have lost him. You have to cultivate that customer."

Mahoney said that customer complaints—which are bound to occur sooner or later—can be turned to the operator's advantage because answering complaints promptly gives the operator a chance to get close to the customer and explain what happened.

"I find we are having a lot of competitors visit our customers," Geiger commented. "We can no longer let our customers not be visited by ourselves. The competitor can't help but put ideas in your customer's head. I would say he was happy up to a certain point until 67,000 guys start rapping on his door making him offers. So he gets ideas of what he wants and likes and he is not concerned whether you can afford it or can't."

Hiring and training personnel and paying them an incentive wage were also discussed by the panel.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES VENDING MACHINES

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 Oct. 16	Issue of Oct. 9	Issue of Oct. 2	Issue of Sept. 25
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Vender, 1c.....	14.95	14.95	14.95	14.95
Acorn Vender, 5c.....	14.95	14.95	14.95	14.95
Advance Model D Ball Gum.	6.45	6.45	6.45	6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.95
Advance Stick Gum, 1c.....	10.00	10.00	10.00	10.00
Andico Coffee Vendors.....	395.00	395.00	395.00	395.00
Atlas Ace 1c Mdse.....	6.50	6.50	6.50	6.50
Bradley Seniors (2 sel.).....	225.00	225.00	225.00	225.00
25c Ball Point Vender.....	49.50	49.50	49.50	49.50
Clear Vender.....		12.00	12.00	12.00
Columbus 1c.....	6.50	6.50	6.50	6.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Daval Roll Stamp (3 col.)..	25.00	25.00	25.00	25.00
Diplomat Elec. (8 col.)....			100.00	100.00
DuGrenier Champion (9 col.)			100.00	100.00
DuGrenier Elec. Cig. Vender.			135.00	135.00
DuGrenier Model W. (9 col.)	125.00	95.00	125.00	95.00
DuGrenier Model S (7 col.)..		75.00	75.00	95.00
DuGrenier Model V (7 col.)..		90.00	90.00	90.00
Eastern Electric Cig. Vender (8 col.).....	145.00			
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Card Vender, 1c....	15.00	15.00	15.00	15.00
Foot Ease.....	129.50(late)	129.50(late)	129.50(late)	129.50(late)
Hupp Single Drink.....	110.00	110.00	110.00	110.00
Kleenix 5c or 10c.....	49.50	49.50	49.50	49.50
Keeney Electric (9 col.)....	145.00	145.00	145.00	145.00
Master 1c & 5c.....	6.95	8.50	6.95	8.50
Master 1c.....	6.50	6.50	6.50	6.50
Master 5c.....	6.50	6.50	6.50	6.50
Mills Candy (8 col.).....	198.50	198.50	198.50	198.50
Mills Single Drink.....	150.00	150.00	150.00	150.00
Mills Tab Gum.....	15.00	15.00	15.00	15.00
Mills 3 Drink.....	185.00	185.00	185.00	185.00
National 930.....	95.00	130.00	95.00	130.00
National 950.....	110.00	145.00	110.00	145.00
National Candy (6 col.)....	69.50	69.50	69.50	69.50
National Candy (9 col.)....	95.00	95.00	95.00	95.00
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.95	7.95	7.95	7.95
Northwestern 49, 1c.....	17.35	17.35	17.35	17.35
Northwestern 49, 5c.....	17.35	17.35	17.35	17.35
Northwestern 40, 1c Mdse...	6.50	6.50	6.50	6.50
Northwestern Stamp.....	69.00	69.00	69.00	69.00
Northwestern Tab Gum.....	25.95	25.95	25.95	25.95
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
Pop Corn Sez.....	69.00	69.00	69.00	69.00
P. X. (10 col.).....		125.00	125.00	125.00
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
25c Razor Blade.....	19.50	19.50	19.50	19.50
Rowe Candy Merchant (7 col.).....		165.00	165.00	165.00
Rowe Candy (8 col.).....		75.00	75.00	75.00
Rowe Crusader (8 col.)....		145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....		165.00	165.00	165.00
Rowe Electric (8 col.).....	95.00	95.00	95.00	95.00
Rowe Imperial (6 col.)....		85.00	85.00	85.00
Rowe Imperial (8 col.)....		90.00	90.00	90.00
Rowe President (8 col.)....	155.00	130.00	130.00	155.00
Rowe President (10 col.)....	155.00	155.00	155.00	155.00
Rowe Royal (8 col.).....		100.00	100.00	100.00
Silver King Coffee.....		125.00	125.00	125.00
Silver King.....	13.95	13.95	13.95	13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	7.45	7.45	7.45
Silver King Hershey, 5c....	25.00	25.00	25.00	25.00
Silver King Hot Nut.....	15.00	24.45	15.00	29.95
Sneads.....	125.00	125.00	125.00	125.00
Stamp (2 col.).....	12.50	12.50	12.50	12.50
Stoner Candy (6 col.)....		135.00	135.00	135.00
Super-Vends (3 sel.).....	265.00	265.00	265.00	265.00
Uneeda Candy (5 col.)....	59.50	65.00	65.00(2)	65.00(2)
Uneeda Model A (9 col.)....		95.00	95.00	95.00
Uneeda Model E (6 col.)....		75.00	75.00	75.00
Uneeda Model 500 (9 col.)..		100.00	100.00	100.00
Uneedapak Model 500 (9 col.)		135.00	135.00	135.00
Uneeda Model 500 (15 col.)	110.00	110.00	110.00	110.00
U-Select-It.....	49.50	49.50	49.50	49.50

Stoner Models

Continued from page 76

includes such features as the built-in automatic cup dispenser (lower-cost unit does not have cup dispenser, provides outside stack on penny operation for \$25 additional), and customer-controlled (up to a pre-set maximum) of ingredient portions.

The extra ingredient feature provides "to-taste" portions of coffee, cream and sugar. Control is provided by three push buttons (one for each ingredient) on the upper front panel.

The new manual cigarette machine—11 columns, 425 pack (king and regular thru 5 shift, 3 split and 3 regular columns) lists for \$150 plus \$15 for storage-type base. Nickels, dimes, quarters may be used for two pack prices: 25 and 30 cents. The unit supplements Stoner's seven-column cigarette unit, 321-pack capacity, at \$135 plus \$14.50 base.

Both new cigarette and coffee models will be available for mid-November delivery.

The coin combination unit shown on the pastry vender adds \$9.50 to the Model 80's \$190 price. It provides two nickel or dime operation on 10-cent products, three nickel or dime and nickel operation on 15-cent sales.

The nickel-dime changer adds \$15 to the cookie machine list of \$134.50 (with storage-type base).

Contin'l Preems

Continued from page 77

solid colors and \$295 in grain finish. Cabinet colors are marine blue, willow green, charcoal grey, slate blue, antique bronze and emerald green. Grain finishes are blond mahogany, limed oak and rich mahogany.

The front door opens for servicing, with all 20 columns in a single row. Delivery is from the bottom. An illuminated sign and buzzer announce when a column is busy. Dimensions are 46 inches high, 14 inches deep and 30 inches wide.

The selection panel consists of miniatures of cigarette brands which act as selection buttons and doubles as display area. The unit is called the Corsair 20.

National Plays

Continued from page 76

ifications of the existing National nine and 11-column manual units, a little lower and a bit wider. The nine-column vender has 384-pack capacity, while the 11 column unit holds 467 packs. Stainless steel trim has replaced the chrome. Display areas have been made wider.

Both of these units have three-selection pricing, and both will hold regular, king-size, filter-tip and flat-pack brands. No prices have yet been set on any of the vendors.

Vendo Debuts

Continued from page 76

tation and light-up delivery door (one of three) when selection is made are additional features.

The cookie-peanut package machine has 125-cookie pack capacity in 6 columns and 35-peanut package capacity in wide center column. Storage for 40 more peanut packages is provided. Product delivery is by manual push-down levers below each column. Nickel mechanism is standard.

The cabinet is 70 inches high, 24 inches wide, 12 inches deep.

Immediate delivery is quoted on both new units.

Rowe Displays

Continued from page 76

mander. The unit has a fluorescent light shining down on the displayed packs.

The Commander sells for \$275 with the book match dispenser, with a capacity of 550 packs and 600 match books. Dimensions are 47 by 35 by 18 inches, with weight 320 pounds. All columns can vend at 25, 30 and 35 cents. Vending is from the bottom.

VICTOR SUPER V
IMMEDIATE DELIVERY!



CASE OF 4.....\$71.80
25 CASES OR MORE
\$67.80

We have the finest selection of capsules in the country at the lowest market price at time of shipping. Send us your order for machines and capsules and we guarantee you'll be satisfied!

Deposit required with all orders.

CHAMPION NUT CO.
1194 Tremont St., Boston 20, Mass.

The word to the "wise" is...

GUGGENHEIM
for
CHARMS and CAPSULES

SEND FOR PRICE LIST

Guggenheim
INC.

33 UNION SQUARE
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READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

SPINDLE CITY VENDORS
1309 West Chronicle Ave., Linwood Park
Gastonia, North Carolina
Box 421

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20) 804

Name.....

Address.....

City..... Zone..... State.....

Occupation.....



Lehigh Shows

Continued from page 77

inet colors are red, green, maroon, blue, gold and black.

While the Lehigh Hav-a-Snak auxiliary vender was displayed at the 1953 NAMA show, the new model! is a dual-selection unit, vending both 5-cent and 10-cent cookie packs. Capacity in the 5-cent column is 90 packs, with a capacity of about 40 in the 10-cent column, depending on the size of the package.

Lehigh is already in production on the new model, which it says may be installed on the side of a drink vender in about 10 minutes. List price is \$49.50

60-YEAR-OLD GUM MACHINE PLAYS TUNES

WASHINGTON, Oct. 16.—American Chicle Company displayed a 60-year-old Regina combination music box-gum vender at its NAMA booth. The all-wood cabinet machine played a tune on a perforated metal disk when the customer wound a hand crank on the right side, below which was a slide coin mechanism. The product: a penny piece of Adams Pepsin gum.

Record Op Turnout Sees New Rock-Ola

Attendance, Advance Orders Hit New High; Showings to Continue Next Week

CHICAGO, Oct. 16.—Rock-Ola distributors this week began showing the new 120-selection, 1955 Rock-Ola phonograph to operators across the nation, breaking attendance and sales marks for previous showings.

The introduction of the new 120-selection completes Rock-Ola's 1955 line. Last August the firm introduced the 50-selection '55 model to operators throughout the country.

And some distributors holding showings this week reported displaying the 50-selection model along with the newest addition to the line.

The new showings got underway Sunday (10) and ran thru the week. Other distributor showings are expected to follow in coming weeks. Many distributors showing the new model this week were expected to hold similar events in neighboring cities next week.

The new model, which lists for \$1,075 f.o.b. Chicago, features the same high fidelity improvements introduced in the 50-selection model, including a seven-inch rectangular tweeter speaker for reproducing the high notes and a 12-inch circular speaker for bass tones. The 102 plays 45 r.p.m. disks exclusively.

Here are spot reports from distributors who held showings this week:

S & K Advance Sales Up 4 Times Over '53

PHILADELPHIA — Over 400 people—including 150 operators—from Eastern Pennsylvania and Southern New Jersey jammed showrooms of S & K Distributing (Continued on page 90)

Magnecord Names Three More Distributors

CHICAGO, Oct. 16.—Magnecord, Inc., this week named three additional distributors to handle the firm's magnetic tape equipment.

Henry (Heinie) Roberts, vice-president and general manager of the commercial music division of Magnecord, announced the appointment of Lee C. Hartman (Continued on page 91)

USED JUKE MARKET

Bush Finds Gold In Music Exports

By ALBERT E. DENNY

MIAMI, Oct. 16.—The Bush Distributing Company, Wurlitzer outlet for Florida, Georgia and Cuba, in three years has developed its export shipments of used phonographs to the point where they now run a close second to the firm's domestic business in new machines.

Close attention to detail, a fac-

tory guarantee on every purchase, regular advertising and steady use of direct-mail, development of a new method of lightweight packing, which saves the customer many dollars on shipments, and the "personal touch"—these are the elements responsible for the firm's outstanding success in the export field, according to president Ted Bush and export manager Ken Willis.

The steadily climbing export phase of the company's business has catapulted it into the position where it now advertises itself as "the largest distributor of automatic phonographs in the world"—the legend which appears on all Bush Distributing advertising from labels to letterheads. It is also printed in Spanish on every reconditioned juke box which leaves the plant, along with detailed instructions in Spanish for freight handlers along the way and the ultimate consignee who uncrates the shipment. Nothing is left to chance.

Used Machines

The phenomenal growth of the company's overseas business in Central America, South America and the islands of the Caribbean is a good example of how ingenuity and top service can be parlayed (Continued on page 88)

Rips Distributors Operating Own Juke Routes

MIAMI, Oct. 16.—Jack Lipsiner, Coin-Operated Service, believes that the increasing tendency of juke box distributors to operate their own routes should be curbed. He says the practice represents "a serious threat to the future of the small operator."

"I can't see any legitimate reason for the distributor to intrude into the operator's domain, regardless (Continued on page 95)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

October 18—United Music Operators of Michigan, special dime-play meeting, Fort Wayne Hotel, Detroit.

October 25—Summit County Music Operators' Association, Inc., annual banquet, Mayflower Hotel, Akron.

October 25—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

October 27—California Music Merchants' Association of Los Angeles, regular meeting, Coral Room, Gaylord Hotel, 8 p.m., Los Angeles.

October 28—Amusement Machine Operators' Association of Dade County, annual election of officers, business office, Miami.

October 31—November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

TOP SERVICE

Keep Jukes Up-to-Date For \$\$: Op

MIAMI, Oct. 16.—The twin stepping stones to success in operating music machines are (1) keeping equipment up to date, and (2) scrupulously catering to the specific requirements of each location. Those are the sentiments voiced by Ozzie Truppman, of Advance Music and Bush Distributing Company.

"The days are gone, if indeed they ever existed," said Truppman, "when an operator could earn the maximum money a location is capable of producing, merely by setting a juke box." Truppman is a 20-year veteran in the trade.

To produce the greatest potential income requires not only knowledge and experience, he con- (Continued on page 91)

UMO Teen-Age P-R Program Gets City Boost

Detroit to Be Represented at Monday (18) Meet

DETROIT, Oct. 16.—Plans of the United Music Operators of Michigan for a Junior Achievement program got a big boost this week.

UMO conciliator Roy Small met with Edward N. Piggins, Detroit police commissioner, and arranged for Harold Baker, in charge of the Police Youth Bureau, to represent the city at a UMO meeting to be held Monday (18) at which the problem of juvenile delinquency— (Continued on page 91)

'FUNNY MAN'

Juke Box Is Undoing for Tavern Killer

NEW YORK, Oct. 16.—Sgt. Joe Friday, the "Dragnet" sleuth, enlisted the aid of several juke boxes to apprehend a sadistic killer.

The incident occurred Thursday night (14) over the NBC television network. The yarn went something like this: Several Los Angeles bars had been held up by a gunman (Continued on page 91)

Roanoke Skeds AMI Op Showing

CHARLESTON, W. Va., Oct. 16.—Roanoke Vending Exchange, Inc., here will stage a two-day operator showing of the new AMI phonograph in its showrooms at 118 West Washington Street today and Sunday (17).

The showing will be from 9 a.m. to 9 p.m. each day.

Jack G. Bess is president and general manager of the Roanoke firm.

New Rock-Ola Distrib Named

CHICAGO, Oct. 16.—Rock-Ola Manufacturing Company this week named Phono-Vend, San Antonio, its new distributor covering the San Antonio and Houston territories.

Phono-Vend will hold an open house Saturday (23) in its showrooms at 1023 Basse Road and will display the 1955 Rock-Ola line.

AMI Distributors Report Highest Sales in History

Best Showing in Years, Distribs Agree; Sked Future Unveilings Thru Next Week

CHICAGO, Oct. 16.—Music operators got their first look at the new AMI Model F phonographs this week. And, from all distributor reports, they liked what they saw.

That the new machines were received warmly was indicated by higher sales recorded at this week's showings than ever before, according to reports from AMI distributors making their initial unveilings this week.

Altho a few distributors started showings Saturday (9), the majority did not get underway until the next day. Additional showings are scheduled for the week beginning October 17.

A good example of the reaction the Model F brought from operators was reported by Wayne Copeland, president, Copeland Distributors, Oklahoma City. Said Copeland: "Actual orders received were five times greater than for any phonograph that this organization has shown in the past nine years."

Equipped with a new multi-horn high fidelity sound system, the new AMI machine represents a complete change from previous models. A folded bass horn is set inside the cabinet below the record mechanism to drive the sound out the bottom of the machine. According to AMI engineers, this gives even sound distribution in all directions. The treble horn is flared and con-

cealed behind a panel just above the title strips. The system, called "Sonoramic Sound," offers acoustical output ranges from 20 to 25,000 c.p.s.

Model F is available in 40, 80 and 120-selections; the 40-selection machine plays 78 r.p.m. disks exclusively, the 80 and 20, 45's. All three are equipped with the new sound system.

Here are the spot reports from (Continued on page 86)

WIN 3 OF 4

3 Teams Tie In AMOA Play First Night

MIAMI, Oct. 16.—Three teams finished in a tie at the end of the first evening's regular competition in the AMOA Bowling League at the Paradise Bowling Center.

Acme Music and Vending, Supreme Distributors and Advance Music trounced their respective opponents in three out of four games to swing into a triple tie in the (Continued on page 91)

'55 MOA Convention In Chi March 28-30

OAKLAND, Oct. 16.—The Music Operators of America convention will be held in the Morrison Hotel, Chicago, March 28-30, George A. Miller, president and business manager of the association, announced this week.

For the first time, MOA will sell booth space on an open exhibit floor, rather than in individual rooms. The main exhibit room and accompanying parlors have been selected. Miller said that the convention was expected to be the largest of any in MOA's history.

Because of increased interest in diversification by music operators, Miller said that the association would again open its doors to vending machine manufacturers. The 1954 convention marked the first time MOA has invited an outside group.

Convention committees will be appointed in the near future, Miller said.

Interest at the convention is expected to include important questions facing the juke box industry. One will undoubtedly be legislation aimed at removing juke boxes from the copyright act. Following the death of Senator McCarran last

week, activity at the ASCAP quarter is expected to be stirred considerably. McCarran had carried on the ASCAP fight on the floor of Congress for the past two years.

The annual banquet will be held in the Morrison's new ballroom.

AMOA to Donate Jukes to Needy Organizations

MIAMI, Oct. 16.—The Amusement Machine Operators' Association has launched another campaign to give away reconditioned juke boxes to needy organizations.

At the association's first meeting of the fall season, President Willie Blatt read letters from the following organizations which requested machines: North Dade Jewish Center, Zionist Organization, the (Continued on page 88)

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

CANADA'S MUSIC COPYRIGHT GROUP WINS COURT FIGHT. Counterpart of ASCAP in Canada, Composers, Authors Publishers Association of Canada, won a final decision from the Canadian Supreme Court granting it the right to collect licensing royalties from Canada's radio stations based on the percentage of each station's gross. CAPAC now has a test case pending in the courts in which it seeks the right to collect royalties from juke box operators.

TRUCKING STRIKE TO AFFECT RECORD SHIPMENTS. No settlement in sight on independent trucking company's strike in New York and New Jersey area. Plight of record firms: How to get labels in and out of the territory. Small shipments can go parcel post, but no help for large ones.

And many other informative news stories, as well as the Honor Roll of Hits and pop charts.

REVOLUTIONIZES AUTOMATIC MUSIC

Say Hey!

The secret is out — you can't get perfect High Fidelity without horns! The "F's" concealed multi-horn system brings you ALL the highs, ALL the lows, ALL the middle range with a new kind of living realism. Bass horn alone is equivalent to more than NINE 12 inch speakers!

we got it!

Cinerama's the last word in movie entertainment — *Sonoramic Sound* is the last word in automatic music. Model "F" delivers superior music that surrounds you on all sides, captivates body and soul — a performance whose "all-over-ness" has never been approached by any other juke box.

we got it!

Color! Color! Color! Color sells everything, gives a new charge of "sell" to "F's" glorious music with a choice of 8 thrilling new colors to please every taste, every location. Exquisite cabinet design; bold showcase display; instant understandability.

we got it!

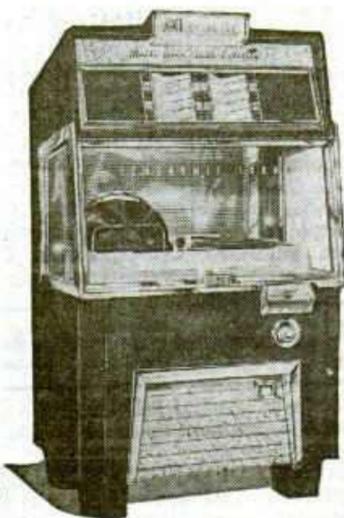
Most new models are justified by one or two changes — but the "F" rolls out with *exactly 55 brand new improvements and major developments* to add to the many indispensable features that have made the AMI historically famous for dependability, money-making power.

we got it!

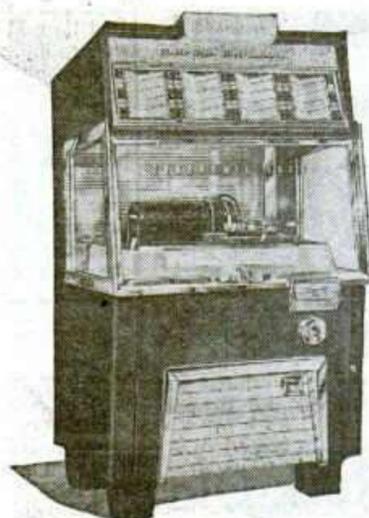
Two new High Fidelity Hideaways, for 80 or 120 selections. Three new High Fidelity Loudspeakers — wall, counter and ceiling. Full line of wall and counter boxes. This auxiliary equipment is perfectly keyed to the Model "F" and its new-day brand of superior music.

we got it!

NEWER THAN "NEW"
THE NEWEST OF THEM ALL!
AMI MODEL "F"



40 Selections, 10 in. Records



80 Selections, 7 in. Records

★ **Multi-Horn High Fidelity!**
 ★ **Full Range Sonoramamic Sound!**

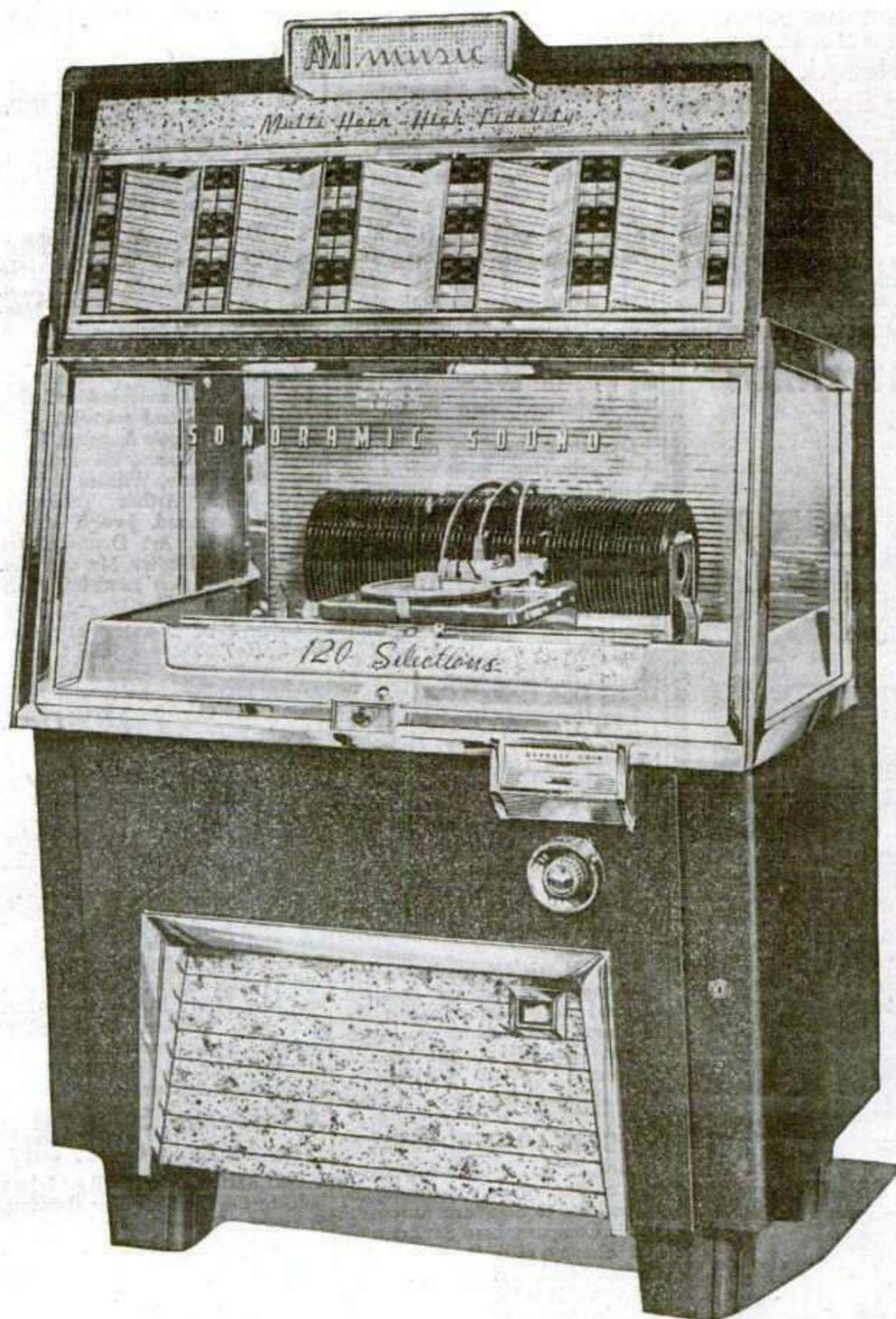
Multi-Horn
High
Fidelity

Sonoramic
Sound

Showcase
Design in
8 Colors

55
Brand New
Features

Auxiliaries
Keyed to "F"



AMI Model "F"

120 Selections, 7 in. Records

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

AMI Distributors Report Highest Sales in History

• Continued from page 83

distributors who held showings this week:

Huber Host to 300 At San Francisco

SAN FRANCISCO—Huber Distributing Company held operator showings of the new AMI Model F Saturday (9) and Sunday (10) in true Western style for an attendance of over 300.

All Huber personnel were dressed in Western costume—yellow sport shirts and flowing Western ties on which appeared the legends "Multi-Horn Hi-Fidelity" and "AMI F."

The Model F was displayed on a white revolving platform against a maroon velvet background in the main sales room. One section of the main floor was set up with a buffet spread and cocktail bar and presided over by hostesses dressed in white with colorful aprons on which were emblazoned the letter "F."

Margaret Whiting, Capitol Record star, and James Peterson, manager of Capitol Records in San Francisco, and his wife were among late afternoon guests.

Greeting guests were Mr. and Mrs. Watler Huber, Mr. and Mrs. T. H. Sams, AMI factory representative; J. H. Southard, sales manager; George Brown and Edwin Porter.

Out-of-town guests included Mr. and Mrs. D. Tomlinson, Mr. and Mrs. Jerry Wilson, F. E. Morgan, Mr. and Mrs. Bud Roberts, Mr. and Mrs. Clem Stetson, Mr. and Mrs. LeRoy Lambert, Mr. and Mrs. Max Tami, Mr. and Mrs. Ray Powers, Mr. and Mrs. Fritz Althaus, Mr. and Mrs. C. G. Silla, Mr. and Mrs. Rich Silla, Mr. and Mrs. Joe Silla and Mr. and Mrs. Ben Murillo.

Hubert will hold showings in Sacramento October 18-19, and in Reno October 21 and 22.

Miller-Newark Detroit Showing Draws 250 Ops

DETROIT—The initial showing of AMI's new Model F by Miller-Newark Distributing Company here Sunday (10) drew 250 operators, their wives and guests from the surrounding area. The showing, held in the afternoon from 1 to 5, was highlighted by a buffet and refreshments.

Greeting the guests were staff members A. J. Sanders, Daniel Evans, Marvin Jacobs, Ted Donovan and Ike Marks. Among those attending were Wolverine Entertainers; Ray Music; Ben Paull, Arthur Westin, White Music Company; Jack Broses, Ted's Music; Patterson Music; Don Gilboe, Arthur Gilboe, Harry Norton, C. E. Russell, C. M. Sharpe, Clarence Codling, Avon Music; Mr. and Mrs. Campbell, Gordon Music; Great Lakes Amusement.

Others were David Yamshon, A. Sirocuse, Frank Antaya, Sheldon Look, Edward Grodzicki, Wanda Rheume, Otto-Matic Music; Maccomb Radio and Sound; Bell Music; Frye Coin Mahine; Martin Rice, Music Service Company; Pontiac Amusement; L. M. Kowalik, Charles Hughes, Roy Small, Tony Vance, C. Varner, J. E. Wagner, J. O. Mailloux, Frank Staffe, Jack Chaskin, Mary Knutson, E. DeWitt, Bill Turski, C. Spooner, Sam Polizzi, Harry's Amusement; William Music; Fred Gardella, Jake Dumler, Union Coin; Modern Coin; Co-Operative Sales; Moss Music.

Lieberman Holds Dual Showings, Neb., Minn.

MINNEAPOLIS—Simultaneous showings of the new AMI Model F were held by the Lieberman Music Company Sunday (10) and Monday (12) in Minneapolis and at the Hill Hotel in Omaha.

Sidney L. Levin, Lieberman Music, said that operators were greatly impressed with the eight new colors and the new Multi-Horn sound system. Both showings featured lunch and refreshments.

Hosting the Minneapolis showing were Harold Lieberman, Norton Lieberman, Lew Ruben and Levin.

Operators attending the Minneapolis showing included A. A. Clusie, Grand Rapids, Minn.; Vince Jorgenson, Mason City, Ia.; Mr. and Mrs. Jack Backus, Jamestown, N. D.; Bob Leonard, Minneapolis; Mr. and Mrs. Eugene Hoerth, Herried, S. D.; Ben Weis, Bemidji, Minn.; Hank Vangen, Robbinsdale, Minn.; Jim Lucking, Benson, Minn.; W. C. Gummow, Hopkins, Minn.; E. J. Fisher, Waconia, Minn.; Dick Grant, Mound, Minn.

Leo Hennessey, Rochester, Minn.; Amos and Danny Heilicher, Minneapolis; Ted Lawn, Minneapolis; Ben Jahnke, Hutchinson, Minn.; Ben Kragtorp, Tracy, Minn.; Marv Dorr, Minneapolis; Jim Donatell, Spooner, Wis.; Henry Chaple, Winona, Minn.; Frank Kummer, Spring Valley, Minn.; Don Thraen, New Ulm, Minn.; Harry Atkin, Minneapolis; Gerald Zopf, St. Paul.

Jerry Harris, Nebraska Lieberman representative; Ed Ratajack, regional AMI sales manager, and Al Mason, AMI factory service engineer, hosted at the Omaha showing.

Cincinnati Hosts Biggest Turnout Ever

CINCINNATI—Over 350 operators and servicemen jammed the showrooms of Southern Automatic Music Company here Saturday (9) and Sunday (10) for the largest turnout in history.

Joe Weinberger, Southern Automatic, reported that "practically every town and city in Southern Ohio, Northern and Eastern Kentucky and Eastern Indiana were represented."

Said Weinberger: "The new model F with its many improvements and Sonoramic sound system was enthusiastically received. The activity was so intense it kept our entire staff of 14 busy constantly."

The showing, highlighted by food, refreshments and souvenirs, was hosted by Joe Weinberger, Paul Himburg, Matt Maley, Maxine Meale, Fred Stepp, James Widener, Albert Nanni, Tom McCloud, Charles Acree, Alvin Hahn, Lloyd Fryer, Tom Williams, Mike Carlotta and Walter Jackson.

Alvin Gottlieb, D. Gottlieb & Company, attended both days, demonstrated the firm's new four-player Super Jumbo pinball game.

Record Attendance Of 500 in Philly

PHILADELPHIA—David Rosen, Inc., held an operator showing to

a record throng of 500 Sunday (10). "The reception was tremendous," exclaimed Dave Rosen. "It was one of the best showings we have ever had."

Showrooms were decorated with silver lame which served as a backdrop for the eight different colors of the new models. Along side each machine were flowers in matching colors.

Bill Fitzgerald, AMI, was among those who attended.

Louisville Ops Ask: How Soon Deliveries?

LOUISVILLE—Southern Automatic Music Company here held showings of the new AMI Model F phonograph Saturday (9) and Sunday (10) until midnight.

The important question of operators, according to Leo Weisberger, Southern Automatic, was: How soon can we have deliveries?

The operators were enthusiastic about the new Multi-Horn Hi-Fidelity sound system, the cabinet colors and the simple operating mechanism.

Ops Brave Historic Rain in Chicago

CHICAGO—Despite Chicago's worst rain in 69 years, approximately 100 operators were on hand to see for the first time the new AMI Model F Sunday (10) at Automatic Phonograph Distributing Company.

Hosting the event were Ed Ratajack, of AMI, Inc., and Phil Weisman, Mike Spagnola, Joe Glimco, Fred Minter, Ray Grier, John Havrila and Eugene Smith—all of Automatic.

Operators braving the rain to see the new AMI machine included from Chicago and suburbs, Kenneth Voeck, Angelo Angelieri, Louis Arpaia, Ben Iacullo, Edward Holstein, Sam Florio, William Nyland, Hank Gold, Arthur Valasquez, Adolph Raymond, Joseph Meyer, Mr. and Mrs. Art Donovan, Irv Sands, Anton Hodina, Mr. and Mrs. Monte West, Bob Lindelof, Andy Hesch, Ray Perkins.

Other local operators attending were Morrie Travers, John J. Johnson, R. F. Cope, Fred Johannsen, Archer Mueller, John Emrich, Pete Keros, Ray Cunliffe, Vic Comforte, Marvin Baer, Jack Macey, Charles Reckland, Sam Weinstein, Tom Douglas, Frank Padula, Otto and Art Menoni, Sam Mided, Paul Golden, Mr. and Mrs. Charles Pieri, Phil Levin, Mr. and Mrs. Mike Galgano, Norman Domke, Art Ides.

Out-of-town guests included Mr. and Mrs. Pete Langbehn, Moline; Mr. and Mrs. Bob Hallgren, Moline; Lou Casola, John DeMico and Charles Marik, Rockford; Mr. and Mrs. Harry Buthe, Elgin; Mr. and Mrs. William B. Fleming, Rome; Emery Cousselet, Kankakee; Mr. and Mrs. H. Watson, Campaign; Boyd Lukens, East Chicago.

Attendance, Sales Hit New High in Okla. City

OKLAHOMA CITY—Besides holding the best two-day showing, in point of sales, attendance and operator enthusiasm in its history, Copeland Distributors also held a private showing for the press, radio and television people—of whom 34 attended.

Declared Wayne Copeland, head of the firm: "The acceptance of the Model F by our operators and the public in general was nothing short of being a complete sensation."

Among the operators on hand were Laurence Buckley, Enid; Glen Ward, Sallisaw; C. E. Rice, Oklahoma City; Lonnie Johnson, Tulsa; H. K. Houston, Tulsa; Ed Reid, Oklahoma City; Jack Coil, Oklahoma City; O. T. Golden, Elk City; C. B. Keller, Seminole; C. L. Burns, Oklahoma City; Mr. and Mrs. H. O. Bussy, Oklahoma City; W. B. Atkins, Oklahoma City; H. P. Harrison, Pampa, Tex.; Ted Lee, Oklahoma City.

T. L. House, Guthrie; Mr. and Mrs. J. C. Hunter, Chickasha; Sam Strong, Norman; C. E. Dawson, Afton; Gussie Hayes, Bristow; D. L. Morrow, Enid; Preston Abbott, Perry; H. E. Staples Jr., Tulsa.

Also attending—all from Oklahoma City—were J. D. Beamon, Bob Keels, Laverne Carleton, James F. Boyle, N. B. Norton, Lee Keels, W. S. Cox, Al Keels, Bart

Strong, H. Keith Phillips, Bill Davis and Bill Rigg.

Texans See Model F In Mineral Wells

MINERAL WELLS, Tex.—Wallace Distributing Company held its first showing of AMI's Model F here in the Orchid Room of the Baker Hotel Sunday (10). Over 75 operators from the surrounding area attended.

Greeting guests and showing operators the new machine were Allen Wallace and W. O. Wilborn, owners; John W. Reynolds, technician; Raymond L. Martin, sales representative, and Joan Taylor, office manager.

Among those attending were Mr. and Mrs. Ernie Bishop, Lubbock; Mr. and Mrs. Arthur Soladay, Carlsbad, N. M.; Mr. and Mrs. J. C. Marsh, Electra; Mr. and Mrs. G. Tutt, Solomon Music Company, Abilene; Vernie L. Feemster, Knox City; Mr. and Mrs. D. W. Birdwell, Odessa; Mr. and Mrs. Dock Ringo, Weatherford.

Mr. and Mrs. F. W. Tanner, Electra; Mr. and Mrs. H. A. Trousdale, Electra; Mr. and Mrs. W. B. Sheffield, Paducah; R. L. Choate, Mineral Wells; Mr. and Mrs. B. G. Lawrence, Mr. and Mrs. T. L. Walls, Mr. and Mrs. Pete Purvis and Mr. and Mrs. Richard Gentzel, all of Stephenville; Mr. and Mrs. Clyde Maner, Brownwood; George Bury, Hamlin; Virgil Blackwell, Hamlin; Carl M. Adams, San Angelo; Helen Adams, San Angelo.

Wallace has scheduled next showing at El Paso, at the Del Camino Courts, Sunday (17).

Seattle Showing Draws Record Crowd of 600

SEATTLE—A total of 600 persons saw the new AMI Model F at operator showings held by Dunis Distributing Company in Seattle Tuesday (12), Spokane Wednesday (13) and in Kalispell, Mont., Thursday (14) and Friday (15).

Lunch and refreshments were served at all three showings. Hosting in Seattle were T. H. Sams, AMI factory representative; staff personnel John J. Michael, Jerry Gronfein, Jack Wuthrich. In Spokane, Eddie Morrison and James Kober were on hand to greet operators.

For the Seattle showing, out-of-town guests included Lou Dunis, Max Rosen and Jim Hamilton, Portland, Ore.; Howe Louis, Vancouver, B. C.; Bill Easton, Ketchikan, Alaska. Seattle guests included Ralph Alger, H. A. Christensen, Vee Nelson, Charlie Michael, Rollie Slosson, Max Mondschein, Sol Esfeld.

Lexington Sees Best AMI Show in 20 Years

LEXINGTON, Ky.—Southern Automatic Music Company here played host Saturday (9) and Sunday (10) to a large, enthusiastic group of operators from Central and Eastern Kentucky in its first showing of AMI's new Model F phonograph.

Homer Sharp, manager, stated that in his 20 years in the coin machine business he had never before seen such great interest and enthusiasm as was shown by operators seeing the Model F for the first time.

Hosting at the unveiling, besides Sharp, were C. F. McMillen Jr., James McKechnie, Stanley Burger and Mar Smith.

Best Showing in 24 Years in Nashville

NASHVILLE—The showing of AMI Model F at Hermitage Music Company maintained a furious pace during the two-day event held Sunday (10) and Monday (11).

Over 300 guests attended, including about 75 operators from Middle Tennessee, Northern Alabama and Southern Kentucky. C. V. Hitchcock, Hermitage, said: "I have been in the coin machine business 24 years and this was the most successful showing my company has ever held."

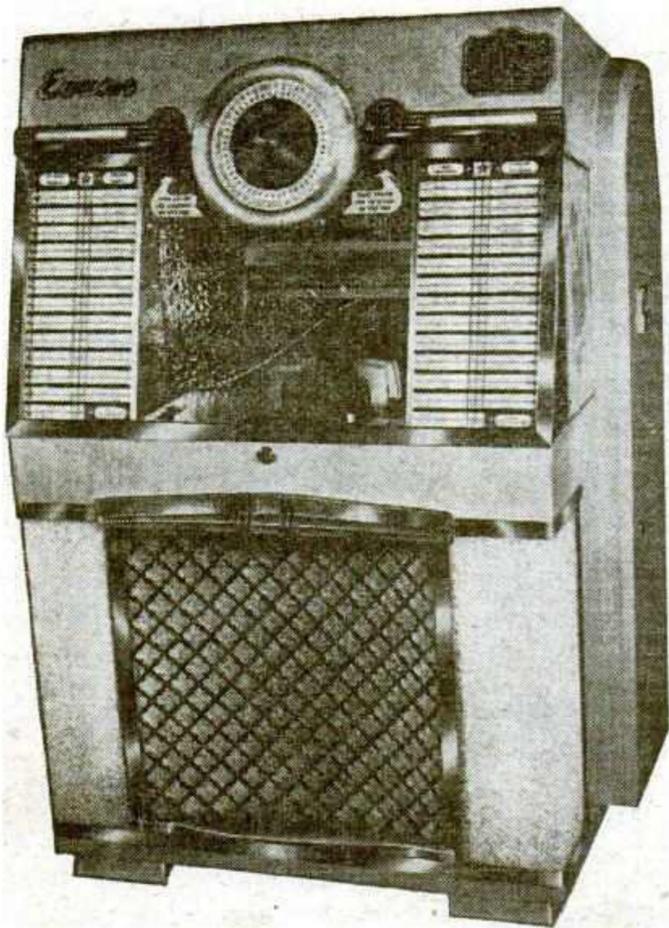
On hand for the gala gathering were recording artists Dub Dickerson, Capitol; Faron Young, Capitol; Ferlin Husky, Capitol; Martha Carson, Capitol; Jimmy Dickens, Columbia; George Morgan, Columbia; Bill Moroe, Decca; Bill Carlisle, (Continued on page 88)

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



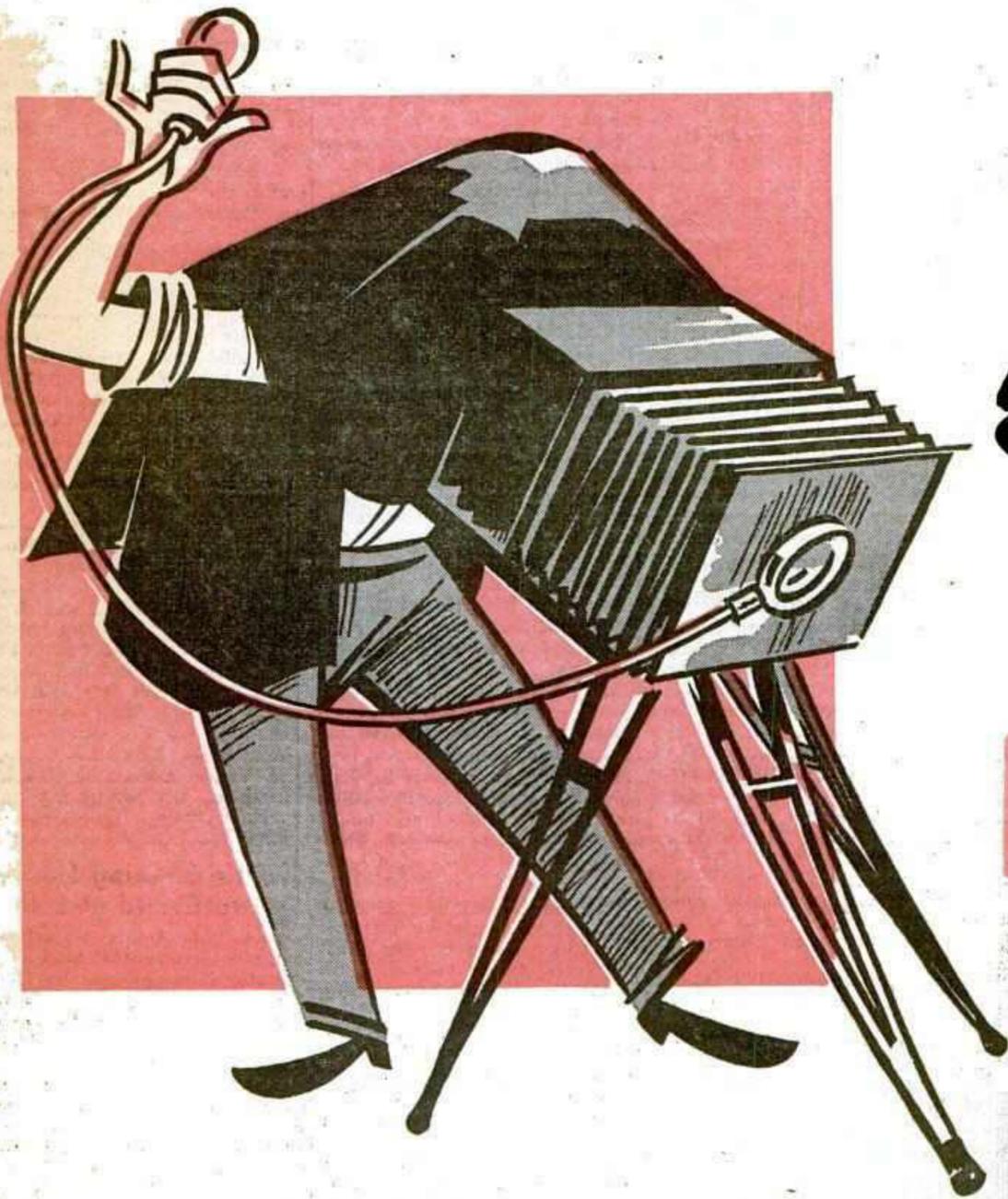
OPERATORS

If you do not have a local distributor handling Evans' HOLIDAY write direct to factory for full information, etc.

Do not fail to contact us immediately for complete details.

WRITE, WIRE OR PHONE

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS



Gives YOU a Beautiful PROFIT PICTURE

In any location, the Wurlitzer 1700HF is the focus of attention. Stunning cabinet design, beautiful color styling, fascinating Carousel Record Changer with full high fidelity sound, click with patrons, help make this fabulous Wurlitzer a stand-out.

But that's only part of the picture!

The gentle Carousel Changer and featherweight Zenith Cobra tone arm save your records, cut costs. Ultra simplified mechanism reduces service time.

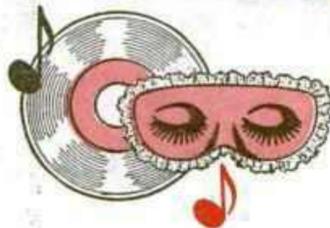
More take with less operating expense leaves more earnings for you...gives you a rosy profit picture, indeed!



THE HIGH EARNING, HIGH FIDELITY

Wurlitzer **1700HF**

**SEE IT - HEAR IT - BUY IT - AT YOUR
WURLITZER DISTRIBUTOR**



**TAKES THE MASK
OFF THE MUSIC**

The Rudolph Wurlitzer Company, North Tonawanda, N. Y.
Established 1856

Bush Finds Gold in Exports

Continued from page 83

into extra dollars and an outlet for used machines.

The demand for the sparkling, completely overhauled and reconditioned phonographs which the firm turns out in its special export department has grown to the extent where the normal flow of used machines taken in on trades is now insufficient to meet the demand. The solution to this, Willis explained, has been the firm's growing purchases of used machines wherever they can be obtained throughout the country.

All machines destined for export are put thru a series of factory steps designed to place them in A-1 condition," said Willis.

First the machine is stripped down to the bare cabinet. The cabinet surface is completely restored to its former finish with paint and lacquers, or if the wood is cracked we cover it with a Formica-like material developed for us by an expert," Willis explained.

This smooth finish is applied by a special method to meet tropical weather conditions and will withstand cigarette burns and alcohol stains. It won't mar or chip and takes all kinds of abuse, according to Willis.

Reconditioning

While the cabinet is getting the attention of a swarm of workmen, the mechanism itself is receiving similar treatment in another section of the plant. It is given a "bath" in chemicals and then completely reconditioned. The coin chute is changed to conform to the coins used in the country for which it is intended, and the mechanism undergoes special tests. Finally it is installed in the waiting cabinet.

The finished product then moves to the shipping department where it is tagged in strategic places, with instructions both in English and in Spanish. It is then placed in a specially designed, dustproof and lightweight crate, and secured with steel straps. And the next stop is the airport or, in rare cases, the steamship line.

The lightweight method of packing—constantly improved thru trial and error and the assistance of experts—saves the customer \$12 a machine in air freight alone.

Willis explained the importance of this factor, as well as the necessity of maintaining a high level of quality in every shipment, by citing a hypothetical case.

"A machine that sells for \$500 f.o.b. Miami winds up costing the customer nearly twice that in, say, Colombia when you add to the initial price the air freight, duty and ad valorem (excise) tax which the consignee must pay on the other end. Thus it becomes an expensive proposition to the buyer, and if you can cut dollars off his bill anywhere along the line he will be deeply appreciative.

Lightweight Packing

"The lightweight carton which we use cuts approximately 75 per cent off the weight by comparison with the conventional wooden crate. Not only are we thus saving the customer \$12 of freight cost on every machine we ship, but, because the ad valorem tax is based in most Latin American countries on the total invoice value, we are also saving the customer money there too by holding down the cost of transportation."

Willis introduced the first juke box in Lima, Peru, two and a half years ago when he chartered a C-46 in Miami, loaded it with equipment, and flew along with the cargo. Because of complicated export license regulations prevailing not only in this country but also in the country of destination, the shipment had to be earmarked for a specific consignee. Willis recalls that he helped that particular customer sell the phonographs to specific locations, since the system of operating the boxes on a percentage or fixed commission basis is not used in Peru. Several times after that Willis accompanied plane loads of phonographs to various Latin American countries.

"Personal contact is very important in selling out of the country," he says. "My three trips a year enable me to get on a friendly basis with our customers—and they certainly appreciate my coming. I have made some wonderful friends that way. The Latins are warm and hospitable."

Extra Business

Willis likes to emphasize that the extra business which the company developed outside the United States did not just drop from heaven. "It gradually evolved thru hard work and a desire to pro-

vide the customer with the finest product we could turn out... and to keep that product uniformly good so that he would come back again and again," he said.

"It's true that we are favored with respect to our location. Miami is a natural jumping-off point for the Latin American trade, and the fact that we can ship cheaper by air than any other distributor in the United States has helped us immeasurably. But if we didn't give the customer his dollar's worth and didn't constantly strive to improve such important items as the packing and refinishing job we do, we wouldn't be getting those steady reorders which are the backbone of our export business."

Willis places great stress on the importance of a large volume in doing export business. "To set up an export department which requires a special force of men as well as other complex factors, and then handle only a trickle of orders means you might wind up either operating at a loss or a margin of profit too small to make the endeavor worthwhile. It takes volume and steady repeat business to keep the wheels turning profitably."

Building Program

Bush Distributing is now in the midst of an extensive building program which will triple the shop space and provide additional storage facilities for used phonographs which roll in from all parts of the country and which are destined for overseas shipment. The heavy volume of export orders was no small factor in the decision to expand the plant, Willis said.

Along with the development of its foreign trade has come a soaring demand for Wurlitzer factory parts, which Bush Distributing supplies efficiently and swiftly by air freight. The specialty of giving "same day service" to all parts of Latin America has resulted in a flood of parts orders in recent months, Willis pointed out.

"On a rush order for phonographs or parts going, say, to Lima, Peru," said Willis, "we can make delivery to the Miami International Airport at midnight and have the merchandise in the customer's hands 18 hours later. You can't ship that fast from any other point in the United States."

Assisting Willis in the export clerical duties is Jose Catarineau, a native of Puerto Rico, who lived in Miami for many years. Catarineau handles the heavy flow of Spanish correspondence which comes into the office daily.

AMI Distributors Report

Continued from page 86

Mercury; Joan Hager, Mercury; Del Wood, Tennessee, and Chet Atkins, Victor.

John Stewart, AMI assistant sales manager, and Jack Tureman, E. H. Cashion and Hitchcock greeted operators and pointed out new features of Model F. Among the operators attending were Pat Grogen, Franklin, Ky.; King Turner, Shelbyville; Walter Buchanan, Fayetteville; J. Lester Coleman, Tullahoma; Walter Smith, Clarksville; T. R. Gayton, Chattanooga; J. E. Webb, Chattanooga; Fred Burk, Cookeville; Ridley Parkison, Cookeville; Mr. and Mrs. Harold Bradley, Cookeville; Dale Logan, Franklin, Ky.; Andrew McKee, Columbia.

Others were Floyd McKee, Columbia; Frank Walker, Columbia; Edwin Griggs, Columbia; Harry Phillips, Florence, Ala.; Hugh Fishburn, Lafayette; John Oakley, Lafayette; Lonnie Galleher, Waynesboro.

Local operators included H. B. Farmer, William Farmer, A. P. Earhart, Vernon Myers, B. J. Thompson, S. G. Hemphill, M. A. Pentecost, Mr. and Mrs. Albert Evitt, Mr. and Mrs. Bill Johnson, Mr. and Mrs. J. N. Ellis, Ollie Trauernicht, Nathan Wall, John Wall, Jimmy Pearson, Floyd Womack, L. A. Black, Douglas Cox, John Cartwright, Al Englin, Julian Silverfield, B. H. Ryan, Danny Sturkie, Dave Wolf, Guy McFarland, Mr. and Mrs. Joe Fitzgerald, Red Daugherty, Tommy Tomlin and Earl Tolleson.

Other guests included Jim Denny, personnel director, WSM and WSM-TV; Noel Ball, WSIX and WSIX-TV; Mac Axton, Hank Snow's representative; Bob Ferguson, Ferlin Husky's manager, and Hank Fort, radio and TV celebrity.

300 Jam Atlas Showroom in Boston

BOSTON—An estimated attendance of 300 operators from New England got their first look at the new AMI Model F at the showing here Saturday (9) and Sunday (10) by Atlas Distributors.

Enthusiasm ranged high during the two-day showing. Louis Blatt, Atlas, summed up: "In all the years we have been in business, we never saw such an enthusiastic reaction as there was for the new Model F." Jack Mitnick, AMI Eastern factory representative, attended both days of the showing and hosted along with Barney and Louis Blatt.

Atlas has scheduled future showings in other New England cities.

400 Attendance at Pittsburgh Showing

PITTSBURGH — Banner Specialty Company held an operator showing Sunday (10) to present the new AMI Model. Over 400 operators and other guests attended.

AMOA to Donate

Continued from page 83

Greater Miami Jewish Community Center, and North Miami Assembly.

Jack Kauffman, Joe Mangone and Dave Engel volunteered to turn over the machines and Jack Lipsiner, Coin-Operated Service, said he would service them once they are delivered.

Blatt announced that the policy this year would be to present the reconditioned boxes at ceremonies so that the AMOA can obtain the maximum good will and public relations value thru the gifts. He emphasized that more should be done to bring to public attention the many charitable acts performed by the AMOA in the course of the year.

It was announced at the meeting that the advertising journal for the forthcoming AMOA annual banquet and dance would be the largest in the association's history. Joe Mangone, David Friedman and Harold Carson are handling arrangements for the big affair December 11 at the Saxony Hotel, Miami Beach. The AMOA is also sponsoring a cocktail party at the hotel immediately preceding the banquet and dance.

The new machine was accorded a warm reception by operators for what turned out to be one of the best showings Banner has held.

George Klersey, from AMI, an AMI Banner staffers Harry Rosenthal, Herbert Rosenthal, William P. Hamel, Helen Pearch, James C. Johnson, Thomas Scheller, John J. Morris and Jack W. Ware hosted the proceedings.

Among the local operators who attended were Sidney Rosenthal, Raymond Nickel, James Amato, Albert Alimena, Lew Vinocur, Mr. and Mrs. Henry Jasek, Joseph Vinski, Oscar Williams, Sam Chaban, Glen Mowry, Al McCauley, Furey M. Ross, Fred Hartman Jr., Gust Georges, M. J. Ballinger, Paul Halenda, Howard Degelman, John Walsh, Walter Rosenberger.

Out-of-town guests included Mr. and Mrs. Martin Shirey, Lewis town, Pa.; J. F. Hupp, Cumberland, Md.; Mr. and Mrs. R. Bruce Schrack, State College, Pa.; Howard E. Thomas, Steubenville, O.; Jean Costalas, Weirton, W. Va.; Ted Young, Sharon, Pa.; John Kopko, Monessen, Pa.; John A. Eulinao, Meadville, Pa.; James V. Delluvio, Meadville, Pa.; Frank Salvaggio, Gallitzin, Pa.; Mr. and Mrs. William McGregor, Frostburg, Md.; Mr. and Mrs. Ross Gerard, Grafton, W. Va.; Mr. and Mrs. William B. John Jr., Kingwood, W. Va., and Mr. and Mrs. Irwin Johnston, Philipsburg, Pa.

Nate Ruder, Johnstown, Pa.; John Pokos Johnstown, Pa.; Mr. and Mrs. R. A. Pulliam, Keyser, W. Va.; Joe Altabello, Keyser, W. Va.; F. V. Yearick and R. G. Perman, Lock Haven, Pa.; S. J. Spene, Brockway, Pa.; Louis Rika and Sam Curotz, Clarksburg, W. Va.; G. Dwight Huster, Johnstown, Pa.; Charles Sheftic and Edward Sheftic, Boswell, Pa.; Steve Bellfiore, Canonsburg, Pa.; Mr. and Mrs. Joe Atty, Altoona, Pa.; Mr. and Mrs. Lou Fleck, Carnegie, Pa.; Peter Lombardo, New Castle, Pa.; Luther Lowe, Du Bois, Pa.; Wal Sheftic, Boswell, Pa., and Anthony Lucia, Uniontown, Pa.

Joe Venci, Houston, Pa.; James Vazzana, Monongahela, Pa.; Mr. and Mrs. H. A. Orum Jr., Wheeling, W. Va.; Anthony Krabas, Johnstown, Pa.; Adam A. Skasi and Luther Williams, Miller Music, Clarksburg, W. Va.; Nickolas Krass, Oakmont, Pa.; Mr. and Mrs. H. A. Custead, Butler, Pa.; John L. Volpe, Wilmerding, Pa.; Mackensen and family, Greenville, Pa.; Ted Sheftic, Boswell, Pa.; Mr. and Mrs. Harry Goss, Johnstown, Pa.; Mr. and Mrs. Edward A. Slagan, Butler, Pa.; Mickey McDaniel, East Liverpool, O., and Margaret Atty, Altoona, Pa.

Also represented were Automata Music Co., Bridgeport, O.; Bedford Novelty Co., Bedford, Pa.; Butterworth Amusements, Johnstown, Pa.; Ronald B. Krieger Amusements, Johnstown, Pa.; Northwestern Music Co., Emporium, Pa., and Carnegie Amusement Co., Altoona, Pa.

Voice Hearty Approval In Indianapolis

INDIANAPOLIS — A two-day showing of AMI's new Model F in showrooms of Southern Automata Music Company drew a large gathering of Indiana operators who voiced their hearty approval of the new phonograph.

The showing, held Saturday (9) and Sunday (10), was hosted by Southern's Sam Weinberg, George Burch, Sammy Dieter, Fred Allen; Leo Levey, Wilbur Nelson, Max Salamonovics, John Callaghe, Stanton Leverton, Donald Roth and William Malone.

Judd Weinberg, D. Gottlieb Company, was on hand to demonstrate the new Super Jumbo phonograph.

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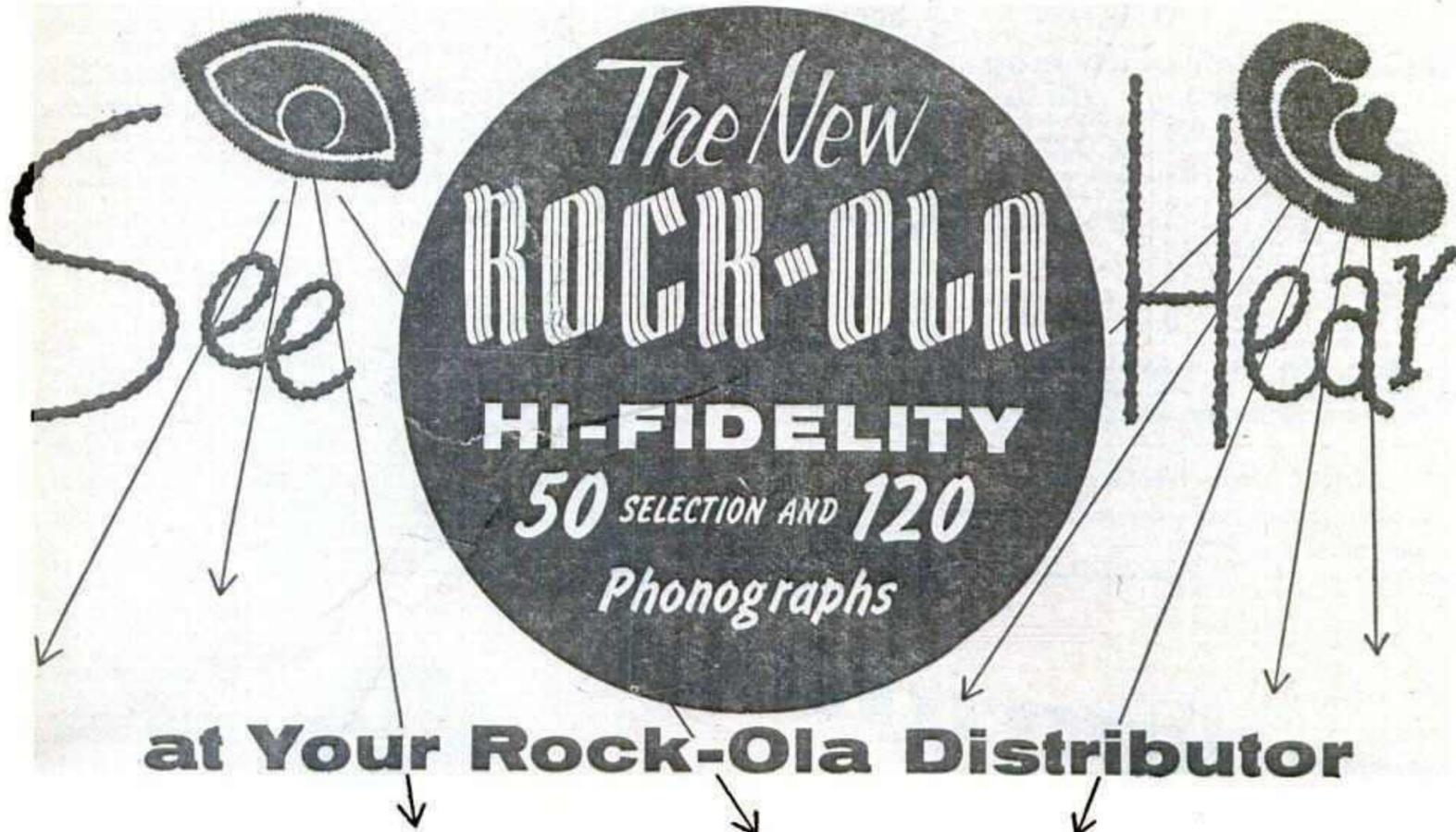
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| Badger Novelty Company
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Baltimore, Maryland | B. D. Lazar Company
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Philadelphia, Pennsylvania |
| Bailie Distributing Company
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208 East Dewey Avenue
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| Cane Distributing Company
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Southern Music To Hold Miami Showing Sunday

MIAMI, Oct. 16.—Southern Music Company this week was making preparations for the local unveiling of the new AMI Model F phonograph. Manager Bob Norman said the event would take place Monday (17) at the AMI outlet, 1453 SW Eighth Street, here.

Other showings of the company, which serves all of Florida and Southern Georgia, were held October 10 in Jacksonville and Orlando; in Tampa, October 12.

Ron Rood, owner of the company whose headquarters are in Orlando, is expected in Miami for the local showing, Norman said. He added that at least one AMI factory representative also would be on hand.

Norman announced that Southern Music had established an office in Tampa, coincident with the unveiling of the Model F, with Billy Whitcomb as sales manager.

Record Rock-Ola Turnout

Continued from page 83

Company Sunday (10) to see the new 120-selection Rock-Ola phonograph.

Charlie Cade, S & K sales head, declared that the showing was the most enthusiastic reception for a new machine in his 22-year span in the business. Advance sales ran four times greater than last year, said Cade.

Besides Cade, Herman Scott, and Al Rube Katz hosted. Among the guests present were Harry Stern, regional sales manager, Williams Company; Ray Erfle, vice-president, Broad Street Trust Company; Dave Gellman, vice-president, Factors Corporation; Joe Silverman, business manager, Amusement Machine Association; Charlie Stone, recording artist; Mel Missmer, president, Music Operators' Association, Lehigh Valley; Al Berg, MOALV vice-president; Leon Taksen and Dave Berson, D & L

Distributing Company, Harrisburg; Bill Rodstein.

Brilliant Shows 120, 50-Selection Models

DETROIT — Brilliant Music Company held an operator showing here Sunday (10) of both the hi-fidelity phonographs for over 200 operators and guests.

Joseph Brilliant, president, declared: "We had the finest showing in our history."

Operators attending included Leo and Mike Weinberger, Leo's Amusement; Arthur Westin, C. Westin, J. Robson, H. Riche, Moss Music; A. Sirocuse, Circle Music; F. McGreedy, McGreedy Music; C. Hardy, Hardy Music; F. Antaya, AAA Phonograph; Jack and Marty Rice, Rice Music.

George Scheerer, Bay City; Lawrence Reuther, Bay City; Julian Ksiackiewica, Jackson Automatic Music, Jackson, Mich.; Stan Bush, F. Gardella, Bill Sager, Frank's Music; Jack Chaskin and Mary Knutson, Shamrock Music; Frank Stoffe, M. Machnik, Mr. and Mrs. Frank Jenks, James Rothis, Mr. and Mrs. Ralph Scheldon, Bee Music; Gordon Music; E. Glakslee, Modern Coin, Lansing, Mich.

Meyer Saperstein, Nick George, Harry's Amusement; Wanda Rheames, Monarch Music; E. Moss, Moss Music; B. C. Grable, Flint, Mich.; Steve Barceleona, Gay Co.; Mr. and Mrs. William Cambell; J. Kirschner, Bill Patterson, Patterson Music; Mr. and Mrs. C. Varner, Belleville; Tony Vance, Ed Grodzicki, E & A Music; Williams Music; Mr. and Mrs. Jake Dumler; Mr. and Mrs. Jean Marnington, Herman Stallings, Mr. and Mrs. M. Powers; Dick Collins; Wilfred Essenmacker, Mr. and Mrs. Lou Fisher, Sid Ketchum, Morris Music.

Boston Showing Draws Praise From Ops

BOSTON—New England music operators flocked to the Hotel Sheraton-Plaza here Sunday (10) for a first look at the new Rock-Ola 120 shown by Music and Television Corporation.

Sherm Feller, Boston disk jockey, and his wife, songstress Judy Valentine, attended the gathering along with scores of New England operators. "The new Rock-Ola was well received by all operators, and hundreds of operators attended our show from all over New England," said J. J. Golumbo, president.

Among the operators present were David Baker, Melo-Tone Music Company, Arlington, Mass.; Michael Strycharz and John Radzick, Chicopee Falls, Mass.; Charles Tierman, National Music Corporation, Cambridge, Mass.; Ralph Lackey, Karel Music Company, Roxbury, Mass.; Leonard Appel, Commonwealth Music Company, Brighton, Mass.; Saul Hurwitz, Neptune Music Company, Lynn, Mass.; Stanley Cokas, Stanco Music Company, Lynn; Anderson Associated Amusements, Lynn; Richard Payne, Ronnie Music Company, Boston; John J. Lopas, Gail Music Company, Littleton, Mass.

Edgar Beals, Needham, Mass.; Dick Johnson, Dick's Amusement Company, Brockton, Mass.; John Perry, Stoughton Vending Service, Stoughton, Mass.; Greg Papas, Diamond Automatic Music, Peabody, Mass.; Leon Sherter, Chester Music Company, Newton, Mass.; Benny Peyton, Benny Music Suppliers, Roxbury, Mass.; Al Dolins, Pioneer Music Company, Hyannis, Mass.; David Gropman, Beacon Hill Music Company, Boston; George Chopelas, Mel-O-Dee Inc., Malden, Mass.; For Service of...



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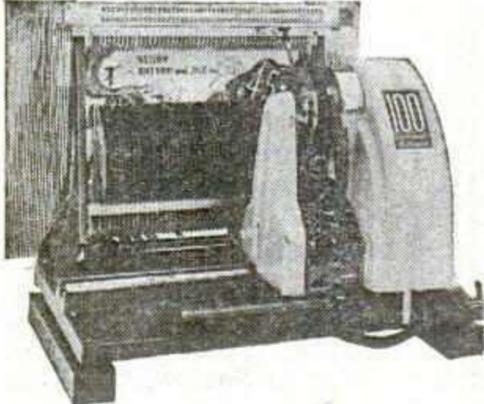
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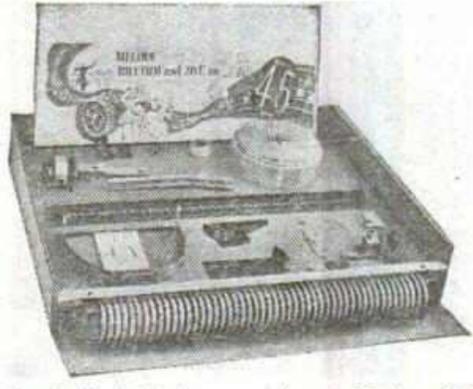
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Rock-Ola unit included C. F. Bachman, Bachman Music Company, North Bend, Neb.; Howard Ellis, Coin-A-Matic Music Company, Omaha; Joe Emery, Emery Music Company, Grand Island, Neb.; S. K. Freed, Howard Sales Company, Omaha; Joe Hull, Grand Island Amusement Company, Grand Island; Johnson Music Company, Omaha; Ed Kort, Kort Amusement Company, Schuyler, Neb.; Ted Nichols, Kyes & Nichols Music Company, Fremont, Neb.

C. R. McKee, Mack's Music Service, Grand Island, Neb.; Joe Rothkop, Omaha; Warren Tunis, Gaytime Amusement Company, Omaha; Leonard Weiland, Central Vending Company, Omaha; Jerry Witt, Music Service Company, Omaha; Joe Zurener, Zurener Music Company, Columbus, Neb.; Harry Abramson, Venetian Music Company, Omaha; Mason Colbert, Colbert Music Machine Company, Nebraska City; Oscar Mueller, Top Tune Amusement, Broken Arrow, Neb.; L. P. Weed, Ainsworth, Neb.; Rose Guilliardi, Iowa-Dakota Music Company, Jefferson, S. D.; Mills Electric Company, Sioux City; C. J. Addy, Imogene, Ia.; Frank Morasco, Frankie's Music Service, Omaha; Paul Barrett, Shenandoah, Ia.; Paul Allen, A & A Music Company, Omaha.

350 Ops Throng Lazar's Showrooms for Showing

PITTSBURGH — B. D. Lazar Company hosted over 350 operators during its first showing of the Rock-Ola 120 phonograph. Operators jammed the showrooms from noon until 9 in the evening looking over the new model.

Feature displays at the showing included Gottlieb's Super Jumbo pin game, Bally's Jet Bowler as well as Variety, Chicago Coin's Holiday Bowler and Williams' newest five-ball game—Cue-Tee—and Super Jet Fighter gun game. Genco also displayed their rifle gallery gun game.

Attending the showing were King Ray, sales manager, Rockola; Saul Gottlieb, D. Gottlieb & Company; Art Garvey, Bally Manufacturing Company, and Ed Levin, Chicago Coin Machine Company.

Robinson Hosts Biggest Showing

ATLANTA—The new 120-selection Rock-Ola '55 model was unveiled by Robinson Distributing Company here Sunday (10) to the largest gathering of operators in years.

Cabinet design and the hi-fidelity sound system came in for much discussion, but of prime interest to operators attending was the Rock-Ola mechanism which permits a badly warped record to be played, return it to the record magazine without jamming the machine and repeat the process over and over.

On hand to greet the operators were Eleanor Waits, secretary; C. S. Hall, service manager; M. H. Vaughn and William Southern, service representatives, and H. C. Robinson, president.

Operators and guests attending included Mr. and Mrs. Sam Cohen, Cohen Music Co., Atlanta; H. W. Ford and son, H. W. Ford Co., Atlanta; Mike Donohue, Tri-State Distributing Co.; Mr. and Mrs. A. H. Connell, Augusta, Ga.; Mr. and Mrs. James Doolittle, Thomaston, Ga.; Mr. and Mrs. Joe Wyatt, Atlanta; Mr. and Mrs. James Sann, Marietta Music Shop, Atlanta; Mr. and Mrs. Lewis Graham, Barnesville, Ga.; Mr. and Mrs. J. M. Folsom, Marietta Music Shop, Atlanta; Mr. and Mrs. D. C. Cartledge, Columbus, Ga.

Mr. and Mrs. John Mudge, Music Service, Columbus, Ga.; Mr. and Mrs. C. M. Vaughn, Atlanta; Mr. and Mrs. M. L. Whipple, Whipple Music Co., Columbus, Ga.; Sam Wallace, the Yancey Co., Atlanta; Mr. and Mrs. A. R. Dobson, Automatic Amusement Co., Cartersville, Ga.; Mrs. Ethelen Burch, Burch Amusement Co., Gainesville, Ga.; Hoke D. Herrington, Burch Amusement Co.; Mr. and Mrs. H.

M. Jeffcoat, Griffin Music Co., Griffin, Ga.; L. D. Smith, Atlanta; Lillian Rector, Atlanta; Mr. and Mrs. J. T. Harris, Sparks Specialty Co., Atlanta; George Burch, Burch Amusement; Mr. and Mrs. Douglas Watson, Thomaston, Ga.; Mr. and Mrs. J. C. Dean, Thomaston.

William E. Johnson, Ideal Amusement Co., Athens, Ga.; Charles Johnson, Ideal; Mr. and Mrs. H. H. Estes, Estes Music Co., Griffin; Frank Brooks, Atlanta; H. C. Ball, Pete Langford, Everett Sanders, Ray Motter, Friedman Amusement Co., Atlanta; Mr. and Mrs. Jim Tolbert, Tolbert Music Co., Rome, Ga.; Mr. and Mrs. B. Peters, Atlanta; Mr. and Mrs. Marion Sapphire, Atlanta.

Louisville Holds Two-Day Showing

LOUISVILLE—H. M. Branson Distributing Company hosted 75 operators in its showrooms for the showing of the new 120-selection Rock-Ola phonograph Saturday (9) and Sunday (10).

Operators attending were very impressed with the new 120 model as well as the 50-selection unit introduced in August which was also displayed.

H. M. Branson, G. K. Brawner and Don Mundt greeted guests and showed them features of the new machine. Among those attending were Mrs. Fred Cozart, the only woman operator in the area, and Carl Schmid Sr. and Carl Schmid Jr., a father and son combination in the operating business for years.

Top Service

tends, but a practical application of that experience.

"With good equipment it's possible to maintain a high average even in slack periods thru guaranteed minimums and rentals," he explained. As proof of this, he cited the case of Advance Music. "In the face of a national decline of some 15 to 25 per cent in juke box collections, our route has suffered only a nominal reduction," he said.

Truppman believes that even in a period of low collections, the location owner can be persuaded to give up the major portion of the phonograph's income if he knows his machine is as late or later than the bar down the street, is stocked with the best records available for the specific needs of the location, and is properly cared for thru preventive maintenance and speedy service.

"Many operators," Truppman declared, "feel they are making money when they see their bank balances increasing because they have not purchased replacement equipment at regular intervals. Ultimately they are rudely awakened to discover that their machines have depreciated to a point where they not only have extremely low earning power but are practically valueless as trading equipment."

"They will also discover if they check parts and service costs that the expense of operating a phonograph five or six years old is twice as great as the expense of operating a juke box one or two years old."

Truppman pointed out that the majority of good locations fall into one of the following four categories: (1) bars and cocktail lounges; (2) Negro locations; (3) hillbilly type locations, and (4) teen-age locations.

"The record requirements for each of these locations is specialized," he explained. "Not only must the current hit tunes and runners-up be carried for the particular type of spot, but individual requests must be carefully analyzed and catered to religiously. We have found that frequently the location owner and his employees contribute as much as 40 to 50 per cent of the total income of the machine when their requests are fulfilled."

In summing up, Truppman stated that the music business requires the same thoro study and attention that any trade or profession demands.

"The proof of that," he said, "is the success enjoyed by the operators who give their businesses that study and attention. The others fall by the wayside or eventually are forced to sell out."

S. W. Ops to See AMI Sunday (17)

PHOENIX, Ariz., Oct. 16.—Roy E. Garrison, head of Garrison Sales Company, announced this week the firm will hold its operator showing of AMI's Model F Sunday (17).

Win 3 of 4

newly organized coinmen's league. Acme knocked off Marino Music, Supreme vanquished Taran Distributing, and Advance defeated American Operating Company.

Highest average for the evening was racked up by Leon Guss, of Advance Music, who rolled a scorching 172 in the four-game set. Capturing individual honors for highest average in one game was Dave Friedman, who turned in a whopping 183.

Roy Gullo, in charge of arrangements, is pleased at the enthusiasm and constantly increasing turnouts every week. He emphasized that still more players are needed in order to put eight teams on the floor every week.

Gullo said that All-Coin Amusement Company would join the league at the next session.

"That will be the heavy team," Gullo added facetiously. "It will be made up of Joe Mangone, who weighs nearly 300 pounds; Eddie Petrocena at 220, Mark Max, 225, Marion Goodwin, 220, and Raoul Shapiro who at 140 is the light-weight of the team." Gullo declared in a serious vein, however, that this team would bear watching as Mangone has been known to roll four strikes in a row.

Under American Bowling Congress rules, Buddy Cohen has the lowest individual handicap of 23, and Acme Music has the lowest team handicap.

Magnecord

Sound Equipment, Roanoke, Va.; J. O. Story & Company, Rockford, Ill., and H. W. Dolph Distributing Company, Tulsa, as distributors.

Hartman will cover Roanoke County and five adjacent Virginia counties, Story will cover Rockford and vicinity and six surrounding Illinois counties, and Dolph will cover Tulsa County and 36 counties in Eastern Oklahoma and four counties in Northwestern Arkansas.

The appointments bring to 14 the total number of distributors named by Roberts to date. In September, A. J. Kendrick, Eastern manager of Magnecord, disclosed that besides juke box firms, electronic equipment firms also will be used as sales outlets.

'Funny Man'

Continued from page 83

who, for no apparent reason, would plug the bartender after he had cleaned out the contents of the cash register.

Police searched in vain for a clue, and it was finally the juke box that provided that clue. The killer was in the habit of sitting at the bar for a while before going to work. From time to time he would stroll over to the juke box, drop in a coin, and play a tune.

It was always the same tune—something called "Funny Man." As the "Dragnet" cops were pub crawling in bistros where robberies had taken place, they would check the juke box to see if "Funny Man" was there.

One shot showed the juke box at room's length, with Friday walking over to the music machine and dropping a coin in, while the selector arm pulled out "Funny Man." The only loose end was that the

UMO Teen-Age

Continued from page 83

and UMO's plan for combatting it—will be discussed.

At a UMO meeting last week, a juke box-Junior Achievement program to tie-in with the long-range public service objectives of the music business were presented by Small and unanimously adopted by UMO members (The Billboard, October 16).

Based on an original suggestion by Jim Jeffrey, head of Jeff's Music and vice-president of the group, the UMO plans to give juke boxes, plus record service, to clubs, recreational centers, schools, churches and similar institutions for the benefit of teen-agers. The expense of both furnishing and maintaining the machines is to be supported by the UMO.

juke box shown at room's length was a Seeburg 100, which magically became transformed to a Wurflitzer when the close-up was taken.

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Spotted as a Billboard BEST BUY

SEPTEMBER 7, 1954

Title Strips Ready for Top Juke Profits

SEPTEMBER 7, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

(Cards per Week)	(Cost for 3 months)	(Cards per Week)	(Cost for 3 months)
20 (400 strips) . . .	\$ 9.00	70 (1400 strips) . . .	\$29.00
30 (600 strips) . . .	13.00	80 (1600 strips) . . .	33.00
40 (800 strips) . . .	17.00	90 (1800 strips) . . .	36.00
50 (1000 strips) . . .	21.00	100 (2000 strips) . . .	39.00
60 (1200 strips) . . .	25.00		

YOUR TICKET TO SALES RESULTS—THE ADVERTISING COLUMNS OF THE BILLBOARD!

U. S. High Court To Test Portland Pinball Ordinance

Appeal Delays City Enforcement Of Ban; Cites Property Rights

By BUFORD SOMMERS

PORTLAND, Ore., Oct. 16.—Portland's anti-pinball ordinance this week headed for a test in the Supreme Court of the United States, believed here to be the first time legality of games has been made an issue before the nation's highest tribunal.

Wilbur Henderson, attorney for Stanley G. Terry, Portland game operator, notified the city council of receipt of a State Supreme Court order that in effect forestalls the city from enforcing 1951 ordinance banning games. This was the most recent in a long series of legal maneuvers that have kept games in operation without licensing or imposition of city fees since passage of the ordinance.

The appeal to the U. S. Supreme Court is based on the contention the ordinance violates the federal Constitution in that it confiscates

property without due process of law.

Change in Tactics

This represents a change in tactics from the position taken before the State Supreme Court, when Terry contended that the city had exceeded its authority in prohibiting an operation that was licensed by the State. The State court ruled against Terry, holding that the city's police powers enabled it to ban games despite the State licensing law, which the court held to be a revenue-raising measure.

The new legal position thus reverts to that taken by Terry when, in 1951, he obtained a Circuit

(Continued on page 95)

New Distrib Opens in Chi

CHICAGO, Oct. 16.—The new amusement game distributing organization initiated by Stanley Levin and Mickey Schaffer (The Billboard, October 9), has begun operations.

Previously reported as Rapid Fire Sales, the name of the firm has been changed to All State Coin Machine Exchange, and is located at 2317 North Western Avenue.

Headquarters include general offices, showroom and shop of 6,000 square feet. The location is completely remodeled and redecorated for coin machine operations. All State will handle general jobbing of new and used machines including Arcade equipment, pinball and shuffle games.

Levin has been in the coin machine trade for the last nine years, working with National Coin Machine Exchange, and the last four years with Empire Coin Machine Exchange, Chicago. Schaffer has been active in the coin machine business over the last 12 years in Chicago and other cities.

Truck Strike Threatens N. Y. Coin Industry

NEW YORK, Oct. 16.—New York coin distributors and operators were sweating out the impending trucking strike here as the Friday midnight deadline for settling the wage dispute drew near.

Virtually every 10th Avenue distributor was in the same boat: While local deliveries will probably continue—a strike would cut off all factory deliveries, and the firms would be doing business as long as their inventories held out. The same situation prevails for juke boxes and games.

Distributors know from experience what will happen in the event of a strike.

Tunnel Pickets

Unions posted pickets at the Jersey entrances to the Holland and Lincoln tunnels, and that was enough to stop the traffic flow.

Locally, the situation isn't bad. Some six one-man trucking operators service the Avenue, and as the driver is the owner, none of them would be affected by the strike.

In addition, most 10th Avenue distributors supplement this trucking service with their own vehicles, and these would not be affected by the strike.

Inventory Problem

If the strike is only of few days' duration, the direct effect on distributors and operators would be small. Most distributors have enough inventory on hand to carry them for a few days.

An attempt on the part of Mayor Wagner to reach Dave Beck, head of the International Brotherhood of Teamsters, AFL, was in vain up to press time. The

30,000 New York and New Jersey drivers involved in the strike threat are members of the Beck union.

In Newark and Jersey City, two associations of New Jersey operators held meetings, with both groups resolving to resist union demands and to shut down their businesses if the unions sought to call strikes on a selective basis.

Operators of long-distance trucks announced that they had put an embargo on shipments from Washington, Boston and other Eastern cities.

Bally School Set for Indiana

CHICAGO, Oct. 16.—Bally Manufacturing Company announced this week the scheduling of a service school at the Evansville, Ind., headquarters of Automatic Amusement Company, November 1-2.

Charles J. Ewing will act as host during the two-day session, with Henry (Brownie) Brown, of the Bally engineering staff, conducting the session.

Operators and servicemen will be instructed in wiring diagrams, and will receive answers on all questions on the Bally Jet and Rocket Bowlers, and on Variety, the current in-line game. Brown also will give a briefing on Bally's two kiddie rides, Moon-Ride and the Champion Horse.

Distrib Shows Spotlight New Gottlieb Game

CHICAGO, Oct. 16.—Super Jumbo, new D. Gottlieb & Company pinball game, was shown by Southern Automatic Music Company in Cincinnati, Indianapolis and Louisville Saturday (9) and Sunday (10) in conjunction with operator showings of the new AMI phonograph.

Hosts for the showings were Joe Weinberger, in Cincinnati; Sam Weinberger, in Indianapolis, and Leo Weinberger at Louisville.

Alvin Gottlieb, of the Gottlieb firm, explained the features of the four-player Super Jumbo, and pointed out servicing tips to operators attending the Cincinnati showing. The game is the first of a new line of Gottlieb five-balls.

Williams Ships Star Pool, New Five-Ball Game

CHICAGO, Oct. 16.—Williams Manufacturing Company shipped to distributors this week Star Pool, a new five-ball game featuring replay scoring, and operating with match play when an additional coin is inserted, or regular play with a single coin.

When the match feature is in play, each time a ball leaves the playfield it lights one or two numbers from 00 to 90. Should either number match the first two digits in the score, ranging from 10,000 to 90,000, a star lights up on the backglass.

Matching numbers twice lights up two stars for five replays. Lighting from three to five stars scores replays up to 200.

Single Coin Play

Operating on single coin play, Star Pool has all the features of regular five-ball replay, without

(Continued on page 94)

Games Boost Share Of Coin Export Market

CHICAGO, Oct. 16.—In the last several years coin-operated amusement games have accounted for a greater share of the export market than ever before.

A change in balance has been noted in the coin machine export field. With juke boxes accounting for about 70 per cent of the total coin machine exports in past years, the gap has begun to narrow in the last several years, with amuse-

ment games taking a higher cut of the market.

In the first five months of 1954, amusement games accounted for 23.6 per cent of the total coin export dollar volume. This, however, is a drop-off from a high 34.8 per cent ratio at the end of 1953 and ratios above 30 per cent in 1952 and 1951.

Juke boxes regained a little ground in the first five months of this year, reaching 66.5 per cent of the total exports—a big jump from 55.7 per cent at the end of 1953. Vending machines remained at about the same level as in the past three years—9.9 per cent of the exports.

Quality Stable

Altho the dollar volume of amusement game exports has leveled off somewhat in the first five months of this year, the quality of shipments has been maintained. Game exports have a per-game average of \$136, approximately the same as the 1952-1953 yearly average.

Canada accounted for 40.5 per cent of the total game exports in the first five months of 1954, while getting close to 50 per cent of the total for the entire year of 1953. Thru May, 1954, Canada was the market for \$664,576 worth of games, according to U. S. Department of Commerce figures.

Following Canada in the same period of time, was Venezuela, with \$116,857; Switzerland, with \$110,740, and Japan, with \$102,976. In 1953, Canada, again leading the game field, was trailed by France, Japan, Venezuela and Belgium, in that order.

Santa Monica Judge Rules Against Pins

LOS ANGELES, Oct. 16.—Santa Monica's pinball games were hit recently by a ruling of Superior Judge Frank G. Swain.

After trying the games out himself, Judge Swain found they were "much too chancy to be a matter of skill."

Ruling in favor of Nathan Schur, who sought an injunction against six operators, Judge Swain ruled: "The City of Santa Monica cannot license a game that is prohibited by State law."

THE ROUTEMAN'S DREAM

Pari-Mutuel Tickets May Be Vended at Tracks of Future

NEW YORK, Oct. 16.—If the wishes of the Race Vend Corporation here materialize, the pari-mutuel bettor of the future may be able to walk up to a vending machine, deposit the equivalent of a \$2 bill, and walk away with a ticket on No. 7 at Aqueduct in the third.

The newly-formed corporation this week announced the invention of a token-operated mechanical device to enable horse players "to buy race tickets as fast and as easily as they buy a pack of cigarettes in a vending machine."

The inventor, Van Dyke Hill, explains that "each bettor may handle his own bet by merely inserting a small domino-shaped plastic token into the new device and pushing a numbered button according to the horse on which he wishes to bet."

No Extra Cost

He claimed the venter would enable tracks to double or quadruple the number of windows

without adding a nickel to their payrolls.

Tokens would be sold at special windows, enabling the bettor to buy a day's supply on entering the track. Unused tokens would be redeemed. To discourage counterfeiting, tokens would be different in color and surface configuration each day. The first installations would be limited to venders selling \$2 tickets.

Work on a pilot model has begun, with trial runs expected to get under way in four months.

Officials Interested

Lou Walger, manager of the pari-mutuel department at New York State tracks, said the idea has merit, but said he wanted to see the venter in operation. He advised Race Vend to get a model built.

Meanwhile, there has been no word of a venter, which, on insertion of the winning ticket, will pay off in tokens, thus cutting down on the number of payoff windows.

L. A. Op Assn. Skeds Meeting October 27

LOS ANGELES, Oct. 16.—The meeting of the California Music Merchants' Association of Los Angeles—originally set for October 19—is rescheduled October 27, Ben Chemers, local business representative, announced this week. The session is set to start at 8 in the evening in the Coral Room of the Gaylord Hotel here.

The new date was necessary because of the inability of George A. Miller, State president, to attend the meeting as originally scheduled.

Chemers reported that the membership is growing and that a good turnout of operators is expected for this gathering.

United Distribs Get New 5-Ball, Shuffle

CHICAGO, Oct. 16.—Distributors of United Manufacturing Company are receiving shipments of two new amusement games, Deluxe Comet Shuffle Targette, a new model of the combination shuffle and target game, and Singapore, latest United five-ball unit.

The advanced model Comet features six different scoring brackets with scores for landing the puck in any of six target holes ranging from 10-20-30-40-70 to 100-200-300-500-700. It is available with or without a triple match feature.

The six-player multiple scoring game operates similarly to the original Shuffle Targette (The Billboard, August 21), 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.

Main target is a puck-size center hole. Surrounding this target are four other targets on the inner ring scoring graduated point totals, and three additional targets in an outer ring. A belt puck return quickly feeds pucks to the player from an extension at the end of the cabinet.

The Comet's scoring values increase progressively after every two puck shots, registering "single, double, triple, special, extra special and super" scores. The triple match model gives player the chance to match his score with a lighted number, star and clover flashing on the backglass.

Singapore 5-Ball

The Singapore five-ball game offers five balls for 5 cents. The player shoots to light vertical, horizontal or diagonal adjoining numbers on the backglass corresponding to numbered holes on the playfield.

The game features a 25-number center card, and four 4-number side cards. On the center card, four-in-line scores five-in-line and the four corners score five-in-line. When any of the side cards are lighted, any two, three, or four numbers score three, four and five-in-line respectively.

Turning a knob in front of the cabinet selects any lighted numbers 19, 20, 21, 22, 16, 10 or 25. A "select-now" light indicates when knob should be turned. When "super selection" is lighted,

(Continued on page 94)

CITY PINBALL REGULATIONS

Across the Nation

KRON. Does not regulate pinball games.

ATLANTA. Pinball games outlawed several years ago.

ATLANTIC CITY. Pinball games licensed, \$25.

BALTIMORE. Five-ball pinball game or similar devices for public amusement or gain, whose operation requires the insertion of a coin or token, and the result of whose operation depends, in whole or in part, upon the skill of the operator, whether or not it affords an award to a successful operator, shall obtain an annual license from the City Treasurer to do so, and shall therefor the sum of \$65 for such machine or device, for which a fee of 5 cents or more is charged for operation.

BIRMINGHAM. Unlawful for any person either as principal agent or employee of another to have in possession or custody at any place in the city any machine or device which has, or includes, one or more replaceable constituents or parts designed to be set in motion as a means of playing, or engaging in a test of chance or skill, and which also has or includes a slot or receptacle designed for the reception of a consideration for the privilege, right or opportunity of setting in motion such part or parts.

BOSTON. State gives local authorities right to license pinballs or automatic amusement devices. Any means any mechanism whereby, upon the deposit therein of a coin or token, any apparatus is set in motion or put in position where it may be set in motion for the purpose of playing a game involving, in whole or in part, the skill of the player, including, but not exclusively, such games as are commonly known as pool games, including free-play pool games. Annual fee for a license is \$20. This applies to the Commonwealth of Massachusetts.

BUFFALO. Does not issue license for pinball games.

CHATTANOOGA. It is necessary to obtain the city license and also the State and County licenses on pinball games, the last ones to be obtained by the County Court Clerk in the city, for the State and County license is a \$1.50 fee. The total on license \$16.50 and \$15 permit to be issued and for each game, or \$31.50 per year.

CHICAGO. Municipal code of Chicago declares it unlawful for any person to keep or use in any public resort within the city any tables or implements for the game of bagatelle or pigeons used in this section the means a game played with a number of balls or spheres on a table or board having holes, or cups into which such spheres may drop or be deflected and having arches, springs, or any of them, which will deflect or impede the motion or speed of the balls or put in motion by the play. This includes the modern game of bagatelle or pigeonhole game known as pin games.

CINCINNATI. Every distributor of pinball machines shall obtain an annual license fee of \$25. An exhibitor pays an annual fee of \$1 plus a fee of \$10 for each pinball game maintained. An exhibitor operating more than one location shall pay a license fee for each location. Machines operated exclusively for amusement provided by the operator thereof is licensed. Two licenses are pending, but no license has been taken according to the latest report. Unlawful to play ball games to be played under 21 years.

CLEVELAND. Prohibits the operation of any machine or device which charges one or more tokens, slugs or discs, or any other form of consideration of the result of which makes it possible

for one user to receive more value than another user inserting a similar coin.

DALLAS. For each skill or pleasure coin-operated machine a fee of \$30 where the coin, fee or token used, or which may be used, in the operation thereof is one of the value in excess of 5 cents. A fee of \$15 where the coin, fee or token used, or which may be used, in the operation is one of the value in excess of 1 cent and not exceeding 5 cents. There are at this time five-ball pinball games in operation in the city but there is no pay-off allowed on the games, either in money, tokens and/or free games.

DES MOINES. Pinball games are not licensed, prohibited or regulated. Only one type of amusement machine, bowling machines, is licensed and regulated.

DETROIT. Unlawful for any person to keep or use in any place of public resort, in the city, any pinball game or similar devices, and providing a penalty for the violation of same.

FORT WORTH. Since the first part of 1951 and currently, the city is issuing tags for the operation of five-ball games that are being played for pleasure and skill purposes only.

HOUSTON. For each skill or pleasure coin-operated machine a fee of \$30, where the coin, fee or token used, or which may be used, in the operation thereof, is one whose value exceeds 5 cents or represents a value in excess of 5 cents, and \$15 for value exceeding 1 cent but not 5 cents. This is not to be construed or have the effect to license, permit, authorize or legalize any game which is now illegal or in violation of any article of the penal code of Texas, or of the constitution of Texas.

INDIANAPOLIS. Fee of \$1 for all coin or token-operated amusement games used for profit, direct or indirect. An insignia is required on each device or machine. Must execute affidavit that no gaming or award of prizes will be permitted therewith, nor upon the premises. **KNOXVILLE.** Regulated by State, \$15 in cities of 20,000 or over. State has no pinball restrictions.

LITTLE ROCK. License of \$5 for each machine operated. Gambling type machines are prohibited. Persons under 18 years of age are prohibited from playing any type of pinball game.

LOS ANGELES. Ordinance prohibits the possession of pinball games and other similar devices in places of business or other places of public resort, declaring such devices to be a nuisance; provides for the abatement thereof, and makes the violation punishable as a misdemeanor.

LOUISVILLE. Any company, corporation, firm, individual or association, owner or lessee, who shall operate within the city, whether for profit or not, any mechanical game of skill or amusement operated on the coin (or token) in-the-slot principle, pays the city a license fee of \$15 for each such machine or device, and upon payment of fee receives a license for the year for which payment is made. Does not sanction or allow the operation of any game of chance or any gambling game or device, or the operation or possession of any machine, game or device which is or may be used for gambling.

MEMPHIS. Pinball license fixed by the State Legislature permitting cities to assess an amount not to exceed the amount assessed by the State for their purposes on all unenumerated privileges. The tax on each pinball game for each calendar year or any part thereof is \$15, plus a 25-cent recording fee. It is unlawful for any person under 16 years of age to be permitted to play a pinball game unless accom-

panied by a parent or guardian.

MILWAUKEE. Fee on each coin-operated amusement device \$10 annually. Fee is paid by the distributor or by the premises' operator as owner. Committee on Permits - Rules - Engrossed Ordinances of the Common Council of the City of Milwaukee examines and approves types of coin machines covered by ordinance. Minor, under age of 18 years, not permitted to operate an amusement device unless accompanied by parent or guardian.

MINNEAPOLIS. Licenses issued by the City Council, but no licenses for any machine or device which is a gambling device. The Bureau of Licenses, Weights and Measures is authorized to issue a license when authorized by the City Council for the operation of amusement games to any person of good moral character upon the payment of an annual license fee of \$50 for each device, payable semi-annually, in equal installments, \$25 on November 1, and \$25 on May 1 of each year. No person, firm or corporation may give any prize, award, merchandise, gift or anything of value to any player or to any operator of such mechanical device. No person may permit such mechanical amusement device to be operated by any minor under 18 years, except when such minor is accompanied by parent or guardian.

NASHVILLE. No regulatory ordinance, except one deeming it unlawful for any person having custody or charge of any pinball game where the same may be operated to permit any minor under the age of 18 to play, operate or use such game or to loiter about the same. The license for each pinball game is \$15 per year, with an additional tax of \$2 inspection fee.

NEW YORK. Pinball games have been declared unlawful for operation in New York City and no licenses for such operation are granted.

NORFOLK. Every person having or exhibiting anywhere in the city a pinball game or device of any description into which are inserted coins of any denomination that operates on the coin-in-the-slot principle, used for gain, pays a license tax for each such machine. Tax on pinball games \$20 for each machine per annum (where the coins to be inserted are for a denomination greater than 1 cent). No license is issued under this section for any such machine unless and until applicant states on oath that no element of chance enters into the operation of the machine for which license is desired, and nothing herein is to be construed as permitting the operation or exhibition of any pinball game or device the operation of which is prohibited by law. Every person selling, leasing, renting or otherwise furnishing pinball game and required to pay a State license, pays an annual license tax of \$30 and 3/10 of 1 per cent of his gross receipts, from business for the preceding calendar year in excess of \$3,000.

OKLAHOMA CITY. License fee for the keeping, operating, maintaining, controlling or being in charge of any pinball game is \$10 per year or \$6 per six months for any machine requiring for its operation the deposit of 5 cents or more. Where any number, not to exceed 150 coin-operated amusement machines, are operated in a single room, the fee is \$150 per year, or \$75 for a half of year, or a fractional part thereof, which fee covers all machines up to and including 150 in number. For all machines in excess of 150 machines in the same room the fee is \$150 per year, or \$75 for six months or a fraction thereof.

PHILADELPHIA. Annual tax of \$25 for each machine or device played with pins and balls or either of them, and \$25 for all other machines or devices for the use of profit, for amusement or entertain-

ment, which are operated by the insertion of a coin or token representing such coin.

PITTSBURGH. Annual fee of \$50 for each pinball game and device so installed and used, under terms of ordinance, in the city, which amount paid is a license fee until December 31 of each year. However, should any such device be installed after July 1 of any year, and application be made after that date, then the license fee for that particular year is the sum of \$30 to December 31. Ordinance not to be construed to authorize, license or permit any gambling devices whatsoever, or any mechanism that has been judicially determined to be a gambling device, or in any way contrary to law, or that may be contrary to any future laws of the Commonwealth of Pennsylvania.

PROVIDENCE. No ordinances providing the licensing of pinball games in the city when they are operated without prizes. Under these circumstances they are legal.

SACRAMENTO. Fee: Each ball game machine using 10 or more balls, \$3 per quarter; each ball game machine using 5 to 9 balls, \$10 per quarter; each ray-of-lite, or similar machine with electric attachment operated solely for amusement and not licensed elsewhere, \$12 per year per machine. This license fee in no way licenses or permits the operation of a machine or game which is unlawful under the State law or local ordinances, nor licenses, or permits the operation of a lawful machine or game in an unlawful manner, nor permits the operation of any machine or game in which the element of chance predominates. No license is issued to any applicant relating to any mechanical amusement de-

vice, which for each coin, slug or token inserted makes available to the player, for actual play, only one ball; nor any which permits or is adapted to the insertion of more than one coin, etc., for the playing of a single game; or is adapted to the insertion of additional coins, etc., during the playing of or before the completion of the game for which the original coin, etc., was inserted; or which permits or is adapted to the insertion of any coin in excess of the denomination of 10 cents. Such device is to be so constructed, operated and designed as to only permit automatically the playing of additional games. Unlawful to permit person under age of 18 years to play pinball game, or for such a one to play pinball games.

SALT LAKE CITY. Pinballs outlawed last July.

SAN ANTONIO. Occupation tax which applies to all vending machines, namely equal to 1/2 the tax imposed by the State of Texas. Regulations as to the use to which machines are put, such as gambling, etc., are set forth in the Statutes.

SAN FRANCISCO. License fee for each mechanical amusement device operated by coin or token representing more than 1 cent, \$12.50 per quarter. This includes any machine or device which, upon the insertion of a coin, slug or token in any slot or receptacle attached to machine or connected, operates, or which may be operated, for use as a game, contest or amusement or which may be used for any such, and which does not contain a pay-off device for the return of slugs, money, coins, checks, tokens or merchandise. No award, pay-off or delivery of any-

(Continued on page 94)

City	Annual License Fee
Akron	(not regulated)
Atlanta	(prohibited)
Atlantic City	\$25
Baltimore	\$65
Birmingham	(prohibited)
Boston	\$20
Buffalo	(not licensed)
Chattanooga	\$1.50
Chicago	(prohibited)
Cincinnati	\$10
Cleveland	(prohibited)
Dallas	\$15-\$30
Des Moines	(not regulated)
Detroit	(prohibited)
Fort Worth	(fee not listed)
Houston	\$15-\$30
Indianapolis	\$1
Knoxville	(State fee only)
Little Rock	\$5
Los Angeles	(prohibited)
Louisville	\$15
Memphis	\$15
Milwaukee	\$10
Minneapolis	\$50
Nashville	\$15
New York	(prohibited)
Norfolk	\$20
Oklahoma City	\$10
Philadelphia	\$25
Pittsburgh	\$50
Providence	(no license fee)
Sacramento	\$40
Salt Lake City	(prohibited)
San Antonio	(no license fee)
San Francisco	\$50
Seattle	\$25
Spokane	\$25
St. Louis	\$1
St. Paul	\$5
Syracuse	\$30
Tampa	\$15
Toledo	\$175
Washington, D. C.	\$12

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Chicago Coin HOLIDAY
Chicago Coin FLASH BOWLER
Chicago Coin STARLITE
"First-Conditioned"
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TEAM, 10/25c 375
IMPERIAL 335
CLASSIC 239
STAR 10th FRAME 159
STAR 6 PLAYER 135

UNITED—REGULAR HIGH SCORE

ROYAL \$315
OLYMPIC 229
CASCADE 195
SUPER 6 PLAYER 119
DELUXE 6 PLAYER 85
6 PLAYER w/form 65

CHICAGO COIN

SUPER FRAME BOWLER, 10/25c \$395
CROWN (Match) 265
TRIPLE SCORE 225
DOUBLE SCORE 175
SIX PLAYER 85

KEENEY

BONUS (Match), 10/25c \$350
DOMINO (Match) 210
CARNIVAL 195
CLUB 10 PLAYER 145
TEAM 10 PLAYER 135
6 PLAYER, Jumbo Pins with Form 85
6 PLAYER, Jumbo Pins 75
BIG LEAGUE BOWLER, Jumbo Pins 65
KEENEY SHUFFLEBOARD CONVERSION, 4-WAY BOWLER \$95

GENCO

SHUFFLE MATCH POOL \$325
SHUFFLE POOL 225

ARCANE

NEW
Exhibit STAR SHOOTING GALLERY
United CARNIVAL GUN
Chicago Coin HOME RUN
Genco 2-PLAYER BASKETBALL

"First-Conditioned"

Genco SKY GUNNER \$225
Roovers METAL TYPER, tape model 195
Exhibit JET GUN 155
MIDGET MOVIES with FILM 155
Seeburg SHOOT THE BEAR 155
Exhibit SIX SHOOTER 135
TELEQUIZ with FILM 125
Mercury 13-WAY ATHLETIC SCALE 85
Chicago Coin PISTOL PETE 85
RIFLE RANGE RAY GUN 75
Seeburg CHICKEN SAM 65
ZINGO 65
Exhibit DALE GUN 65
Exhibit CARD VENDOR 49

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Continued from page 93

CITY PINBALL REGULATIONS

thing of value, or representing, or exchangeable, or redeemable for anything of valuable, is to be made in any contest, tournament, league or individual play on any mechanical amusement device. No permits for any mechanical amusement device, which for each coin, slug or token inserted makes available to the player, for actual play, only one ball or marble; nor is any permit issued to any applicant relating to any mechanical amusement device which permits or is adapted to the insertion of more than one coin, slug or token, for the playing of a single complete game; or which permits or is adapted to the insertion of additional coins, slugs or tokens during the playing of or before the completion of the game for which the original coin, slug or token was inserted. Unlawful to permit any person under 18 years to play pinball games.

SEATTLE. Base licenses with a number designated by the city comptroller, and for each amusement device leased, rented or placed by the operator a sublicense is required. License fees payable on annual basis, and where the license is issued on and subsequent to July 1, fee is one-half the annual fee. Operator's amusement device license is \$25 for each device annually. Location amusement device license is \$7.50 for not to exceed three amusement devices in each place of business, and \$5 for each additional amusement device therein. It is unlawful to sell, operate or use, or permit to be operated or display with intent that the same shall be sold, operated or used, any amusement device, including particularly pinball games, which may be used for gambling or for playing a game of chance, or any game in which the element of chance predominates over skill; or such amusement device which is constructed or which may be used to pay off in cash, checks or tokens,

or in any manner whatsoever; and no license is issued for such device. This prohibition does not apply to any such device which is so constructed, operated and designated as to only permit automatically, the playing of additional games and such privileges does not constitute a pay-off as herein defined, but it is unlawful to exchange or transfer such privilege for any consideration direct or indirect. Unlawful for any person under the age of 21 years to play any amusement device.

SPOKANE. Fee of \$25 for each pinball game, which does not pay off and is operated for amusement only, or any other automatic or mechanical device of like character, used for public amusement. No license issue for any such device without permission being first obtained from the Commissioner of Public Safety and the payment to the city of a transfer fee of \$10. Playing of pinball games and devices of like character by persons under 16 years prohibited. Locations must be approved by Commissioner of Public Safety.

ST. LOUIS. Pinball games, including games of skill or chance, operated or permitted to be operated by any person, firm or corporation, which may be set in motion by the deposit of more than 1 cent, taxed at rate of \$1 per machine annually.

ST. PAUL. Any person desiring to engage or continue in or carry on the business of a mechanical amusement device operator files an application with the City Clerk for a license and deposit the sum of \$100. In addition to the deposit of \$100 which constitutes the fee for engaging in said business, the applicant deposits for each such machine, except music machines, owned and operated by him, the sum of \$5 per machine per annum. Before any such machines so licensed are placed in any location for operation by the public, the location at which such machines are operated must be licensed as a mechanical amusement device location. Operator deposits with the City Clerk the sum of \$50, which constitutes the license fee per annum for such location. In the event 10 or more mechanical amusement devices are to be operated on one licensed location, the operator must secure a mechanical amusement Arcade license. For this the annual license fee is \$200. Automatic pay-off device for return of money, coins, checks, tokens or merchandise, or which provides such pay-off by any other means or manner, prohibited. Does not prohibit licensing of machine which return slugs or tokens which may be used only in the machine licensed and which in itself does not constitute a gambling device. No person under 18 years permitted to play such machine or device.

SYRACUSE. License fee for owners or operators of amusement center games is \$30 per year or fraction thereof, for each such machine owned. Owners or operators so licensed required to purchase a tag or seal for each game in operation and pay the sum of \$1 for each tag or seal purchased. No cash award or awards of merchandise, credit or other thing of value allowed in any contest, tournament, league or individual play on any game maintained or operated and no device permitted to operate if it delivers to player coins, slugs or tokens on certain scores, or if it

may be readily converted to deliver to player such coins, slugs or tokens. No minor under 18 years allowed to operate any device covered by ordinance unless he is accompanied by his or her parent or guardian.

TAMPA. Pinball games and similar devices when legally permitted, licensed at \$15. Before a license is issued, applicant must furnish the city treasurer a list of all devices to be licensed and locations where they are to be located.

TOLEDO. License fee of \$1 annually per mechanical amusement device displayed. Such device must be approved by the Director of Public Safety. No person, by himself, by another person, otherwise, directly or indirectly, may give any prize, award, merchandise, gift or anything of value to any player, or to any operator of any mechanical amusement device or to any contestant for a high score or any such device.

WASHINGTON, D. C. License any machine, device or appliance, except music machines, offered for use by the public, as a game of entertainment or amusement, whether or not registering a score and irrespective of the element of chance or luck, which may be operated or caused to operate by insertion of a coin, slug, token, plate or disk. Does not license permit the display or use of gambling device whatsoever, any mechanism which has been determined to be a gambling device. License is \$12 per annum each for the three mechanical amusement games, plus \$12 per annum each additional three such machines or fraction thereof. In case is the license fee for on establishment more than \$1000 annum. Persons under 16 not allowed to play pinball games between hours of 8 a.m. and 3 p.m. on any day in which public session of the District are in session during regular school year.

Williams Ships
Continued from page 92

the star and number match. Shooting a ball directly into top hole without hitting rebound ball bumpers, spots all numbers on the playfield from 1 to 15. One replay and lights four roll lanes to score replays. Numbers 1 to 7 or 8 to 14 one roll-over lane to score replays. Numbers 1 to 11, or making letters, C-U-E, lights two roll lanes to score replays. Features on the playfield include two rubber ball-shooting bumpers, two other ball bumpers, two special ball holes and two ball

United Distributors

Continued from page 92

player pushes a button or moulding to select any of the following features: extra ball in-line score five-in-line, all cards, score advance. When no score is made may press a return ball button to return all balls. Any of special holes light up lettering "Singapore," and two holes also spot numbers 5-8. Additional coins are deposited light selection features, cards, center card corners holes, and for extra or balls.



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Positions Wanted

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FOR SALE—ALL THESE PINBALLS ARE ready for location: Sweetheart, Minstrel Man, Three Musketeers, Knock Out, Happy Go Lucky, \$25 each. Nifty, Decker, Pinky Playball, Try Score, Shoo Shoo, Trigger, Tucson, Virginia, Boston, \$15 each. Dreamy, \$50. Gold Nuggets, \$40. 750 Wurlitzer, \$35. Send 1/2 deposit. Frank Guerrini, 202 Beech St., Burnham, Pa. oc30

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7 BALLY BALL GAMES—GOOD CONDITION. Make best offer. Mitchie Goldman, 5 Brighton First Road, Brooklyn 35, N. Y.

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"Spare" sanitary napkin venders; DAV razor blade venders, 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

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WANTED—JUKE BOX-GAME ROUTE located in or near New England section of country. Box M-87, c/o Billboard, Cincinnati 22, Ohio. oc23

Help Wanted

WANTED—BINGO AND SHUFFLE mechanics; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. jal

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Spot Light 75	Keeneey Diamond 395	Telequiz, w/film
Atlantic City 140	Match 195	Exhibit Jet Gun
Cabana 195	Keeneey Carnival 145	Genco Sky Gunner
Tropics 275	Keeneey 10 Pl. Team	Exhibit Gun Patrol
Palm Springs 395	United Ace—Match	
Frolics 225	United Classic—Match	
	United & Pl. Star	
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	Delux	
	C. C. Double Score	
	Score 185	
	Genco Shuffle Pool	
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	225	

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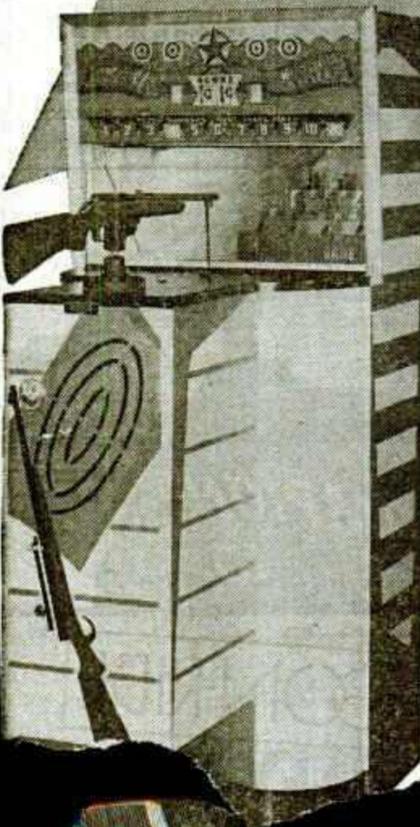
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NEW ACTION**
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Built-in-Play
Selector

can be set to meet
any and all operating
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LEGAL EVERYWHERE



Weissman Cites

Continued from page 76

in the number of persons in the 20-39 age group, a group with a normally high percentage of smokers.

Commenting on the market shifts, he predicted that filters this year will double their 1953 volume and account for 10 per cent of the market, with king-size cigarettes moving from 26 to 30 per cent of the market, and regular-size brands dropping to 60 per cent.

Whether the operators like this trend or not, said Weissman, they must face up to it. Like the vender, the manufacturer, too, would find it easier to concentrate on one style, he added. But, he continued, "your vending machines and retail counters were the ballot boxes of the economic democracy that took place. And the people to succeed will be those who use the current situation to offer consumers goods they want, at prices they can pay, in packaging that will attract them."

He termed the vending industry as a flexible one, capable of making adjustments to satisfy consumer demand.

Weissman advised operators to analyze consumer tastes in their immediate area from market data available in local newspapers, retailers, supermarkets and suppliers.

"As a result of such surveys," he said, "operators are now placing as many styles of as many brands as possible in their machines, but in no case more than one column of one size of one brand in a machine. In certain instances it results in increasing the frequency of service calls, but over-all volume is up more than sufficient to compensate for it."

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1-2-3 or 4 can play at the same time

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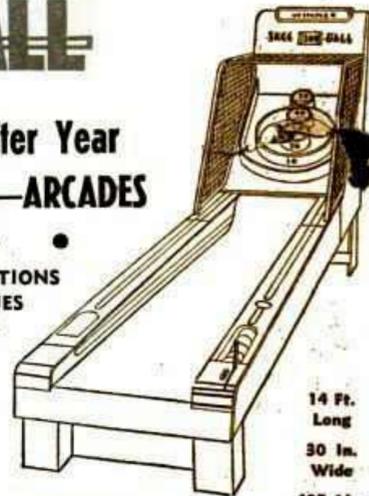
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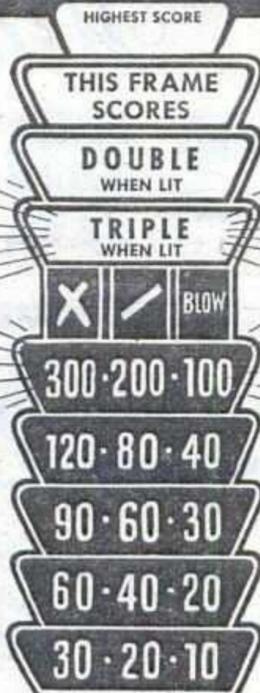
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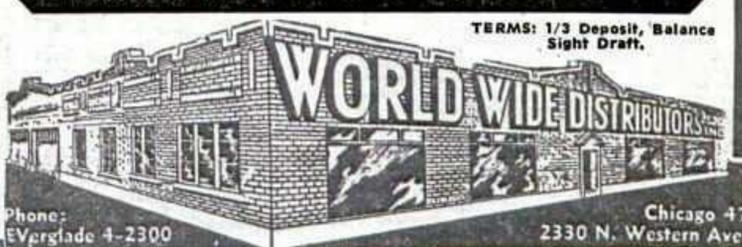
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6 Player Deluxe 70.00	3 Mills, single drink, 400-cup capacity, with change maker 150.00	Evans Constellation, 40 sel. 240.00
6 Player Super 110.00	4 Hupp, single drink, 400-cup capacity .. 110.00	ARCADE EQUIPMENT
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6 Pl. Team Bowler 425.00	COUNTER MACHINES	Goalie 100.00
6 Pl. Chiefs 425.00	5 ABT Skill Guns .. \$ 20.00	C. Coin Pistol 95.00
6 Pl. Olympic 210.00	30 ABT Challengers .. 20.00	Evans Bat-a-Score 165.00
C.C. 10th Fr. Double. 175.00	6 Genco Pee-Wees .. 20.00	Evans Ski-Roll 95.00
C.C. Match-a-Score .. 120.00	90 3-Way Grippers .. 24.50	Ex. Dale Gun 55.00
C.C. Crown Bowler .. 225.00	Shockers, New 24.50	Ex. Gun Patrol 185.00
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Keeney 10 Pl. Team. 125.00	20 Mer. Count. Grip .. 20.00	Genco Basketball .. 350.00
BINGOS	17 Wizards, 5c 18.50	Lite League 75.00
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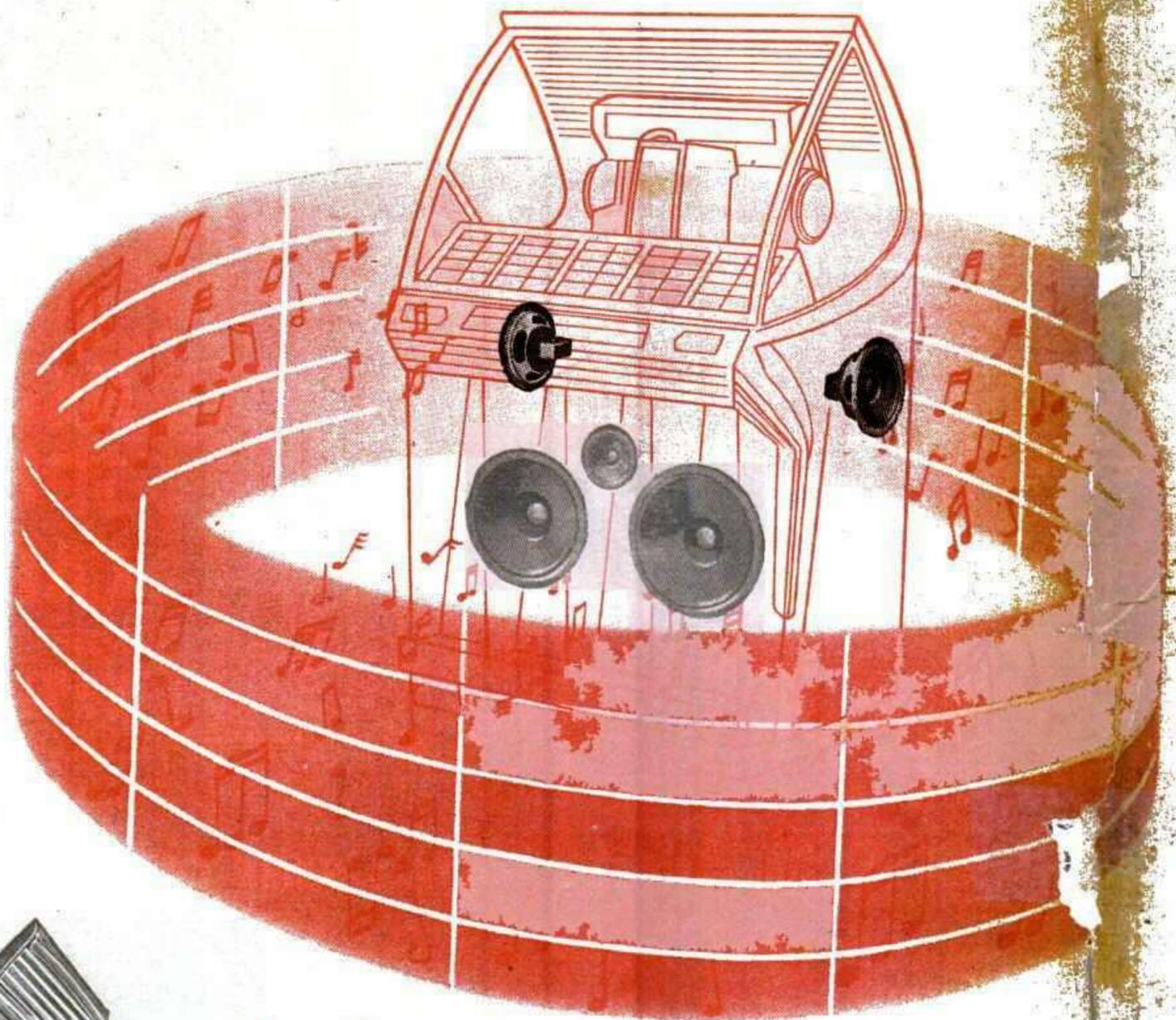


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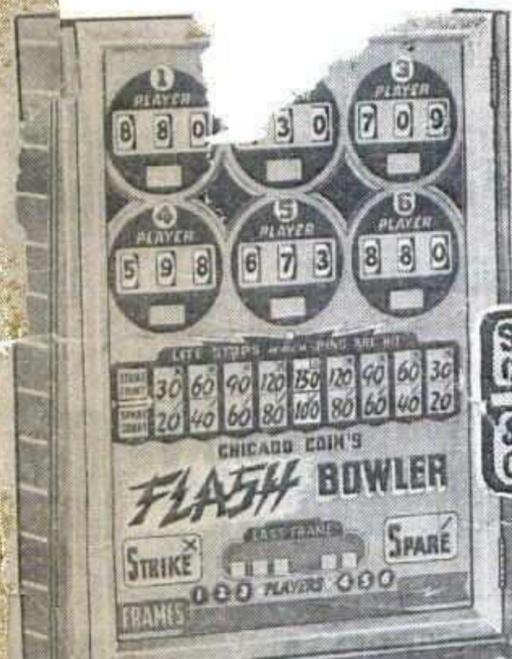
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LITE STOPS WHEN PINS ARE HIT

STRIKE COUNT	30	60	90	120	150	120	90	60	30
SPARE COUNT	20	40	60	80	100	80	60	40	20

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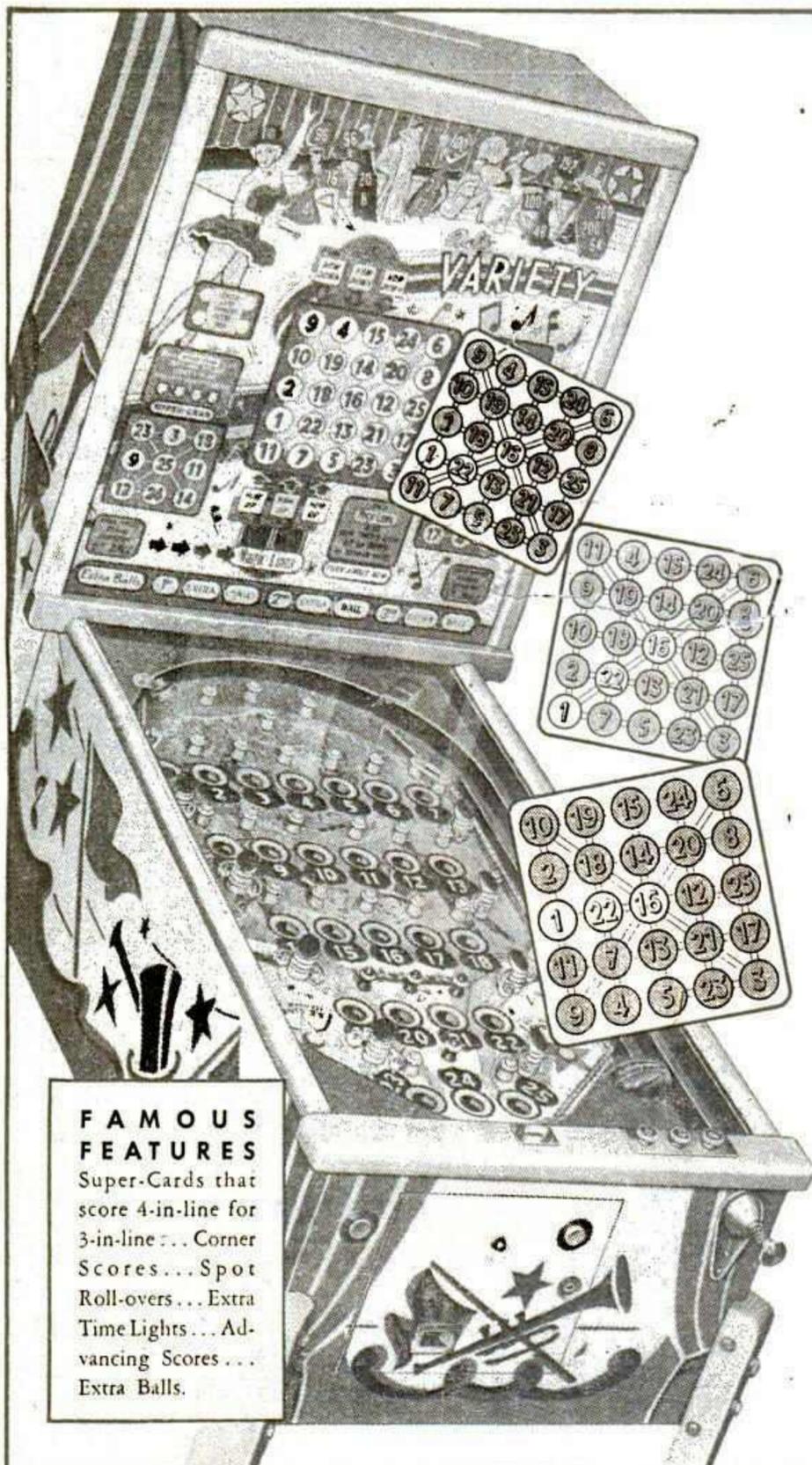
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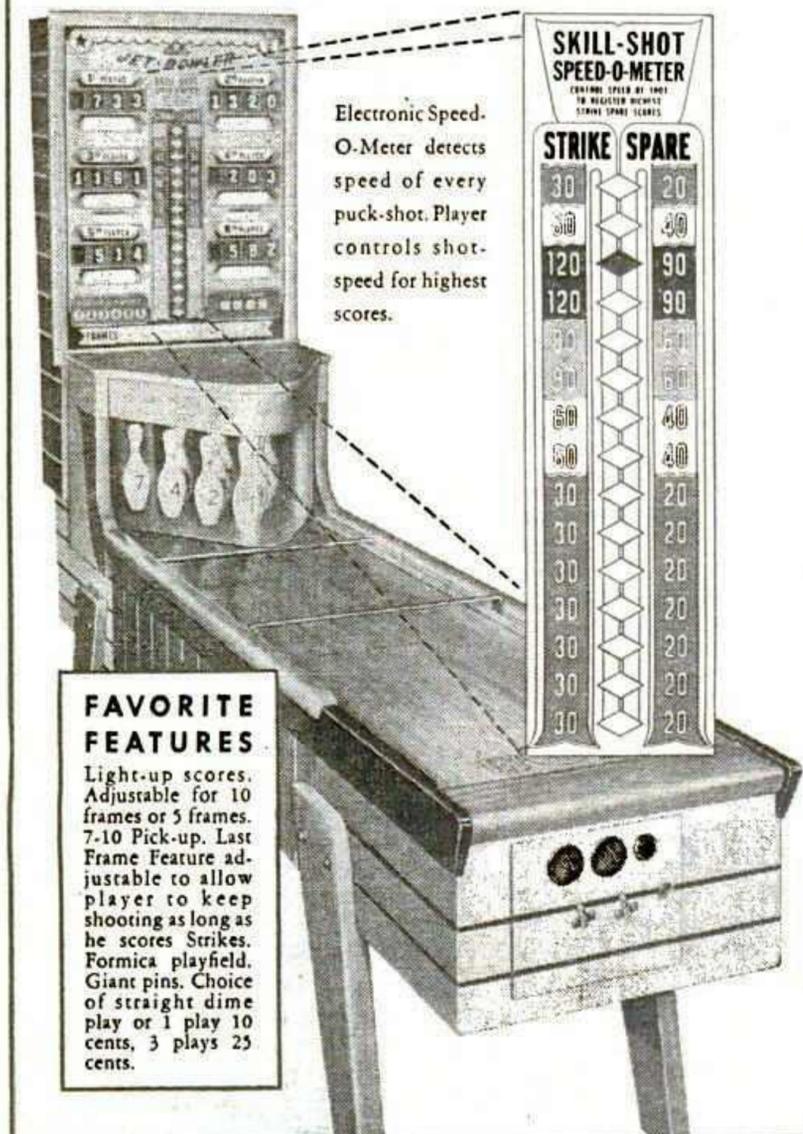
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SKILL-SHOT SPEED-O-METER

CONTROL SPEED BY 100% IN REGISTER NUMBER STRIKE SPARE SCORES

STRIKE	SPARE
30	20
30	30
120	90
120	90
30	60
30	40
30	40
30	20
30	20
30	20
30	20
30	20
30	20
30	20
30	20
30	20
30	20

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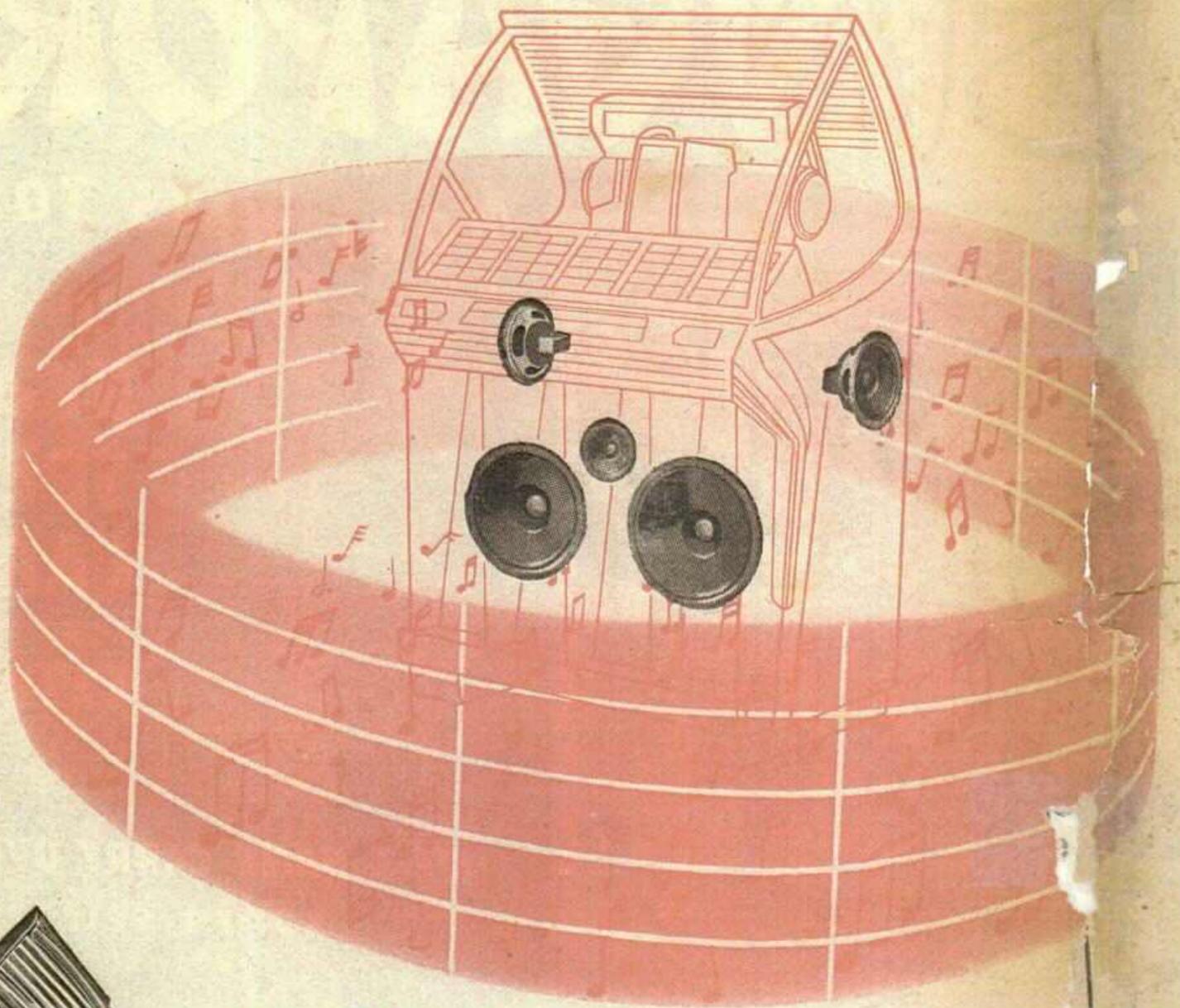
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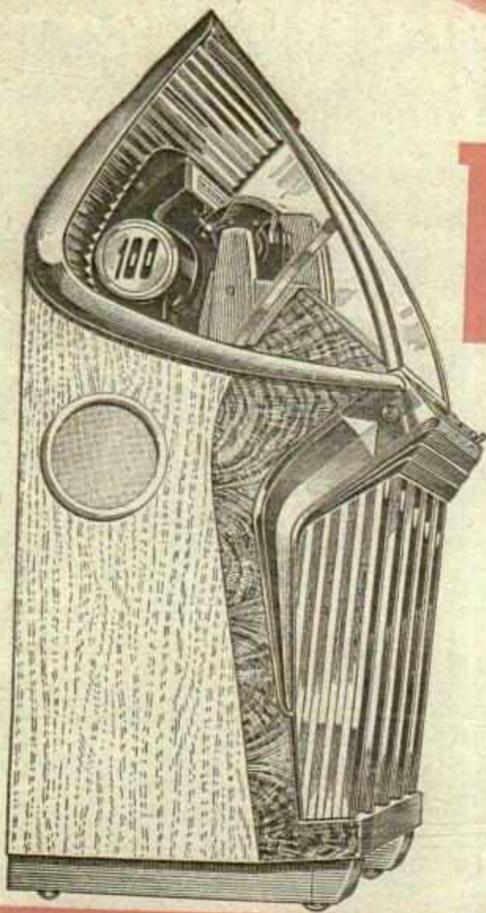


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