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TV Says 'Not Guilty' Of Juvenile Crime

NBC Film Div. Bases Rebuttal to Critics On FBI Reports; Murder Hits the Skids

By LEON MORSE

NEW YORK, Oct. 2.—The NBC Film division has developed figures which tend to prove that TV is not as responsible for the wave of juvenile crime and disorder as many of the educational authorities contend.

Leading the attack on TV has been the National Association for Better Radio and Television, which recently announced that crime and violence on TV had increased 400 per cent in the past three years and that youngsters should not be exposed to such programs.

The NBC Film division bases its contention that TV is not a primary factor in causing juvenile crime on several studies made by the FBI. A survey for 1952 and 1953 reveals that the number of major crimes committed in the United States increased 6 per cent between those years, but that murder, the particular crime which is depicted most frequently on TV, decreased 1.2 per cent.

Rural Areas

In rural areas which are less heavily saturated with TV than urban areas, murder increased 4 per cent. In the cities, however, per cent video audiences are where the murder decreased 2.2 per cent. Incidentally, all major offenses went up 9.6 per cent in rural regions—less than half that among urban areas.

A more comprehensive breakdown of crime as related to TV is available from an FBI study comparing the year 1951 with 1952. Low, high and medium TV cities within three population areas—50,000 to 100,000; 100,000 to 250,000, and 250,000 and over—were compared. The survey, while far from conclusive, shows that there are fewer crimes per 1,000 of population in the highly saturated cities than in the medium and low TV towns.

Comparisons

The summary of the statistics reveals that in the low TV saturation cities total crimes were 19.2 per 1,000 of population in 1951 and went down to 18.8. In medium TV cities crime hiked 20.1 to 1.9, and in highly saturated TV areas crime increased from 15.8 to 7.8.

Murder, however, remained constant in the high video areas—5 in both years, but in the low areas

increased from .6 to .7 over the year span. Consequently, while total crimes increased in the highly saturated cities, they still are considerably below low video areas per 1,000 of population, and the significant murder classification remains constant in the high TV cities, but jumps in the low TV cities.

There is still another FBI analysis of TV and non-TV cities with populations of 25,000-50,000, comparing the year 1948 with 1952. In the high TV areas total crime per 1,000 of population rose from 11.9 to 12.7; in the non-TV cities total crime rose from 13.9 to 14.2. In the TV cities murder and non-negligent manslaughter declined from .3 to .2 per 1,000 of population from 1948 to 1952; the same crime rose from .3 to .4 in the non-TV areas.

No Plots

In August of this year, NAFBRAT classified 13 video shows as excellent. The NBC Film division points out that not one program with a plot is included in the list, for obvious reasons. A plot requires conflict, the film syndicator points out, and conflict is expressed as a visual clash between either ideas or people.

The NBC Film division has also

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NBC SERIES TO AIR TRIBUTES TO DISK STARS

NEW YORK, Oct. 2.—NBC is plotting a whole series of hour and a half tributes to top-flight record personalities, utilizing a format they think combines the best elements of network radio and local deejay programs.

The idea, brainchild of NBC program veepee Ted Cott, is an outgrowth of the special two-hour tribute NBC paid to Bing Crosby's Decca album "Bing" last Sunday (26) from 6 to 8 p.m. The show featured edited excerpts from the album with taped comments by celebrities mentioned on the LP. Judy Garland, Bob Hope, Irving Berlin and many other big names appeared on the show with Gary Crosby as emcee.

Audience response to the one-shot prompted Cott to build an entire series around the format, with the second show (featuring a similar treatment of RCA Victor's new Glenn Miller album) to be aired over the web a week from Sunday from 6:30 to 8 p.m. NBC is negotiating for Jimmy Stewart, who played Miller in Universal's picture on the orchestra leader, to tape a special segment for the show. The web also hopes to

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Stars Barely Nibble Juicy \$10,000,000 Melon at the Fairs

Demand Mostly for Record Names, But Many Factors Prevent Dates

By JIM McHUGH

NEW YORK, Oct. 2. — Name talent is savoring a juicy melon in the cow and corn country headlining grandstand shows at some of the nation's leading fairs. But while earning as much as \$10,000 for a single day's effort, artists, headed by the recording stars currently most in demand, continue to nibble only a tidbit of the hinterland potential.

Unique get-together problems are holding down the earnings of the names in a field that spends an estimated \$10,000,000 for talent, mostly in the compact period from July thru October. But, meanwhile, the money isn't idle as the unsung associates of the names are using it up in thousands of outdoor appearances.

Referring to the setting of names for outdoor appearances, one outdoor booker says, "It's a helluva job to get them." For one thing the biggest, come fair time, frequently have already earned too much money, and their financial advisors warn them that it may be

strictly a benefit date for Uncle Sam.

Booking Problems

Record, picture, radio and TV commitments make it difficult to squeeze in dates. Rarely will any series of dates resembling a route be available, and the stars apparently are allergic to the commuting type of travel required.

Some, like Eddy Arnold, are reported wary of the hazards of outdoor appearances—wind, rain, cold and dampness, not to mention the fear of bad acoustics, staging and lighting and the need to project personality 500 feet or more into the distant corners of 10,000-seat grandstands.

But most, like Eddie Fisher, find the outdoor dates stimulating. The certain enthusiastic response of a paid audience numbering in the thousands can hardly be matched anywhere. The good will and record plugging opportunities are unequaled.

Results Good

Altho the measuring of name worth at a fair is an elusive thing since the big events draw big crowds anyway, it is generally acknowledged that the annuals are well satisfied with the results, despite the widespread complaint that the personalities demand too much money.

While howls of anguish greet most of the asking prices, Eddie Fisher in his recent appearances at Du Quoin, Ill., and Indiana State fairs proved worth his \$10,000 price. Roy Rogers and Dale Evans built a record \$450,000 grandstand gross at the Canadian National exhibition, a 10-day stand usually worth around \$100,000 to the stars.

It was a cinch in advance that Patti Page would earn her \$5,000, the Mariners their \$4,000 and the Sammy Kaye musical group its \$4,500 for one day, two show shots at the York (Pa.) Fair.

\$5,000-\$10,000 Okay

A lot of fairs could stand a \$5,000 tab, a few \$10,000 for one-shot appearances. As potent a lure as he probably would be at a fair, few of the annuals could meet the

(Continued on page 65)

Fair Manager Plays It Smart

YORK, Pa., Oct. 2.—Samuel S. Lewis, octogenarian president and general manager of the York (Pa.) Interstate Fair, one of fairdom's biggest, is gauging box-office value.

Each fair the wily lieutenant governor and president of the State's department of agriculture and forests canvasses all the available music outlets and disc stores in this area. This year's cost for Patti Page, the Mariners and Sammy Kaye. Total talent cost for five-day event: \$80,000 plus.

NEWS OF THE WEEK

Fall Season Crucial to ABC-TV, Analysis of Ad Roster Indicates . . .
The shifting status of ABC-TV is underscored by a study of the web's roster of advertisers this fall as compared with that of last year. The new season upon which it is embarking is considered one that is crucial to the future of the web. . . . [Page 2](#)

Col. Ring Named Nat'l Telefilm Board Chairman; Sales Dept Set . . .
Col. Gustave Ring, prominent industrialist and financier, was named chairman of the board of National Telefilm Associates. He will provide the financial backing and guidance to NTA, which has now firmed up its sales structure with 28 men. . . . [Page 4](#)

Amory's UM&M Corp., Handling Syndication for MPTV . . .
Motion Pictures for Television is turning its syndication over to the new UM&M Corporation headed by Charles Amory. It has 185 resident salesmen. MPTV will underwrite five shows a year for 10 years for UM&M handling. . . . [Page 5](#)

12-Inch LP Makes Wide Gains At Expense of 10-Inch Disk . . .
The 10-inch LP, which has largely abdicated the classical field in favor of 12-inch disks, is also losing ground in background music. About half of all major manufacturer album output is on 12-inch LP's. . . . [Page 11](#)

Jockey Opposition to 45 R.P.M. Disks Lessens; NY Stations Convert . . .
The vociferous battle between the record manufacturers and some radio broadcasters over the use of 45 r.p.m. records for disk jockey programming seems to be ending. In New York this week almost every station which had been holding out against the 45 records changed its mind and decided to convert to the new speed. . . . [Page 12](#)

'Guaranteed Sale' Merchandising Losing Favor With Disk Firms . . .
The long-standing practice of most record

firms in issuing records on a "guaranteed sale" basis, seems to be heading into the realm of merchandising practices which "used to work." Planning and current actions point to an end of this type of selling. . . . [Page 12](#)

Off-Color Records Rouse Ire Of Nation's Juke Box Ops . . .
"They have no place in our industry," concensus of Music Operators of America. MOA president to contact representatives of State and local music associations to urge ban on such disks. Cite possible FCC action against off-color records. . . . [Page 92](#)

L.A. County Fair, Largest of Its Kind, Draws \$47,807 in 12 Days . . .
The Los Angeles County Fair, Pomona, Calif., the world's largest county fair, this week took a cue from most major fairs this year and was running ahead of last year at the gate. Annual pulled a total of \$47,807 during its first 12 days, 12,329 ahead of the same period last year. . . . [Page 65](#)

Clyde Beatty Show Sets Early Closing Date; Film Is Planned . . .
The Clyde Beatty Circus joined the several others which have announced plans to end the season early. It will close October 11 instead of in early November. Beatty will make two indoor circus dates and then go to Indio, Calif., to make a movie. . . . [Page 65](#)

DEPARTMENTS AND FEATURES

Amusement Games	98	Magic	63
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General Outdoor	65	Routes	69
Honor Roll of Hits	50	Television	2
Legitimate	63	TV-Film	4
Legit Routes	63	Vending Machines	87
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Senate to Sift Horror' TV

NEW YORK, Oct. 2. — The Senate subcommittee investigating juvenile delinquency has scheduled hearings October 19 and 20 on "crime and horror" TV programs. A parade of witnesses line-up include network officials, TV station managers, sponsors, producers and others.

The primary purpose of the hearings is to determine "the men- climate created for America's youth by present program channels — the children," rather than to consider censorship of the medium, according to a subcommittee spokesman. Senator Hendrickson of New Jersey heads the subcommittee.

ABC-TV Starts Second Trip With New Sponsor Line-Ups

Many Clients From First Year Quit; Current Season Seen as Crucial

NEW YORK, Oct. 2.—For better or for ill, ABC-TV this fall finds itself radically different from the ones with which it started life last season.

This fact underscores the shifting status of the network, which is striving desperately (with some success thus far this year) to assert itself as a strong competitor of NBC and CBS.

That ABC-TV has far from established itself, however, is reflected by the absence from its current line-up of a hefty preponderance of last year's advertisers. The web, however, thru a show of future strength, has found little difficulty in bringing in an even larger number of replacements to go along with it on the crucial ride ahead this coming season.

Drop-Outs

Among last fall's sponsors who for one reason or another are not represented in this fall's ABC line-up are: Motorola, which sponsored "Motorola TV Hour"; Speidel, which bankrolled Danny Thomas; Sherwin-Williams, Ray Bolger; Bristol-Myers and Armour; "Pride of the Family"; EX-Lax,

"Leave It to the Girls"; J-B Watchband, "Back That Fact"; American Chicle and Swanson, "The Name's the Same"; Gruen and Carter, Walter Winchell; Duffy-Mott, "Jamie"; American Home Products, John Daly; Ekco, "Jamie"; "Quick as a Flash"; George Jessel and "Comeback"; Sealy, "Comeback"; Brown & Williamson, "Orchid Award"; Thor, "Quick as a Flash"; Skippy, "You Asked for It"; B. B. Pen and Gemex, George Jessel, and Hazel Bishop, "Juke Box Jury."

The Line-Up

On the plus side of the ABC-TV ledger is a list of new advertisers that are banking their coin on the web's growing stature. They include: Dodge, which will be sponsoring half of Danny Thomas and "Break the Bank"; Florida

Citrus, "20 Questions"; Elgin, "Elgin TV Hour"; Exquisite Form Bra and Quality Jewelers, "Stop the Music"; American Motors and American Dairy, "Disneyland"; Liggett-Myers, Stu Erwin; Remington Rand and Esquire, "Masquerade Party"; Chevrolet, "Treasury Men in Action"; Brillo, Sammy Kaye; T'dewater Oil, John Daly; Firestone, "Voice of Firestone"; Revlon, "What Goes On?"; Packard, Martha Wright; American Safety Razor, Walter Winchell; Rosefield Packing, "You Asked for It"; Nabisco, "Rin Tin Tin"; Lehn and Fink, Ray Bolger, and Wine Corporation of America, "Dollar a Second."

While it is true that several of the new sponsors listed above joined ABC mainly because no (Continued on page 3)

SPECS, NEW SEGS CHANGE TV SCENE

Staffs Must Hustle to Sell Big Shows; Entries Slash Rates on Old Favorites

NEW YORK, Oct. 2.—With initial ratings of spectaculars and big new shows already on record, two facts have become evident to the trade: 1) that a supercharged promotional job is needed to build audiences for shows not programed every week, that is, spectaculars, and 2) that both "I Love Lucy" and "Dragnet" will both be badly hurt by their competition whose ratings so far are impressive.

The Trendex ratings of the first two Max Liebman spectaculars—an average 17.4 for the three half hours of the Sunday show and an average 25.8 for three half hours of the Saturday night stanza—bear out the contention that the programs are not pulling viewers for the money and name power invested in each property. Of course, it also has been said that NBC-TV would do better if each vehicle had several stars instead of starring one name as for example, Betty Hutton and Ann Sothern. But other NBC-TV spectaculars will depend more on a group of names.

Spot Promotion

But the tremendous audience promotion necessary to make the country "premiere" conscious as each spectacular is offered has so far been lacking. Spectaculars, of course, cannot count on building followings thru continuous programming as for example "I Love Lucy" and "Dragnet." Only promotion can alert viewers and build audiences.

NBC-TV has not been unmind-

ful of this fact. It expects to pour \$350,000 into on-the-air promotion of the spectaculars. And spearheaded by Ken Bilby, its new veepee in charge of public relations, the network has had a crew of about six men visiting important cities and shaking the mitts of TV editors. Chrysler flew all the top TV editors to the Coast for a free-loading shindig in connection with the debut of its weekly spectacular.

But opinion is that the NBC-TV (Continued on page 3)

NBC Daytime Sked Shot Full of Holes

NEW YORK, Oct. 2.—The NBC-TV network still has a major daytime problem on its hands, or day-time the new season underway. With the new season underway, a study of NBC's daytime schedule reveals vast unsponsored gaps. CBS-TV, however, has only six quarter-hour segments unsold in a schedule that runs from 10 a. m. to five p. m.

Publishers' Index Bureau figures from January thru August of this year show that NBC has grossed \$78,497,134 on its video network while CBS has grossed \$90,053,871. Last year for the same eight months CBS with a gross of \$59,442,901 was only \$605,880

TITLEITIS IS ABC'S TROUBLE

NEW YORK, Oct. 2.—ABC-TV is afflicted with titleitis. It's been subjected to a rash of title changes with recurring frequency in recent weeks. The latest outbreak concerns "Junior Press Conference" which becomes "College Press Conference" October 11. "Postal Inspector" similarly had its title recently changed to "Handle with Care." But it seems that handle won't do. The web doctors are still trying to put that one on its feet.

M-G-M Scripts Going to TV?

HOLLYWOOD, Oct. 2.—There was speculation this week that Metro-Goldwyn-Mayer will release additional scripts for TV adaptation, similar to the Paramount-Lux Video Theater deals, after "General Electric Theater" obtained the M-G-M script of "Edison the Man" for telecasting on October 17.

Up to this time M-G-M, together with the other major theatrical movie companies except Paramount, has refused to let any of its properties be adapted for TV.

'Toast' Plugs 'Star Is Born'

HOLLYWOOD, Oct. 2.—Plugging of theatrical motion pictures on television will reach a new high on Ed Sullivan's "Toast of the Town" October 10. Warner Bros. has okayed the showing of several clips from "A Star Is Born" on the program.

Hope May Do 'Showcase' On NBC-TV

NEW YORK, Oct. 2.—Bob Hope will most likely appear in the fourth of the Monday night spectaculars on NBC-TV which has been named "Producer's Showcase." Fred Coe, executive producer of the series, submitted as a possible vehicle for him "Idiot's Delight" which the comedian rejected. The search is continuing.

Also being considered is Shirley Booth. She would appear in Tennessee Williams' "Glass Menagerie," and play the part created by the late Laurette Taylor.

3 Johns to Quit After 2 Pilots

NEW YORK, Oct. 2.—One of the more successful packaging operations in radio and TV—Masterson, Reddy & Nelson—is having one final fling at producing a show before their dissolution. They will produce two pilot films in an unusual half-hour quiz show, "Animal Panel," for submission to the networks.

After it is done, the three Johns, as they are known, will go their separate ways. John Masterson will continue in business as a packager. John Nelson goes to the Coast where he will settle down and John Reddy will concentrate on his other interests. Masterson, Reddy & Nelson have produced such successful properties as "Bride and Groom" and "Live Like a Millionaire."

'Web' Regional Deal Sought

NEW YORK, Oct. 2.—Goodson and Todman are trying to flush a regional deal out of the forest of sponsors before heading ahead with the filming of "Web." The packagers are looking for the use of the large investment involved, they want to make that a good chunk of money will be returned immediately.

"Web" was on the CBS-TV air for many years for the Lorillard Company.

"Dr. I.Q.," long time ABC-TV sustainer, this week got the heave-ho to make way for Revlon's new panel show, "What Goes On" which moves into its Sunday night 9:30-10 p. m. time period. Revlon starts November 28, and "Soldier Parade" will fill in for four weeks.

Frank Leahy's new film show, which has been shot in pilot form, has been bought for a one-shot airing by du Pont for airing of its "Cavalcade of America" over ABC-TV. The network owns a piece of the program which will be showcased to prospective sponsors.

Prince Littler, Val Parnell, Phil and Sid Hyams, Harry Alan Towers, Lew and Leslie Grade, Stewart Cruikshank, and Boosey and Hawkes have formed a \$9,000,000 combine to produce commercial TV packages for British video. The combine will have first call on some of the top names in British show business, ranging from Rex Harrison to bandleader Billy Cotton.

Non-commercial educational TV is expected to reach an audience of 15,000,000 by the end of next year when it is expected 20 educational stations will be in operation. Seven educational TV stations are

now operating, according to Robert Mullen, executive director of the National Citizens Committee for Educational TV.

The Michigan Association of Radio and TV Broadcasters voted to eliminate dramatization of beer and wine drinking in their video commercials effective October 15.

Jess Oppenheimer, producer of "I Love Lucy," and the TelePrompster Corporation both claim to be first in the development of a device which permits an actor to look directly into the camera lens while reading lines. The question of who was first may settle the conflict should the U. S. Patent office intervene.

Academy of Television Arts and Sciences has scheduled the presentation of its awards on Sunday, February 14, with all indications that there will be a nation-wide telecast of the presentations according to proxy Don Defore. Awards will continue to be broken down into live and film.

Stanley Niss has resigned as producer of "Danger" on the CBS-TV network to concentrate on "21st Precinct," which he produces on CBS Radio. David Heilweil will take over for him on TV.

Kuk-Fran-Ollie Offered Co-Op To ABC Line-Up

NEW YORK, Oct. 2.—"Kukla, Fran and Ollie" is being offered by ABC-TV to a line-up of 94 stations on a co-op basis.

The stanza, which recently moved over to ABC from NBC, has been slotted up to now on a two-city hook-up (New York and Chicago) under the sponsorship of Silvercup bread.

This will be the first time that a program of the stature of "Kukla, Fran and Ollie" is being made available to local sponsors on this basis. Should the show do well, ABC would most likely consider selling some of its other properties on a co-op basis.

CLIENT PITCH

Screen Gems Touches Up 'Jungle Jim'

NEW YORK, Oct. 2.—Screen Gems is putting the final touches to a presentation it is getting set to show national advertisers for a new "Jungle Jim" TV film series. Johnny Weissmuller would play the title role.

A second property reported under consideration is "Tales of the Bengal Lancers," which might be produced in color. Sheldon Leonard, currently producing Screen Gems' "Rin Tin Tin" series, is understood set to take on the producer chores for the "Bengal Lancer" stanza.

The projected "Jungle Jim" series would make use of some of the footage from the "Jungle Jim" theatrical feature films that Screen Gems' parent company, Columbia Pictures, has in its vaults.

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Jackson May Take Charge Of Lux Show

HOLLYWOOD, Oct. 2.—Cornwall Jackson will probably emerge in full control of "Lux Video Theater." Jackson, one of the key execs at J. Walter Thompson here, the agency producing the property for Lever Brothers, has been hampered because of differences with Fred Coe.

Coe is a consultant to the show, though he is now headquartered in New York where he is also the executive producer of the Monday night spectaculars. Consulting Coe has made for difficulties. George Zachary, radio and TV director of Lever Brothers, is now here straightening out matters.

\$34 Mil Gross By Rogers Co.

HOLLYWOOD, Oct. 2.—Gross sales of \$34,097,000 are expected for 1954, Larry Kent, general manager of Roy Rogers Enterprises, announced this week.

The company, altho built on the Rogers name, conducts its operations separately and does not control or handle his TV, radio, movie and personal-appearance commitments. It deals only in merchandising, leasing manufacturing rights on specific items.

Currently 47 firms are producing 360 different items with the Rogers name. Rogers Enterprises does not itself manufacture or sell.

The company was formed in 1945 and grossed \$260,000 during its first year.

Liebman Eyes Sammy Davis

NEW YORK, Oct. 2.—Max Liebman is negotiating with Sammy Davis Jr. for several of his spectaculars. Both Davis and Joel Gray had contracts with ABC-TV, but the web bought out their pacts to effect economies.

Liebman has signed Janet Blair, Dick Shawn, Eileen Barton, Steve Allen, Nanette Fabray and Bambi Lynn and Rod Alexander to contracts for two or more of his spectaculars.

NBC Daytime

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the six quarter-hour soap opera strips block programed from 3 p.m. to 4:30, there are 15 quarter-hours that can be bought. Colgate owns 4:30-4:45 across the board, but 4:45 to 5 is vacant.

CBS has for sale two quarter-hours of Robert Q. Lewis, three quarter-hours of Bob Crosby and one quarter-hour of "Secret Storm." Whitehall Pharmacal which sponsors "Storm" three times each week, just purchased another quarter-hour of it.

NBC has failed so far to develop daytime personalities who have become commercial. The network received a bad break when Bob White's heart attack knocked him out of the daytime programing picture. Miss White has received good critical notices but the sponsors have not beat a trail to her. Of course, the development personalities on TV takes a considerable time.

"Today" Does Well

NBC has done well with its morning show "Today" which pioneered and is receiving the off-CBS, however, seems to be a treat in Jack Paar and is mystic about the future, but so the orders haven't been too many.

The NBC video programing department at the moment is giving attention to the spectaculars because of the huge sums of money tied in them. But once they get rolling, there is no question that the web will give its full attention to daytime.

Du Mont to Ax 2 Sustainers, Maybe 2 More

NEW YORK, Oct. 2.—The Du Mont network will drop two of its sustainers and is considering the cancellation of two others in a move to conserve its dough for the future. Slated to be axed early this month are "Author Meets the Critics" and "The Goldbergs," a decision subject to revision if sponsors appear on the scene.

Also likely to get the bounce are "The Music Show" and "Time Will Tell," an audience-quiz stanza. The shows will not be replaced. Bishop Sheen will return on November 2 for Admiral. The number of stations to carry him is in negotiation. There will be no firing of personnel at the station.

Specs, New Segs

Continued from page 2
promotion task is equal to the job of individually drum beating motion pictures, but with the added difficulty of doing the job simultaneously in all the big cities of the country as each show is televised.

Staff Needed

Belief is also that NBC-TV needs triple its publicity staff even to begin to mount the audience promotion necessary. All indications are that the network will start building an exploitation crew to handle this task, but whether it will miss the boat by such a late start only time will prove.

That "Lucy" and "Dragnet" will be badly mauled by the opposition can be seen from the ratings achieved by their opposition. Sid Caesar got a 25.8 versus Burns and Allen's 17.8, the comedian hit a 28.6 which outpulled Arthur Godfrey's "Talent Scouts" by 6.6 points, and "The Medic" for the second week in a row topped "Public Defender," the "Lucy" replacement, by getting a 26.6 to the competition's 26.3. Caesar naturally will give "The Medic" a strong lead in audience if his ratings continue to stay high.

On Thursday night the Chrysler hour show ran only .4 points behind "Dragnet" which received a 30.8 rating. Chrysler topped "Justice" in the first half hour, 25.8 to 23.7. And since the Chrysler show is on regularly, it should build a following.

NEW YORK, Oct. 2. — Allen (Duke) Ducovny has resigned as executive producer of Rockhill Productions to join the radio-TV department of D'Arcy Advertising. Prior to joining Rockhill, Ducovny was assistant director of Kenyon & Eckhardt's TV department. His production credits include "Ford Theater," "Toast of the Town" and "Space Cadet."

Instantaneous Broadcast Reports Due by 1956

NEW YORK, Oct. 2. — Pulse expects to have its instantaneous program-reporting method for both radio and TV in operation by the spring of 1956 if sponsors, agencies, and stations here will buy its recently developed electronic machine, DAX, which is the measuring rod. Dr. Sidney Roslow, head of Pulse, introduced the machine to the industry this week.

DAX is a small gadget which can be attached to radio and TV sets and which functions thru use of regular telephone lines. It offers a continuous, instantaneous check of all homes included in the sample of 400 so that sponsors can watch their ratings as they watch their shows.

The machine will be tested in the New York market first. It is being offered to the seven video stations here at a monthly rate equal to their half-hour one-time cost. Agencies are expected to be

charged \$500 each month. Dr. Roslow would not state the minimum amount needed to get the project under way.

The completely electronic machine is free of servicing problems, is extremely sensitive and is tamper-proof. It has been in development since 1947. Its inventor is William Horn, a Young & Rubicam market research analyst.

Dr. Roslow points out, however, that this machine or any non-human exploration of audience composition does not show audience size and qualitative reaction which information is to be incorporated from Pulse's standard viewing. He also questions whether the micrometric, absolute measurement of audience size from the probability of placement of DAX home units is superior to validated interviewing. DAX, of course, only indicates whether one to four or more sets in a house are operating.

SECOND AD AGENCY FOLDS

Cecil & Presbrey Calls Quits At Loss of Founder, Clients

NEW YORK, Oct. 2.—From a \$20,000,000 gross business to substantially less than \$5,000,000 within the space of several months is the reason for the abrupt demise of the Cecil & Presbrey ad agency which closes its doors at the year's end. The first big agency to go out of business this year was Ward Wheelock which lost the \$8,000,000 Campbell Soup account and had to call it quits.

The reasons for C. & P. troubles are many, but two factors predominate. The recent growth of the agency was sparked by the amalgamation of the interests of several key execs who brought their accounts into the house, but when some of them decided to leave so did their accounts. And since so much of the agency's heavy billings were in TV, when important TV accounts moved out, C. & P. was really on the ropes.

But much of the agency's headaches can be attributed to bad breaks. Tintair couldn't pay a \$300,000 bill which the agency piled up for it several years ago, and C. & P. had to make good, though it has been getting some of this money back recently.

Other Client Losses
Procter & Gamble, an important radio and TV advertiser beset by the competition of Procter & Gamble's Gleam, moved early this summer to use the agency was doing a bad job but rather because it wanted a fresh approach to its problems. Auto-Lite was pushed off CBS-TV by the network which found it wanted another show to replace "Suspense" in the Tuesday 9:30-10 p.m. time slot. So Auto-Lite went to Ruthrauff & Ryan.

Sylvania decided that it wanted an agency with strong foreign connections and switched to J. Walter

Thompson after dumping both I. Surstine and C. & P. Each of these advertisers had network shows last season.

The worst blow came several weeks ago when the founder of the agency, Jim Cecil, died. It was necessary to buy the stock of the agency from his heirs. Several top execs balked because they felt the stock wasn't worth much considering the shaky condition of the agency.

Execs Pull Out

And so Jack Tarcher took one of the few remaining solid accounts, Benrus, and moved to Biow where he got a good deal. Tarcher moved into C. & P. only fairly recently when he merged his agency with it.

Now some of the other execs are looking for deals at other agencies. Reports are that Edward B. Noakes will move with the Nestle account to Dancer-Fitzgerald-Sample. Sam Dalsimer is considering offers from other agencies for the several drug accounts he has. David Lyon has Marlboro Cigarettes and Bond Street Tobacco and should have no trouble locating. So goes it with other top execs.

ABC-TV Starts

Continued from page 2
time was available on NBC and CBS, the fact remains that ABC thereby has been able to build up its bankroll and programing guns.

PIB Figures

According to the latest Publishers Information Bureau billing figures released this week, ABC-TV pulled in \$20,032,760 from January thru August of this year. This figure compares with \$12,420,736 for the comparable period last year.

But advertisers are fickle, as ABC is well aware from the exodus of last year's bankrollers. It is for this reason that the coming season may very well turn out to be the most crucial the web has yet faced. The sponsors who have joined the ABC line-up have done so with the promise that their money will be well spent. ABC will have to deliver the goods, or it will be in trouble indeed.

NEW YORK, Oct. 2.—Ponds Cold Cream is considering a new panel show that would feature Victor Borge. The comedian-pianist is now in the second season on Broadway with his one-man show. The agency for Ponds is J. Walter Thompson.

GOOD-FEELING ERA

New FCC Chairman Pro-Self Regulation

WASHINGTON, Oct. 2.—The broadcasting industry will probably find the Federal Communications Commission friendlier than ever under the agency's new chairman George C. McConaughy.

An era of good feeling, conspicuous in the agency's decisions and views the last two years, marks the farthest departure from the stormy "blue book" era introduced years ago in the regime of James Lawrence Fly and Paul A. Porter. Taking the oath Monday (4) as replacement for resigned Commissioner George E. Sterling and supplanting Rosel Hyde as chairman, McConaughy will add a strong voice to the Commission's majority policy of encouraging "self regulation" by the broadcasting industry. Hyde, who stays as a commissioner, has been a spokesman of this theme, as have most of the others, excepting Commissioner Frieda S. Henock.

A forceful stand by the FCC against expanding its regulatory power over industry could have an important bearing on congressional deliberations. Particularly influential would be a highly vocal chairman.

Commissioners John C. Doerfer and Robert E. Lee have been especially outspoken on this issue. McConaughy, who comes to the FCC from the Renegotiation Board, which he served as chairman, is expected to make few public pro-

nouncements on major FCC matters until he has had time to orient himself to his new post, but he and his fellow commissioners will be sure to be star witnesses if the Bricker probe of TV-radio networks breaks into public hearings next session.

There appears to be little doubt that, under McConaughy's chairmanship, FCC opposition to the Bricker Bill to widen the FCC's authority over networks will be stronger.

Also certain to develop under the new chairman will be a closer liaison between the FCC and the White House. Indicative of McConaughy's close tie with the White House is a precedent being set by staging the new chairman's oath-taking ceremony at the executive mansion. It has always been customary for incoming commissioners to be sworn in at a public ceremony in one of the largest of the FCC hearing chambers, but McConaughy's oath-taking will be witnessed instead only by a small invited group in the White House private office of Sherman Adams, President Eisenhower's top assistant.

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Landau, NTA Set Up Sales Structure; Ring on Finance

NEW YORK, Oct. 2. — After weeks of planning and negotiations, Ely Landau and the top command of National Telefilm Associates have firmed up the financial and sales structure of the organization. This development seems to promise an imminent expansion in the product side of NTA.

The financial backing will be derived from Col. Gustave Ring, prominent industrialist and financier, who has been named chairman of the board of NTA as of this week.

The sales structure of NTA, which Landau and his vice-presidents have been working on since NTA parted company with the Harris group last spring, consists of 15 regional offices with a total of 28 salesmen. Landau said he considers this optimum strength, except that a man will have to be added for New York and perhaps in one other situation.

Landau, meanwhile, also revealed that NTA has grossed

\$1,750,000 since it began operations in January.

Ring, who has had no previous connection with the TV film industry, will take no active part in the operation of NTA but will provide the financial guidance and backing. Reportedly one of the best-connected and wealthiest men in the country, Ring is president of the Ring Construction Company and the Ring Engineering Company, and is a director of American Security Bank. Ring himself headquarters in Washington.

Gray in West

NTA has now broken down its sales staff—which is comprised of franchised agents—into three regional commands. The Western States will be under the supervision of Ed Gray, who with Bernie Tabakin will also operate the franchise for the five Western-most States. Gray was the first sales manager of PSI-TV, and is an owner of Sovereign Productions and Mutual TV Productions.

The Midwest will be under the supervision of E. Jonny Craff, former sales manager of Snader Telecommunications and before that program director of WBKB, Chicago.

The Eastern region is under the

direction of Harold Goldman, who is also vice-president in charge of sales for the entire organization.

NTA brought its entire sales staff into New York yesterday and had them locked in conferences all day today. It was reported that a couple of new series were being presented to the men, but no titles could be learned.

Montreal Office

The latest office opened is in Montreal as NTA of Canada, Ltd., headed by Napoleon Vaillancourt, a veteran educational film distributor there.

Other recent additions to the sales organization are Nick Russo, a commercial producer, who will operate the New England franchise out of Boston; Vic Biekle, covering upper New York and Eastern Pennsylvania, Alvin Epstein, who runs his own agency, and Jack Pfeiffer, a former talent agent, working out of Washington, and Bill Butts and Jim Kier, both of Stevens Pictures, Inc., working the Texas and Oklahoma franchise out of Dallas.

Oliver Unger, executive vice-president of NTA, manages the franchise structure.

BILLBOARD TV FILM DEPT. AT BANKER CONFAB

WASHINGTON, Oct. 2.—Members of a television clinic at the Financial Public Relations Association convention here this week were presented with copies of The Billboard as a tool to help bank advertising men in buying good TV programs.

The presentation was made by Chester L. Price, advertising manager of the City National Bank and Trust Company of Chicago, clinic leader, who stressed that buying TV programs was one of the challenges bank admen face in dealing with the TV medium, then held up a copy of The Billboard.

"One of these came to my desk by accident a short time ago," Price declared. "I was interested to see that film shows are rated by cities each week. It was news to me and I thought it would be news to 98 per cent of you. To me it was very important information."

Stating that he had ordered 200 copies of The Billboard for the clinic, he had copies distributed to all clinic members.

CBS Newfilm Adds Stations; Total Now 31

NEW YORK, Oct. 2.—After a slow start, sales of CBS Film Sales daily news service have picked up considerably. In July, after several months on the market, only 11 stations had subscribed. At this date, 31 stations have bought the newfilm, and orders from three big Midwestern stations are pending.

CBS Film Sales currently is adding customers at the rate of one and a half stations per week. Among the newer subscribers are stations in Denver, Buffalo, Indianapolis, Los Angeles, Seattle, Washington, Nashville and Rochester, N. Y.

The newest innovation in the service will be typewritten strips to be placed on Teletypewriters for reading by local newscasters. CBS Film believes that reading from Teletypewriters will enhance the value of the news shows because newscasters will no longer be reading from their desks and thumbing thru pages of copy.

CBS Film Sales will give to subscribers at the year's end a quarter-hour sports show plus "Eye on the World," a half-hour package. The latter will explore the four major stories of the week in depth and then forecast the future of these stories. It will be the film syndicator's major news production of the year. Bob Trout will probably moderate.

TAX RULING

Capital Gain Involved in TV Licensing

WASHINGTON, Oct. 2.—The Internal Revenue Service ruled this week that those who license copyright material for use in television, motion pictures and other media can now consider each sale as a sale of property, subject to the capital gains tax.

The new ruling is expected to bring relief to dealers in copyright materials since up to now proceeds from licensing different media to use the material have been taxed under the higher income tax schedules.

IRS warns, however, that the sale of TV rights or movie rights to a property will come under capital gain taxes only if the transaction involves sale of exclusive rights and for a specified lump sum. Sale of less than exclusive rights or a sale in which proceeds are tied in with revenue from TV or movie showings will still be subject to taxation as royalty payments as in the past.

BANKERS LAUD VIDPIX

Plan to Tell Their Story Via TV Film

WASHINGTON, Oct. 2.—The nation's bankers are planning to invest an increasing amount of money in television advertising with special emphasis on sponsorship of TV film shows. That's the opinion of bank advertising managers after three TV clinics held as part of the Financial Public Relations Association convention here this week.

TV films hold the spotlight in bankers' plans since they feel that films can project the personality of their banks into viewers' homes without involving the banks in the production problems of putting on live shows. As John C. Whittle, of the Millikin National Bank, Decatur, Ill., said, "We are trying to run a bank, not to get the entertainment business."

The growing interest of bankers in TV reflects the experience expressed by many at the convention that TV programs have been drawing more business to banks than newspaper and radio advertising combined. One bank adman after another indicated a general trend

GT Proves That Wanted Features Is Answer to Network Schedules

NEW YORK, Oct. 2.—The General Teleradio feature film package has pulled in a cumulative rating of 70.7 on WOR-TV here and 62.2 on KHJ-TV, Los Angeles, for the first week of its airing in these two cities.

The ratings are being hailed by both indie stations as conclusive proof that their policy of using top-flight features to combat network programming is paying off. The stations, both General Teleradio outlets, are located in the two most competitive TV markets in the country.

The 70.7 Telepulse rating was pulled in by WOR-TV by 16 showings per week of the same feature, "Magic Town," starring Jimmy Stewart and Jane Wyman. WOR-TV has two showings per night, 7:30-9 p.m. and 10-11:30 p.m., seven nights a week; additionally,

it airs the feature on Saturdays and Sundays 4:30-6 p.m.

KHJ-TV's 62.2 ARB cumulative is the result of five showings of "Miracle of the Bells" aired once every weekday night 9-10:30 p.m.

It is expected that the ratings on both stations will climb even higher as the shows become more established with the passage of time.

In New York, the March 28 Rodgers and Hammerstein extravaganza, aired on six stations simultaneously, pulled a Trendex rating of 63.4.

Substantial Boosts

According to WOR-TV, the audience pull of the features has resulted in "substantial rating boosts."

Beatrice Buys 'Family Sports'

CHICAGO, Oct. 2.—The Beatrice Foods Company thru Foote, Cone & Belding in Chicago, has bought "Sports for the Family," a 15-minute film show over 30 markets. A few of the larger cities include Washington, Baltimore, Pittsburgh, and Los Angeles.

Bud Wilkinson, a coach at the University of Oklahoma, will give explanations on how to watch various sports. Patti Berg will be in the golf film, Allie Reynolds in the baseball film, etc. Howard Newman is also on the show portraying the role of the average fan.

The show is directed slightly toward the children in the family audience.

Pacific Telephone Buys 'Your Music'

HOLLYWOOD, Oct. 2.—"This Is Your Music," a Jan production, has been placed by the Pacific Telephone Company in 14 Western markets. The series premieres this week.

In addition, sales are being concluded in two Western markets, and negotiations are now under way for a regional sale of 20 Southwestern markets, according to producer-distributor Jack Denove, who is syndicating the show.

of its "entire evening line-up."

The station is now sitting back to await what it expects to be an avalanche of sponsors who have held off joining the station's bank-rolling roster until the drawing power of the features would be ascertained.

It has room for eight participating sponsors in the feature film package. Six sponsors are already in. On the basis of the first week's ratings, the outlet predicts it will sign the other two in short order and will ink spot advertisers for the adjacencies to the features as well. It is selling the adjacencies on what it calls the "Grand Plan," which calls for eight different advertisers receiving spot time adjacent to the features.

Two advertisers, Shulton, Inc. and Best Foods, have already bought into the adjacencies.

The six participating sponsors of the features package are Piel's Beer, Liggett and Myers, Riva Dog Food, Pellex Cream, Vici Chemical and Sterling Drug.

COURNEYA ON DISTRIBUTION

Says Small Producer Can Serve Self Better

HOLLYWOOD, Oct. 2.—A small producer can do better by forming his own distributing company rather than relying on the big distributor to market his product, Jerry Courneya, president of United Producers-Distributors, said this week, and Jack Denove, head of Denove-Jan Productions, tended to agree with him.

Courneya formed his own syndicating outfit about six months ago, and so far, he said, things have been working out much better than when someone else was doing the selling for him.

Courneya estimates that he can recoup the cost of a series within 8 to 10 months of completing production by making his own sales. Within one month he has gotten back 15 per cent of the cost of Noah Beery Jr. series, he claims, whereas he has yet to get his money back on previous films which the big distributors have had on the market for a year and more.

A small producer's product tends to get lost in the shuffle when placed on the block by a large firm, he asserts. Furthermore, continues, since the major distributors have started putting their money into productions it's natural that they should protect their investments by pushing their films on a priority basis.

Denove, who has always tributed his own product, feels if a producer is on a financial footing he stands to gain selling thru his own organization. In many cases a selling campaign put on by someone else fails to cover the ideas and concepts of a series portrays, he contends.

Courneya points out that a distributing company may take much as 40 per cent of the whereas a producer needs or break even on the distribution to make the venture a success addition to the Noah Beery series he is now marketing "Chimps" and 39 Westerns.

EDITORIAL

Don't Blame It on TV

An attack predicated upon scanty evidence can be very damaging. It is in the nature of such things that what is lacking in logic is compensated for by virulence and misguided enthusiasm. Such an attack is currently being perpetrated upon the TV industry by self-designated arbiters who point to TV programming as the cause of a rise in juvenile delinquency.

How frivolous this claim is borne out by a study completed by the NBC Film Division bearing out the thesis that TV programming is by no means an important factor in juvenile delinquency (see separate story).

The broadcasting industry has long struggled with irresponsible elements. Because of its very size and importance as an entertainment and communications medium it has become a target for pressure groups and malcontents. And in earlier radio days it learned, of necessity, to fight back lest it lose control of its programming, a condition which could only result in the medium's decline from all points of view—advertising, entertainment, communications.

The very nature of the radio-TV franchise—the license to operate in the public interest—has taught broadcasters the wisdom of taking their programming responsibility with utter seriousness. And this awareness of responsibility implies not only the creation of programs in the public interest, but also the necessity of standing fast and rebutting the articulate but ill-informed.

The study of the NBC Film Division speaks for itself. In addition to those cold figures which give the lie to TV's detractors, let us also make note of the fact that youngsters in all ages of history have thrived upon adventure yarns, many of them grim. To doubt the capacity of the youngster to absorb, unharmed, this measure of derring-do, even violence, is to exhibit scant knowledge of the juvenile and what makes him tick.

Meanwhile, a bow to the NBC Film Division for marshaling important documentation which can be instrumental in blowing the whistle on ill-advised sorties into the programming field.

Lansing UHF Leans On Film to Win Out

LANSING, Mich., Oct. 2. — WTOM-TV, the UHF station here, is depending on TV film to build audiences and sell the station to the locality. The outlet has just purchased eight of the top properties distributed by the NBC Film Division, and eight more top items from CBS-TV Film Sales.

Formerly WILS-TV, the station has been leased by the Inland Broadcasting Company whose president is Tom Shull, also general manager of the station. Inland also has an option to buy the property. Shull, who recently returned from the service, is a former NBC salesman. He worked for the NBC Film Division out of its Chicago office.

Forty-two per cent of the area has converted to UHF, but Shull has a novel plan to boost that percentage. He is currently negotiating with RCA to see whether he can buy at least 5,000 converters at cost. He plans door-to-door selling of the converters, which will retail for not more than \$10, a sum

he believes practically every set-owner in Lansing can afford. The converters, of course, will be tuned to channel 54, the WTOM-TV channel.

Novel Approach

Shull has also developed a novel approach to Lansing sponsors. He intends to sell them one spot in each of five vidfilm shows which are to be slotted across the board in one set time period. They would then be certain of saturation coverage each night of the week at a certain hour, rather than being dependent upon one particular program.

The UHF station is bucking the strong competition of an entrenched VHF outlet, WJIM-TV, which is an NBC-TV affiliate. WTOM-TV is a basic Du Mont station and is also affiliated with ABC-TV. It also faces the competition of WOOD-TV, Grand Rapids, Mich., which beams in from 65 miles away. Lansing has a population of 200,000.

The station also uses a package of 117 feature films from Gygo Television, most of them of recent vintage. Shull hopes that the combination of high conversion plus top vidfilm product will sell advertisers on the station. He realizes his job is not easy, but believes the potential is there and will give it the full treatment.

NBC FILM

Claims Most Air Time in Top Markets

NEW YORK, Oct. 2. — The NBC Film Division claims to have more hours of programming on video stations in the five top markets in the country than any of its competitors. The statistics were culled from New York, Chicago, Los Angeles, Philadelphia and Detroit in August.

The NBC Film Division has 22½ hours of programming in those five cities, a figure alleged to be 29 per cent higher than its nearest competitor, which has 17½ hours of programming on TV. The next 10 syndicators have from 16 to three hours a week each, while the remaining hours are split up among 19 additional syndicators.

Among the NBC Film Division programs on the air on these markets are "Badge 714," "Captured," "Dangerous Assignment," "Hopalong Cassidy" (in both the hour and half-hour versions), "Inner Sanctum" and "The Visitor."

NBC Film Division Rebuts Juvenile Crime Critics With FBI Reports

• Continued from page 1

come up with some quotes from responsible psychiatrists and psychologists refuting the prevalent theory that TV contributes to juvenile delinquency. Dr. A. A. Brill, a pioneer psychiatrist and one of the founders of the American Psychiatric Association, has stated, "I have never seen a male or female who has committed any crime because of something he or she has seen or read."

He points out the usefulness of melodrama to children in allowing them vicariously to relieve their repressed emotions. He also claims that in the battle between good and evil, as portrayed on film, good always wins out, which makes for a valuable lesson.

Dr. Raymond Jensen, professor of Psychiatry and Pediatrics at the University of Minnesota, echoes Brill's thoughts. "I suspect . . . television is not as responsible for childhood misbehavior as we've been led to believe. How a child reacts to 'Hopalong Cassidy' de-

MPTV TURNS DISTRIBUTION OVER TO AMORY'S UM&M

Ad Service, United Film Co-Own Firm; \$40 Mil in Series in Deal

NEW YORK, Oct. 2. — A deal was concluded early this week by which Motion Pictures for Television is handing over distribution of its syndicated series to a new corporation headed by Charles Amory, who broke into TV film in April of this year with Minot TV.

Amory's new outfit, named the UM&M Corporation, is based on the same concept of saturation coverage on which Minot was founded. This is made possible by Amory's tie-up with the two veteran producers of theatrical commercials, Motion Picture Advertising Service of New Orleans and United Film Service of Kansas City, Mo., which are joint owners of UM&M.

There is no cash transfer in the MPTV-UM&M deal. MPTV, in addition to turning over the eight shows it now has, has committed itself to underwrite the production of five shows a year for the next 10 years for distribution by UM&M. On each new property, MPTV will have a few days option to make a national sale before turning it over to UM&M for syndication.

\$40 Mil of Film

MPTV has thus committed itself to approximately \$40,000,000 worth of TV film production over the next 10 years. Matty Fox, head of MPTV, is reported to have set up a revolving fund of \$3,000,000 to get this program under way. The source of these funds could not be ascertained this week, but it was rumored to be either the Walter E. Heller Company, Chicago investment bank which has been going in heavily for TV film financing, or David Baird's Lansing Foundation, which participated in the founding of MPTV three and a half years ago.

The deal between UM&M and MPTV is mutually exclusive, except that UM&M will be allowed to handle four series that Minot already had in the works. These are the Hank McCune show, "New Orleans Police Department" (now being produced by MPA) and two other new shows for which Minot's distribution contracts are not yet concluded.

Should MPTV fail to deliver new properties to UM&M on schedule, the latter firm would be free to take on other product in addition to MPTV's. On the other hand, should UM&M fail to meet its scheduled sales quota on any single show, MPTV would then be free to take back the distribution of that particular series.

185 Salesmen

UM&M, as did Minot, has the services of the 185 resident salesmen employed by MPA and United. This is the largest single sales force in TV film distribution.

The MPA-United corps is said to have clients among top advertisers that have been sponsoring theatrical spots in co-operation with their local dealers. The aim of the new set-up apparently is to get this co-op money into sponsorship of MPTV's TV shows.

The UM&M handle is derived from the names of the three participating companies (United, MPA and Minot). Amory is president of UM&M. Carl Mabry, president of MPA, and Hardy Hendren Jr., president of United, are both vice-presidents of UM&M.

Each will maintain control of the operation of his own sales force, with Mabry generally overseeing the Southern half and Hendren the Northern part of the country. Minot maintains its own territory in the Northeast section. But even here MPA will have 16 "finders" who may participate in any percentage earned by Minot's "closers." In addition, UM&M will employ 23 TV supervisors.

Amory History

Before forming Minot, Amory

was a vice-president of Pathe Laboratories, where he became involved in the financing of TV film. He became aware then that the major stumbling block to securing financing was the difficulty of getting economical distribution in the hinterlands. It was then that he conceived the idea of getting MPA and United salesmen to work in TV. And on the strength of this scheme he obtained the distribution rights to the McCune show even before he had MPA and United definitely committed.

Once formed, Minot's problem was its shortage of product, the solution of which is seen in the MPTV deal. Amory apparently opened negotiations on it more than two months ago.

The MPTV shows that UM&M and United peddling next week are "Sherlock Holmes," "Paris Precinct," "Duffy's Tavern," "Janet Dean, Registered Nurse," "Drew Pearson," "Flash Gordon," "Junior Science" and "Tim McCoy."

TELEFILM EMPLOYMENT UP

Actors Pass Up Live TV for Try at Vidpix

HOLLYWOOD, Oct. 2.—TV film employment is booming as more and more actors are reluctant to accept jobs in live TV. Buck Harris, of the Screen Actors' Guild, and Don Defore, president of the Academy of Television Arts and Sciences, said this week.

Membership in the Screen Actors' Guild has increased by more than 10 per cent, Harris revealed, with the big additions coming from cities other than New York and Hollywood.

Because of the expansion, the post of Eastern and Midwestern regional director has been created by the Guild, Florence Marston being appointed to the new position.

The Guild's branches in San Francisco, Boston, Cincinnati, Chicago, Detroit, Cleveland and Pittsburgh now have 1,236 members, Harris said. A little over a year ago the Guild's only members outside the New York and Hollywood production centers were a few in Detroit.

The expansion has resulted because of the large increase in the shooting of film commercials, Harris continued, at the same time

pointing out that there is increasing sentiment against doing live TV among actors.

Defore, spotlighting the situation, said it isn't only the grind of live TV at which actors are rebelling, but the fact that, because of the ever-increasing residual payments being made, an actor gets considerably less money for the same amount of work in live TV than in film.

Harris stated that for the first nine months of this year the Guild has forwarded more than \$100,000 in residual payments to actors, and that, in addition, many checks are being mailed to performers directly.

Mrs. Marston previously served as executive secretary of the Guild's New York branch. She will oversee activities in all cities except Hollywood and San Francisco, and will have her headquarters in the New York office.

Replacing her as executive secretary is Harold M. Hoffman, formerly with the Eastern branch of Theater Authority.

KRON-TV Strip Seg Experiment Uses 'Falcon'

HOLLYWOOD, Oct. 2.—A policy of half-hour strip programming will be tried beginning Monday (4) by KRON-TV, San Francisco. The station will run the new telefilm series, "The Falcon," five times a week from 11 to 11:30 p.m. until all six have been shown.

Following "The Falcon," being acquired from the NBC film division, will be MPTV's "Sherlock Holmes," also to be run on the consecutive night plan. Other series will follow if the policy proves a success.

Sales Manager Norman Louvau claims that in this way promotion efforts by the station can be intensified, advertisers can buy participation slots yet at the same time gain identification with the show, and film distributors will be able to realize rerun potentialities much faster.

pends more on his own stability and less on whether the bad guys almost shoot Hoppy.

"If a child feels secure he has little need for aggressive, hostile feelings, but if he isn't secure he won't need a rip snortin' Western to send him off on a tangent," he said.

Many Factors

Most responsible psychological thought believes that there are far too many factors contributing to juvenile delinquency to isolate one element and place all the blame on it. An article in the Sunday magazine section of The New York Times several weeks ago also dealt with juvenile delinquency without defaming TV.

The main thought conveyed by Dr. Harris Peck, director of mental health services of the New York Court of Domestic Relations, was that the community had the major responsibility for dealing with its juveniles. He laid major emphasis

on the relations within the home and their effect on children.

Television producers, both live and film, have been very conscious of the educational authorities' criticism of their handling of violence. "Hopalong Cassidy," for instance, has changed its format to do away as much as possible with shooting and general violence. "The Whistler" which is being produced by CBS-TV Film Sales for syndication has all but bypassed the use of weapons wherever possible. "The Mickey Spillane Show" was refused by the CBS-TV network, although a sponsor was ready to purchase it, because its treatment of crime was too bloody.

There can be, however, only so much of tooth-pulling before the patient finds himself completely without teeth. Programming without any conflict, as some of the educational longhairs seem to desire, may lead to programming without viewers, according to executives in network circles.

TV FILM PURCHASES

CBS TV Film sold "Amos 'n' Andy" to eight markets with three of the eight sponsored. Sponsors are Bangor Beverage Company over WTWO, Bangor, Me.; Quality Bakers, WICU, Erie, Pa., and Electronic Raytheon Dealers, KCCC, Sacramento, Calif. Station sales are WBRC, Birmingham, Ala.; WTVN, Columbus, O.; WHP, Harrisburg, Pa.; WTOM, Lansing, Mich., and WTVW, Milwaukee.

Firth Baking Company, National Rose Match Company and Carnation Milk will pick up the tab for "Art Linkletter and the Kids" over WSEE, Erie, Pa.; WHBQ, Memphis and KOIN, Portland, Ore., respectively. Linkletter was also sold to WTOM, Lansing, Mich.

Canada Dry purchased three new markets for its roster of "Annie Oakley" from CBS TV Film sales. They are WNBK, Cleveland; WHAM, Rochester, New York, and WFBM, Indianapolis. Other "Oakley" sales included WABT, Birmingham, Ala.; WLWT, Cincinnati; WTSK, Knoxville, Tenn., for Galbreath Baking, and WSIX, Nashville, Tenn. Gene Autry has been sold to WAVI, Bangor, Me., WTOM, Lansing, Mich., and WOAI, San Antonio for the 7-Up Bottling Company.

The INS Telenews weekly sports film review, "General Sports Time" has been placed in an additional 24 TV markets for sponsorship by General Tire and Rubber Company dealers. This makes a total of 50 markets for General Tire. The new markets placed by the D'Arcy Advertising Company are: Baton Rouge, La.; Birmingham, Ala.; Charlotte, N. C.; Cleveland, Decatur, Ill.; Denver, Detroit, Fort Worth; Greensboro, N. C.; Lansing, Mich.; Lima, O.; Los Angeles; Medford, Ore.; Miami, Milwaukee, New York City, Omaha, Richmond, Va.; Pittsburgh, Salt Lake City; Topeka, Kans.; Tucson, Ariz.; Tulsa, Okla., and Utica, New York.

The INS-Telenews weekly sports review, under its regular title "This Week in Sports," continues its regular syndication for local sponsorship in markets where General Tire and Rubber dealers are not represented.

WSAZ-TV, Huntington, W. Va., bought "Ford Theater" on a two-year unlimited play basis from Screen Gems. "Professor Yes 'n' No" was sold to KELCO-TV, Sioux Falls, S. D., for Nassif Carpet Company for 52 weeks. Screen Gems also announced the sale of "All Star Theater" and "Top Plays of 1955" to Donahue Furniture Company for airing on KELO-TV, Sioux Falls, for 26 weeks.

Last year's "Dragnet" series, tabbed "Badge 714," series B, had an avalanche of sales this week, reports the NBC Film Division. "Badge" was sold to 23 markets with four markets all set with sponsors. They are: WTVE, Elmira, N. Y.; WNAC, Boston; WPPA, Pensacola, Fla.; Columbia, S. C., for Bunker Hill Corned Beef; WMAZ, Macon, Ga.; WHYN, Springfield, Mass.; WISC, Asheville, N. C.; WDAK, Columbus, Ga.; WNBW, Washington, and the Toledo market for the Ford Dealers; KHQA, Quincy, Ill.; KPRC, Houston; KLAS, Las Vegas, Nev.; KIEM, Eureka, Kans.; KVOS, Bellingham, Wash.; KTVT, Salt Lake City; KIDO, Boise, Idaho; KVAR, Phoenix, Ariz.; KCEN, Temple, Tex.; KRGV, West Waco, Tex.; KSTP, Minneapolis; KBMT, Beaumont, Tex., and KROD, El Paso, Tex.

"Badge 714," series A, picked up three new markets with the addition of KQTV, Fort Dodge, Ia.; WHIZ, Zanesville, O., and WHO, Des Moines, Ia. Oregon TV Corporation will sponsor "Dangerous Assignment" and "The Falcon" in Portland, Ore.

"Life of Riley" was sold to KIVA, Yuma, Ariz.; WSIL, Harrisburg, Ill., and WMT, Cedar Rapids, Ia. WMT, Cedar Rapids, also purchased "Riley," series C.

Other NBC Film Division sales included: "The Falcon" to KRGB, West Waco, Tex.; "Inner Sanctum" to WDAK, Columbus, Ga.; "Hopalong Cassidy" in its one-hour version to WNBW, Washington, and "Hopalong Cassidy" in its half-hour version to WICS, Springfield, Ill.

PRODUCTION NOTES

Ziv-TV's "I Led Three Lives" has won the annual TV blue ribbon of the New Jersey State Fair for being "the outstanding program of its type on TV. Richard Carlson, the star of the show, will receive the award tomorrow (3). This is the second time in less than three months that "Lives" has won such an award. In August the show grabbed a Certificate of Achievement from the Veterans of Foreign Wars for depicting the attempts of the Communists to overthrow the U. S. government.

Kling Studios in Chicago, one of the country's largest TV film facilities, is expanding into motion picture production. It will start with three big budget pictures, the first, "Miracle at Santa Anita," to start shooting in January.

A Walt Disney location troupe was in the Great Smoky Mountains this week for shooting of "Davy Crockett," a three-part section of the upcoming "Disneyland" show on ABC-TV. A crew of 35 and two boxcars of equipment were moved into the Smokies for the purpose.

William D. Russell, who directed the first 12 episodes of "Father Knows Best," has been signed by Screen Gems producer Eugene Rodney to meg the next 13 also.

Robert Horton will play the male lead opposite Donna Reed in "Portrait of Lydia" for the "Ford Theater."

INSPECT-O

Machine to Edit Film Does a Lot

NEW YORK, Oct. 2.—Guild Films last week bought a film machine which is the first of its kind. The Inspecto - O - Film Editor, which costs \$4,000, performs a variety of functions. It detects broken film, scotch tape, pins, counts the good splices and finds the weak splices. In addition, it discovers holes in the film, torn and en-

Alexander Catalog To WTVW, Mil'kee

HOLLYWOOD, Oct. 2.—Milwaukee TV station WTVW has bought the complete catalog of M&A Alexander Productions which includes 116 features, 46 Westerns and 13 half-hour films titled "Renfro of the Royal Mounted."

larged sprockets and synchronizes the sound track.

The machine is made by the Harwald Company of Chicago and works on any 16mm. film, on reels up to 2,000 feet.

MTPS Agency Gets Coverage On Shipments

NEW YORK, Oct. 2.—Modern Talking Picture Service, the TV film trafficking agency, has just been issued an insurance policy that will protect its sponsor-clients against any commercial monetary loss because of shipment failure. The policy, which went into effect September 1, was described as just about the broadest ever written and completely unique.

Dick Ritenour, director of Modern's TV division, said that the policy gives Modern's clients an extraordinary measure of protection on film deliveries to stations in that if the shipment of the program or spot is not completed on time the client will be reimbursed the cost of the time and substitute programming.

Meanwhile, Modern will be breaking new ground with its handling of "Halls of Ivy" for International Harvester and Nabisco. Breaking a CBS-TV precedent, Modern for the first time will be handling the delayed broadcasts of a network film show as well as deliveries to the stations carrying it on a spot basis. Modern will also handle commercial insertions and delivery of the two 35mm. prints to network headquarters here and in Hollywood. About 40 stations will carry "Ivy" off the cable, another 40 d.b. The number of spot stations has not been determined yet.

New shipping - and - handling business that Modern has also recently picked up includes TV Time Popcorn with 115 spot stations for "Annie Oakley," Beatrice Foods thru Foote, Cone & Belding, Chicago, for "Sports for the Family" on 30 stations, and "The Whistler" on 14 Western markets for Lipton Tea and Signal Oil thru Young & Rubicam.

Ritenour and Modern's insurance broker, Flintom & Company, have been working out the insurance contract for over a year. The underwriter was not identified.

Italian Features May Aid J. Weill

NEW YORK, Oct. 2.—There is a good possibility that 13 of the 52 new English-dubbed Italian features that Jules Weill is adding to his Fortune package will be in color. Weill is currently negotiating with Italian Film Export for the color pictures. He does not expect, however, that the color features would be available before next year.

Vanguard Films 'Actors Theater'

VANCOUVER, B. C., Oct. 2.—Vanguard Productions, a recently formed outfit, put a dramatic TV film series into production here last week under the title, "Actors Theater." The firm will shoot two pilots and then scout for sales in Toronto and New York. Using local talent and technicians, the series will be produced by Arnold Houghland and directed by Homer Powell.

BOSTON BLACKIE OK IN SPANISH

NEW YORK, Oct. 2.—Ever wonder what they sound like South of the border? Ziv-TV, which has been doing the most concentrated distribution of TV film in Latin America, recently came up with the titles that its well-known properties sport "en espanol." Here are some specimens: "Mr. District Attorney"—Senor Fiscal. "The Unexpected"—Lo Inesperado. "I Led Three Lives"—Yo Vivi Tres Vidas. "Yesterday's Newsreel"—Noticias De Ayer. Sometimes they get rather obvious. "Boston Blackie" in Spanish is known as "Boston Blackie."

THE BILLBOARD SCOREBOARD

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

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

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

periods for TV film. Listing of films is by rank order, according to rating, under each of these time subdivisions.

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations, when designated by an asterisk (*), are UHF outlets.

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

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

Aug. ARB Rating	Previous Month's Rating	Title, Type and Distributor	Station—Day—Time	Sets In Use
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WASHINGTON 4 STATIONS

Sign-On to 7 p.m.—Saturday and Sunday

6.6.	6.3.	Hopalong Cassidy—West.—NBC Film.....	WNBW—Su, 11:30-12:30	9.2
Top Opp. & Rating: None.....				
2.9.	2.6.	Jackson and Jill—Comedy—Consolidated TV.....	WMAL—Su, 6:00-6:30	19.8
Top Opp. & Rating: Meet the Press.....				
1.0.	—	Washington Spotlight—News—Standard TV.....	WMAL—Su, 6:30-6:45	19.0
Top Opp. & Rating: Roy Rogers.....				

7 p.m. to Sign-Off—Monday Thru Sunday

17.4.	10.6.	Mr. District Attorney—Mys.—Ziv TV.....	WMAL—T, 10:30-11:00	38.7
Top Opp. & Rating: Wrestling.....10.3				
16.9.	21.9.	Badge 714—Mys.—NBC Film.....	WNBW—W, 7:00-7:30	22.0
Top Opp. & Rating: Jim Gibbons; News.....1.9				
16.3.	17.1.	Foreign Intrigue—Adv.—Sheldon Reynolds.....	WNBW—W, 10:30-11:00	38.8
Top Opp. & Rating: Blue Ribbon Bouts; Sports Spot.....13.8				
15.6.	14.9.	I Led Three Lives—Adv.—Ziv TV.....	WNBW—M, 10:30-11:00	41.6
Top Opp. & Rating: Summer Theater.....16.3				
13.9.	13.7.	Superman—Adv.—Flamingo Films.....	WNBW—T, 7:00-7:30	21.5
Top Opp. & Rating: Jim Gibbons; News.....3.7				
13.2.	13.4.	Racket Squad—Mys.—ABC Film.....	WMAL—Th, 10:30-11:00	31.7
Top Opp. & Rating: Favorite Story.....8.7				
13.0.	8.9.	Wild Bill Hickok—West.—Flamingo Films.....	WNBW—Th, 7:00-7:30	23.2
Top Opp. & Rating: Waterfront.....6.1				
11.6.	9.5.	Liberace—Music—Guild Films.....	WTOP—Su, 7:00-7:30	27.5
Top Opp. & Rating: You Asked for It.....8.7				
10.0.	9.0.	Amos 'n' Andy—Comedy—CBS Film.....	WTOP—F, 7:00-7:30	20.1
Top Opp. & Rating: Hopalong Cassidy.....7.2				
9.7.	12.6.	Front Page Detective—Mys.—Consolidated TV.....	WMAL—F, 10:30-11:00	37.4
Top Opp. & Rating: Baseball.....20.6				
9.4.	10.3.	Joe Palooka—Adv.—Guild Films.....	WNBW—M, 7:00-7:30	15.0
Top Opp. & Rating: Jim Gibbons; News.....				
8.7.	7.9.	Favorite Story—Drama—Ziv TV.....	WTOP—Th, 10:30-11:00	31.7
Top Opp. & Rating: Racket Squad.....				
8.2.	5.0.	Cisco Kid—West.—Ziv TV.....	WNBW—M, 8:00-8:30	33.6
Top Opp. & Rating: Burns and Allen.....				
7.4.	6.6.	Eversharp Theater—Drama—Eversharp Co.....	WNBW—Th, 10:30-11:00	31.7
Top Opp. & Rating: Racket Squad.....				
7.2.	9.5.	Hopalong Cassidy—West.—NBC Film.....	WNBW—F, 7:00-7:30	20.1
Top Opp. & Rating: Amos 'n' Andy.....				
6.5.	6.2.	Duffy's Tavern—Comedy—MPTV.....	WTOP—T, 8:30-9:00	34.5
Top Opp. & Rating: Arthur Murray Party.....				
6.1.	6.9.	Waterfront—Adv.—UTP.....	WTOP—Th, 7:00-7:30	23.2
Top Opp. & Rating: Wild Bill Hickok.....				
5.8.	8.0.	Annie Oakley—West.—CBS Film.....	WTTG—S, 7:00-7:30	22.7
Top Opp. & Rating: Private Secretary.....				
5.8.	3.9.	Sports Spotlight—Sports—Tel-Ra.....	WTTG—M, 10:45-11:00	40.0
Top Opp. & Rating: Summer Theater.....				
3.9.	3.0.	Gene Autry—West.—CBS Film.....	WTOP—S, 7:00-7:30	22.7
Top Opp. & Rating: Private Secretary.....				
3.5.	3.1.	Hollywood Off Beat—Mys.—UTP.....	WTTG—T, 9:00-9:30	42.3
Top Opp. & Rating: Meet Millie.....				
3.5.	4.3.	Janet Dean, R. N.—Drama—MPTV.....	WTOP—S, 10:30-11:00	36.4
Top Opp. & Rating: Safeway Theater.....				
2.7.	4.1.	Range Rider—West.—CBS Film.....	WTOP—T, 7:00-7:30	21.5
Top Opp. & Rating: Superman.....				
2.6.	6.6.	Death Valley Days—West. Pacific Borax.....	WTTG—S, 7:30-8:00	21.7
Top Opp. & Rating: Beat the Clock.....				
2.1.	2.3.	Counterpoint—Drama—UTP.....	WTTG—W, 10:30-11:00	38.8
Top Opp. & Rating: Foreign Intrigue.....				
1.3.	1.1.	Roller Derby—Sports—Nat'l Telefilm Assoc.....	WTTG—F, 8:00-8:30	26.8
Top Opp. & Rating: Ozzie and Harriet.....				
0.3.	—	Tenth of a Nation—Docum.—Essex Films.....	WTTG—Su, 10:30-10:45	43.2
Top Opp. & Rating: What's My Line?.....				
0.3.	0.3.	Public Prosecutor—Mys.—Consolidated TV.....	WMAL—F, 9:45-10:00	51.6
Top Opp. & Rating: Our Miss Brooks.....				

ATLANTA 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

7.9.	12.1.	Ramar of the Jungle—Adv.—TPA.....	WSB—F, 5:30-6:00	14.7
Top Opp. & Rating: Lucky 11 Ranch.....				
2.2.	3.4.	Little Theater—Drama—Tee Vee Co.....	WSB—M to F, 12:45-1:00	10.3
Top Opp. & Rating: Welcome Travelers.....				
1.3.	2.4.	Strange Adventure—Drama—CBS Film.....	WAGA—Th, 10:00-10:30	9.4
Top Opp. & Rating: Home.....				

Sign-On to 7 p.m.—Saturday and Sunday

13.2.	13.2.	Annie Oakley—West.—CBS Film.....	WSB—S, 6:00-6:30	16.4
Top Opp. & Rating: News; Meetin' Time.....2.3				
10.8.	7.0.	Klit Carson—West.—Coca-Cola Co.....	WLW—A—Su, 5:00-5:30	28.5
Top Opp. & Rating: Baseball; Film Short.....				
9.8.	10.0.	Wild Bill Hickok—West.—Flamingo Films.....	WSB—S, 5:30-6:00	14.0
Top Opp. & Rating: Lucky 11 Ranch.....				
0.4.	0.4.	Paul Killiam—Comedy—Sterling TV.....	WAGA—S, 5:45-6:00	13.6
Top Opp. & Rating: Wild Bill Hickok.....				

7 p.m. to Sign-Off—Monday Thru Sunday

20.2.	24.5.	Racket Squad—Mys.—ABC Film.....	WSB—Su, 10:00-10:30	36.1
Top Opp. & Rating: Favorite Story.....11.7				
16.2.	14.9.	Lone Wolf—Mys.—UTP.....	WSB—M, 10:30-11:00	22.1
Top Opp. & Rating: Sky Theater.....5.3				
15.1.	17.6.	Superman—Adv.—Flamingo Films.....	WSB—W, 7:00-7:30	31.9
Top Opp. & Rating: Red Skelton Revue.....16.4				
14.7.	16.2.	Mr. District Attorney—Mys.—Ziv TV.....	WSB—F, 7:00-7:30	29.2
Top Opp. & Rating: Ozzie and Harriet.....9.4				
13.8.	12.9.	Liberace—Music—Guild Films.....	WLW—A—M, 7:00-7:30	30.2
Top Opp. & Rating: Burns and Allen.....13.8				
13.6.	14.0.	Badge 714—Mys.—NBC Film.....	WLW—A—W, 8:30-9:00	52.1
Top Opp. & Rating: I've Got a Secret.....23.2				
13.6.	13.6.	Little Theater—Drama—Tee Vee Co.....	WSB—S, 10:30-10:45	23.0
Top Opp. & Rating: Two in Love; Wrestling.....4.7				
12.8.	12.3.	Boston Blackie—Mys.—Ziv TV.....	WLW—A—W, 8:00-8:30	46.2
Top Opp. & Rating: Strike It Rich.....18.3				
11.7.	9.1.	Favorite Story—Drama—Ziv TV.....	WAGA—Su, 10:00-10:30	36.1
Top Opp. & Rating: Racket Squad.....20.2				

(Continued on page 8)

NEW ADVERTISER LURE

Coast Trade Sees Color as Hypo To Production of Film Commercials

HOLLYWOOD, Oct. 2.—Color television is expected to provide a considerable boon to the production of film commercials as new advertisers are drawn into TV. This is the opinion of several executives closely connected with the development of color television.

An estimate that 20 per cent more advertisers will be attracted to TV is made by Nat Perrin, executive producer of CBS TV color programs. Perrin points out that such industries as clothing and food have been advertising sparingly on TV but have expressed great interest with the advent of color, and that the cosmetics industry has indicated it would step up its commercials.

Perrin is backed up by Fillmore Phipps, Cascade Pictures producer, whose company has been conducting exhaustive color tests for both Eastern and Western advertisers.

Phipps believes that practically all commercials in color TV will have to be produced on film because of the many variables which are uncontrollable in live TV.

Tests have proved, for instance, he said, that two packages of the same product may reproduce in completely different shades, and that color lettering sometimes tends to "run" as if the camera were color-blind. These things can be corrected on film but on a live show they're on the air and gone.

Advertisers which have never done black and white commercials are experimenting with color, he declared, with food packages and fashion designers especially seeming to be nabbing at color TV as an effective medium to display their wares.

On a somewhat more pessimistic note Lee Savin, vice-president of UTP, wonders how advertisers are going to foot the bill for color films.

Estimates on the increased cost of color range from 25 to 40 per cent, and Savin states that he doesn't think advertisers have the necessary money available to dip heavily into color, especially until the public buys more color sets. Savin foresees color commercials being run with black and white shows, especially if the sponsor's product lends itself well to color.

On the other hand, John K. West, Western vice-president of NBC, said in a speech before the Hollywood Ad Club that sponsors who run their commercials in color may have to switch their programs to color, too, because the public will not be satisfied to view a black and white film after seeing a color ad.

An NBC engineering executive who declined the use of his name thinks that most color programs will eventually be on film because of both technical problems and the cost involved in live color TV.

Each color camera contains three tubes (as against one for a black and white camera), one each for blue, red and green. The tubes must be adjusted to each other, then the three or four cameras in use must be aligned, and a video control man placed on each thru-out the show. A slight change in temperature or atmospheric pressure can throw the whole alignment off.

When film is used, however, only one camera is necessary, and an automatic adjuster has been developed to keep the colors tuned to each other.

CBS, altho officially silent as to what it thinks color will do to live shows, is in the process of releasing a booklet outlining "Color Television Film Shooting Practices."

William Broidy, one of the leaders in shooting color, believes that general use of color TV is still several years away, but thinks it necessary to experiment now so as to be ready for the future. A half-hour show costs about one-third more to produce in color as black and white, with the cost of individual prints tripled, according to Broidy and Sid Slow, of Consolidated Films.

Perrin agrees that costs will

probably keep color programs down to about 25 per cent of the total, but thinks that this percentage may be achieved much sooner than many people think, perhaps in no more than two years.

The reasoning behind this thought is that advertisers will be forced into color because of the prestige value involved once a few firms begin to sponsor colorcasts, and that those who are first will be able to preempt the best time slots.

One of the problems involved in color is producing an image that will also loom sharp on the black and white screens. CBS in its

colorcasts is shooting with more color contrast than it would if it were aiming the shows at color sets alone in order to produce a good b-w picture. Film commercial producers such as Cascade and Gross-Krasne are shooting with their eyes on the black and white as well as the color scale.

Thought in the industry seems to be that cost of color TV is such that live shows which are one-shots will become rarer and rarer. This would indicate that TV film producers are in for a shot in the arm, but Savin believes that during the first phase of color TV,

(Continued on page 8)

15 Promotion Aids for 'Meet Corliss Archer'

NEW YORK, Oct. 2.—Ziv-TV has put together one of the fattest merchandising kits for "Meet Corliss Archer" ever used in TV film syndication. The package consists of more than 15 different promotion gimmicks, most of them obtainable directly from Ziv's headquarters in Cincinnati. A couple of the items are unique to this show.

Included in the kit is a "Party Pack," consisting of cards and rules for four different parlor games. One of the games is called "Pick My Profession," which has 24 cards naming different occupations and rules along the lines of "What's My Line?" The other three games are titled "Where Am I?" "Test the Guest" and "Alibi." The Party

Packs are available to "Corliss" sponsors for \$160 a 1,000 plus \$10 for imprinting.

The "Corliss" promotion kit also contains a dossier with instructions for staging "Corliss Archer Family Dances" in recreational centers. The document includes instructions for exploiting the dances and tying in civic groups.

There are also dealer letters on "Corliss" stationery for \$73 a thousand, which Ziv will mail from its Hollywood office at no extra charge. Also, the kit contains an eight-page comic book for 5 cents, and suggestions for a teaser ad and follow-up campaign.

All this is in addition to the usual line of streamers, posters, releases, photos and ad mats.

Join the Salute to Unity's Sales Manager!



"LEN" FIRESTONE
National Sales Manager

THE "LEN" FIRESTONE DRIVE
October 1st
December 31st

To celebrate Unity's Anniversary, the last quarter of 1954 is dedicated to the **LEN FIRESTONE DRIVE**.

Help "Len" go over the top for 1954
Help "Len" meet his NATIONAL SALES quota
Help "Len" get the most signed contracts
Help "Len" create A NEW HIGH IN TV Film Sales

1001 TITLES FROM UNITY!

- ★ 300 FEATURES
- ★ 52 LAUREL & HARDY COMEDIES
- ★ 39 HALF HOUR PROGRAMS
- ★ 125 CARTOONS
- ★ 40 WESTERNS
- ★ 22 SERIALS

UNITY TELEVISION CORPORATION

HOLLYWOOD STARS
in the plus 80"
TV's Greatest Film Program

- RAY MILLAND
- MARILYN MONROE
- GARY COOPER
- ANN SHERIDAN
- CARY GRANT
- VIVIEN LEIGH
- GENE TIERNEY
- and many others.

UNITY'S LEADERSHIP LINE-UP!
October 1st to December 31st is your opportunity to salute "Len" for past and future favors. Get the low-down now from your Unity salesman—how to get the Unity Library in your market at lowest prices and extended terms.

UNITY TELEVISION CORPORATION

1501 BROADWAY, New York 36, N.Y. Telephone: LOnacre-4-8234

8951 SUNSET BOULEVARD, Hollywood, Cal. Telephone: CRestview-4-6955



THE BILLBOARD SCOREBOARD

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

Continued from page 6

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets In Use. Lists various TV programs and their ratings.

SAN FRANCISCO 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for San Francisco stations from Monday to Friday, including Superman, Wild Bill Hickok, Hopalong Cassidy, etc.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for San Francisco stations on Saturdays and Sundays, including Kit Carson, Annie Oakley, Rocky Jones, etc.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for San Francisco stations from 7 p.m. to sign-off, including Badge 714, I Led Three Lives, Boston Blackie, etc.

A LETTER

WCPO Exec Argues at Editorial

Dear Sir:

Despite the fact that we are in the midst of our busiest season, I feel I have to reply to the editorial The Billboard ran in the September 18th issue, Cut-Rates Cut Throats.

In your enthusiasm to hit out at practices which work against regular pricing in providing films for TV, you seem to blame the "fast buck boys" in the TV film industry.

It seems to me that you are attacking a symptom rather than the disease. There are many causes for the cut-throat competition, some of which you glide over with unseemly ease. First, many firms are overpricing their film products. This is done either thru offering inferior quality at high prices or overly lavish productions which are beyond the needs of local stations.

The answer to this chain reaction seems this: Restrain the fast-buck boys, not only in the TV film industry, but also at the TV stations. Improve the film product by giving closer attention to the using of good script material and avoiding elaborate productions for the next few years.

Ed Weston, Assistant General Manager,

Gen. Teleradio Prepares New Documentary

NEW YORK, Oct. 2.—The activities as a TV film distributor have thus far been limited to its feature film package, General Teleradio Film Division this week added a new half-hour series to its roster.

Titled "Uncommon Valor," the show will be a documentary similar in nature to "Victory at Sea" but based on the exploits of the Marine Corps during World War II and in Korea.

It will be produced by Executive Productions, headed by Paul Davison, a retired Army colonel. The Marine Corps will open its vaults to Davison for whatever combat footage is needed. Bill Karns, who shot several "Gangbusters" episodes for General Teleradio, will handle the production reins on the new stanza. Additional footage will be shot by Karns at Marine Corps bases.

Executive Productions, its understood, is committed to deliver at least four series on its roster, it seems unlikely that the firm will engage in large scale syndication next year.

First, and most important, its staff is still limited in number. For another thing three of the four properties are still in various stages of production.

'Badge' Playing In 234 Markets

NEW YORK, Oct. 2. — "Badge 714" is now playing in 234 markets. The NBC Film Division's sales of the series were unusually good for the month of September, with 55 cities picking it up.

The property has an A version, the first year's product, and a B version, the second year's product. Of the 234 markets 175 are using the A version, and 59 the B. "Badge 714," is the syndicated title for "Dragnet."

Table with columns: Aug. ARB Rating, Previous Month's Rating, Title, Type and Distributor, Station-Day-Time, Sets In Use. Lists various TV programs and their ratings.

CINCINNATI 3 STATIONS

Sign-On to 7 p.m.—Monday Thru Friday

Table listing TV programs for Cincinnati stations from Monday to Friday, including Texas Rasslin'.

Sign-On to 7 p.m.—Saturday and Sunday

Table listing TV programs for Cincinnati stations on Saturdays and Sundays, including Cisco Kid, Badge 714, Wild Bill Hickok, etc.

7 p.m. to Sign-Off—Monday Thru Sunday

Table listing TV programs for Cincinnati stations from 7 p.m. to sign-off, including City Detective, Mr. District Attorney, Boston Blackie, etc.

N. E. Pic Directors To Hold 2d Meet

BOSTON, Oct. 2.—The second meeting of the station film directors of 15 New England TV stations has been postponed until next Tuesday (5). Originally scheduled for last Tuesday (28), it had to be called because of the Jewish High Holy Days.

The meeting convenes at the Hotel Statler at 3 p.m. The group is attempting to form a National Association of TV Film Directors. Bill Cooper, film director of WJAR-TV, Providence, is serving as chairman pro tem.

'Star & Story' Films Sold to 30 Markets

NEW YORK, Oct. 2. — Official Films has racked up sales in more than 30 markets of its latest vid-film series, "Star and the Story." The biggest buy was recently made by the Budweiser Brewing Company, which purchased the show for six important cities—Boston, Providence, Pittsburgh, Philadelphia, Washington and Lancaster, Pa., with additional cities soon to be added.

The list of clients for the show include Griesedieck Brewing, Interstate Insurance for Georgia and Florida, Gwaltney Meat Packing, Union Electric Company of St. Louis and others. The show is sponsored in many California markets by Rheingold. The series has been available only a short time. "Star and the Story" is produced by Four Star Productions.

Advertiser Lure

anyway, this will not be the case. Tho the nets are likely to be using more film, Savin thinks that independent stations, which will not be able to afford colorcasts, will be hurt, and that this may offset the film production boost that the nets are expected to provide.

Advertisement for Ziv Television featuring the text 'THE Acknowledged LEADER' and a list of programs including 'MEET CORLISS ARCHER', 'MR. DISTRICT ATTORNEY', 'TIMES SQUARE PLAYHOUSE', etc.

McCarran Death Hits Backers of Juke Royalties

WASHINGTON, Oct. 2.—Backers of legislation to extend copyright royalties to juke boxes lost one of their staunchest Hill advocates this week in the death of Sen. Pat McCarran (D., Nev.).

Senator McCarran was sponsor of the Juke Box Royalty Bill under consideration by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks in the last Congress. Altho Sen. Everett Dirksen (R., Ill.) sponsored a similar bill, his proposal was not under deliberation in the subcommittee's hearings. The McCarran bill failed to emerge from the subcommittee.

Sen. Estes Kefauver (D., Tenn.) is currently the Senate's best-known advocate of the box royalties legislation. Kefauver, who co-sponsored a bill of this kind with the late Rep. Joseph Bryson (D., S. C.) in the 82d Congress, is fourth-ranking Democratic member of the Senate Judiciary Committee, and would have become committee chairman in a Democratic-controlled Senate.

On the home side, Rep. Emanuel Celler (D., N. Y.) who would head the House Judiciary Committee in a Democratic sweep (The Billboard, Oct. 2), is an arch-supporter of legislation to impose royalty payments on juke box disk playings.

BRILL BLUES

Garroway To Replace 'Preview'

NEW YORK, Oct. 2.—Those long faces around the Brill Building this week were prompted by the news that NBC's two hour deejay show "Big Preview" will be replaced by Dave Garroway this month.

The two-hour show, carried by the web on Saturday nights from 7:30 to 9:30 p.m., showcases new record releases every week, and many publishers and disk execs consider it their best plug for new material. The program, which features deejay Fred Robbins and a host of other spinners piped in across the country, will not be spotted elsewhere on the network, according to NBC programming veepee Ted Cott.

However, the exec observed that the Garroway show will place considerable emphasis on the playing of records, which should give the Brill moaners some comfort.

Pubs File Suit Over Off-Air Miller Disks

NEW YORK, Oct. 2.—Seven music publishers moved this week for a default judgment against Joseph Krug and AFN Records. The suit was filed by plaintiffs Shapiro-Bernstein, the Music Publisher's Holding Corporation, the Mutual Publishing Company, the Gershwin Publishing Company, the Lewis Publishing Company, E. B. Marks and Miller Music, alleging failure to pay royalties on the recordings released on the AFN label featuring the Glenn Miller ork. The suit was also filed by the Glenn Miller estate, charging the release of Miller ork records without permission.

The movement for a default judgment was made by attorney Julian Abeles, of the firm of Abeles & Bernstein, after Krug did not answer the original complaint. Next week the attorney will ask for a

(Continued on page 20)

CHEV ALLERGIC TO FORD NAME

HOLLYWOOD, Oct. 2.—What's in a name? Just ask Tennessee Ernie-Ford that is—and he'll tell you.

Cancellation of projected sponsorship of Ford's NBC-TV show, "College of Musical Knowledge," the old Kay Kyser show of the same name, came about this week due to insistence that the star receive billing of his full name.

Ford and his manager, Cliffie Stone, were notified this week that Chevrolet, the potential buyer, declined sponsorship of the show.

WALLICHS DAY

Capitol Prexy Feted by 500 Of Trade Elite

HOLLYWOOD, Oct. 2.—Approximately 500 persons jammed the Hollywood Roosevelt Hotel here Monday (27) to pay tribute to Glenn Wallichs, president of Capitol Records, Inc., in formal observance of Glenn Wallichs Day, event marking the ground breaking ceremonies for Capitol's new \$2 million circular office building.

Festivities were highlighted by the participation of a majority of Hollywood's disk jockeys, among them Al Jarvis, Peter Potter, Gene Norman, Jim Ameche, Bill Stewart, Bill Ballance, Alex Cooper and Bill Leyden. D.j.'s sparked the occasion in detailing Cap's phenomenal rise in just 12 years by reprising a lengthy roster of Capitol hits.

Emceed by Capitol's Dean Martin, the occasion was not devoid of its share of mirth. Quipped Martin upon being introduced,

(Continued on page 22)

ASCAP Note Hints at Split Copyright Action

NEW YORK, Oct. 2.—The American Society of Composers, Authors and Publishers is reportedly ready to take some action on the matter of split copyrights. At least that was the interpretation the trade put on a form letter which ASCAP recently sent out to its writers involved in split copyright arrangements with Broadcast Music, Inc., writers.

The letter lists the titles of split copyright tunes written by each author, and asks for the following information on the songs: date writer signed contracts on each tune, a copy of each contract, names and home addresses of all

12-Inch Platters Now Account For Half of LP Disk Output

By IS HOROWITZ

NEW YORK, Oct. 2.—Increasing displacement of the 10-inch LP by its 12-inch counterpart has progressed to the point where about half of all LP packages turned out by major manufacturers are of the larger variety.

To a greater or lesser extent the trend figures in all repertoire categories. In the classical field, except for special low-cost series, new 10-inchers are industry rarities. The background or mood-music field is fast abandoning the smaller disk. In jazz, the move to 12-inch has gained significant momentum. And even in the field of name vocals, still largely dominated by the 10-inch, the larger LP has carved out a noticeable and widening niche.

Over the past year most majors have stepped up their program of transferring older, and still marketable, 10-inch properties to 12-inch in the categories where the larger disk predominates. While this can

be expected to continue, the end of the conversion program is near, but most newer entries will go on the larger platters.

Dealer Exposure

Industry observers peg the 12-inch trend primarily to the fight for dealer exposure. The larger LP's are handed better display. And retailers push them for the greater profit spread per sale.

Consumers have also shown their preference for the bigger disk. All things being equal, they'd rather flip a disk after 25 minutes than 15. In the background or dance field this is considered important. In serious music most symphonies and concertos are completely etched on a single 12-inch face. Why interrupt the music? And many changers will still not intermix 10's and 12's. As the trend to 12 continues, therefore, it gathers speed.

In the past two years, RCA Victor has transferred about 60 10-inchers to 12 in the classical field,

with only about 25 titles still remaining on the smaller records. Excepted, of course, is the low-cost "Concert Cameo" series. For all practical purposes, the \$4.67 Red Seal 10-inch will soon be obsolete. No new ones are planned by the firm. Further, newly recorded all Victor jazz sets will be on 12-inch, altho items pulled out of the catalog for revival may still go on the smaller LP's.

Col. Transfers

Columbia during the past year has transferred about 40 classical 10-inch LP's to half that number of 12's. Tho no more longhair 10's are planned, some 200 remaining

(Continued on page 20)

POP SCIENCE

Plans Change In Newsstand Disk Testing

NEW YORK, Oct. 2.—The testing of popular records as newsstand items is being continued by Popular Science magazine, altho it is reported that results of the first three months of test operation have caused several changes in merchandising plans.

Returns from the stands are known to be fairly heavy, but it is pointed out that all items sold on newsstands are fully returnable. The original plan of using one pop hit on the stands for a full 30-day sale period has been changed to keeping each record on the stands for 60 days, but changing one title every month. The result would have two disks on the newsstand rack each month. The two labels which have been working on the test with Popular Science have been RCA Victor and Mercury.

Tradesters point out that servicing a stand for a single disk is a particularly costly operation. It is hoped that the addition of a second regularly priced disk would cut the cost per newsstand by upping the dollar volume per location.

Cap Renews King Cole

HOLLYWOOD, Oct. 2.—Nat (King) Cole, who celebrated his 10th anniversary with Capitol Records this past summer, has signed to a new seven-year contract with the plattery.

Disclosure of the inking was made this week by Capitol's artist and repertoire topper, Alan Livingston. Cole's pact was not due to expire for several years. New contract reportedly includes a substantial increase in royalties for Cole.

WMGM Sets C&W Show at 5:30 A.M.

NEW YORK, Oct. 2.—In a move to corral early morning country and western fans, WMGM will program a daily c.&w. record show featuring deejay Don Davis, starting October 11. The program will be aired from 5:30 to 6 a.m. Monday thru Saturday and from 6:30 to 7 a.m. on Sundays, thus putting the station on the air half an hour earlier mornings.

The transcribed show, first c.&w. disk series on WMGM in several years, will be sponsored by the White House Company, a mail order outfit. Davis has been featured on WCKY, Cincinnati, for some time, and his transcribed c.&w. platter show is carried by many other stations across the country.

Predict Record Draw For Chi's Hi-Fi Show

CHICAGO, Oct. 2.—The Hi-Fi Show, operated by the International Sight and Sound Exposition, is currently in its second day, at the Palmer House in Chicago, and attendance figures projected by show officials and exhibitors points to a record breaking 25,000 to 30,000 by the show's end.

This year marks the first time that the show is being shown jointly to dealers, distributors, jobbers, wholesalers and the general public.

First reports from exhibitors indicate all segments of the industry are getting plenty of attendance. Those taking orders at the show

report heavy buying, especially in such low-cost items as records. Exhibitors also reported heavy traffic in with orders in their hands. Almost all firms contacted reported business thus far this year is up between 25 and 35 per cent, with many expecting Christmas sales to push the figures even higher.

A rundown of exhibitors shows that there are these products on exhibit: Amplifiers, 29 firms; cabinets and enclosures, 22; phonograph cartridges, 8; phonographs, 19; phono pick-ups, 7; records, 7; phono stylus, 11; turntables, 8; pre-amplifiers, 25; pre-recorded tapes,

(Continued on page 22)

M-G-M to Put Out First of Classic EP's

NEW YORK, Oct. 2.—M-G-M Records will release its first group of classical EP's October 15. The packages will include two two-pocket and three single-pocket EP's, with some of the disks also scheduled for release as 12-inch LP's.

Five EP's are featured in the first release, including "Concert Favorites Transcribed for Four Pianos" by The Manhattan Piano Quartet, pianist Menahem Pressler's "Encores in a Quiet Mood" and "Debussy Favorites," and Sibelius and Grieg selections performed by the Royal Opera House Orchestra, Covent Garden, London.

Announcing ...

THE BILLBOARD'S 7th ANNUAL DISK JOCKEY PROGRAMING GUIDE

WITH THREE KEY OBJECTIVES:

- ... to provide disk jockeys and other radio-station programming personnel with a high volume of sound programming material
- ... to present station management with a clear-cut national picture of economic trends and programming methods as they affect station operation
- ... to highlight the opinions, methods and problems existing at the station level as a base for a continuing and mutually beneficial working arrangement with the music-record industry

Watch for The Billboard's 7th Annual Disk Jockey Programing Guide in the Nov. 13 Issue

ASCAP Won't Quit On Phono Problem

HOLLYWOOD, Oct. 2.—Semi-annual meet of West Coast members of the American Society of Composers, Authors and Publishers here Wednesday (29) heard President Stanley Adams declare, "The death of Sen. Pat McCarran will not diminish our efforts to correct the impalpable injustice exempting juke boxes from the copyright law. McCarran's death in Nevada Tuesday (28) gave rise to considerable speculation within the music business as to future legislative efforts of advocates seeking to revise the copyright law.

Approximately 450 members attended the ASCAP meeting at the Hotel Statler, representing one of the largest turnouts in history, according to L. Wolfie Gilbert, chairman of the meeting and a member of the ASCAP board.

Adams revealed that distribution of ASCAP coin among writer and publisher members of the Society was approximately \$4 million per quarter thus far this year. ASCAP's operational overhead has also been decreased, said Adams, from 25 per cent to approximately 18 per cent, a savings which will

result in higher earnings for both writers and publishers.

One of the high points of the meeting was Adams' disclosure that licensing of television stations now totals 352, of which all but two are on a blanket license agreement.

Based on unofficial comment stemming from the meeting, it appeared fairly certain that new juke box legislation would be introduced in both houses of Congress at the next session, whether the Democrats or Republicans won control of Congress, gaining chairmanship of the important subcommittees.

Here for the meet along with Adams were Controller George Hoffman, General Counsel Herman Finkelstein; A. Walter Kramer, retiring chairman of the executive committee, and Bernard Goodwin, new chairman of the latter committee.

Hoffman will accompany Adams on a good-will tour to Dallas, New Orleans and possibly Atlanta before returning to New York. Jules Collins, ASCAP representative in Dallas, will confer with Adams and Hoffman upon their arrival there.

AVCO EMPLOYS CIRCUS THEME

CHICAGO, Oct. 2.—Avco Manufacturing Corporation kicked off its two-day distributors' meeting here Thursday morning with a circus-themed showing of its new 1955 appliances line at the Eighth Street Theater. Some 600 distributors of Avco's appliance division were present.

The house was decorated with circus paper, banners and balloons, a 20-piece red-coated circus band occupied the pit, as some 20 girls in circus attire and six clowns mixed with the distributors.

Claude Kirchener, of TV "Super Circus" fame served as equestrian director. Parker H. Erickson, executive vice-president of Avco, was toastmaster for the occasion, with James D. Shouse, executive vice-president and general manager of Avco, the principal speaker. Bill Sachs, executive news editor of The Billboard, was imported from Cincinnati for the occasion to launch the circus idea with an appropriate story.

Headquarters for the two-day meet was the Conrad Hilton Hotel.

N. Y. Near Complete On Swing to 45's

NEW YORK, Oct. 2. — New York, one of the major holdouts in the record industry's drive to get 45 r.p.m. disks accepted as standard for disk jockey shows, has just about completely swung over to the donut disks. Two major independent stations here, WNEW and WMGM, this week announced they were converting their equipment to play 45's. Meanwhile, ABC's five owned and operated stations are getting ready to switch to 45 records. The lone holdout remaining is WINS, which is already known to have ordered 45 conversion equipment.

WMGM made an official announcement to the effect that it would start programming 45 r.p.m. disks, so that they could give their listeners the best available recordings on the best possible quality disks. WNEW's official statement is: "All engineering and programming difficulties on 45's have been ironed out." The station will switch over as soon as their new conversion equipment is delivered.

Block Switch

At the ABC network, with Martin Block the key disk spinner, the

switch to 45 may take some time. However, one of Block's own turntables has already been converted, and he has been playing 45's for some time despite denials or silence over the past few weeks. The ABC stations which will switch are WABC here; KABC, Hollywood; KGO, San Francisco; WXYZ, Detroit, and WENR, Chicago.

The move in New York will considerably ease the problem of getting new tunes aired. Music publishers here literally "flipped" at the news that they would no longer have to hustle around to obtain 78 r.p.m. versions of their disks for local stations. WINS, however, has yet to program any 45 disks.

Meanwhile, Chicago, the second major holdout city, remains adamant. Independent stations WIND, WCFL and WJJD are still against the use of 45 disks. The network stations in Chicago, however, are either already in the 45 fold or ready to switch over.

NEW ANGLE

D.J. Praises Cap's LP Sample Wax

CHICAGO, Oct. 2.—A new angle, yet one that isn't new, has entered the 45 r.p.m. situation, mostly because of a dissertation aired by WJJD disk jockey Stan Dale here.

Dale voiced his delight over the receipt of a 10-inch long playing deejay sample of Capitol's album "Top Hits." Dale went on to say that record firms could

(Continued on page 22)

Hallicrafters Hi-Fi Sales Hiked by 350%

CHICAGO, Oct. 2.—On the eve of the 1954 Hi Fi Show here the Hallicrafters Company, manufacturer of radio, TV and hi-fi equipment, announced that its sales volume in high-fidelity equipment had risen 350 per cent over last year.

The tremendous increase in sales was attributed to the fact that last year the firm only marketed hi-fi components and this year the line was expanded to include hi-fi systems in three price brackets. A spokesman for the firm expressed the hope for even greater sales in the coming year.

Among the equipment shown by the firm in this year's Hi-Fi Show were a super de luxe unit priced at \$799.95, the popular priced Virtuoso at \$199.95 and a smaller unit at \$99.95. The firm also exhibited component parts.

RCA Launches Promotion on Pop Platters

NEW YORK, Oct. 2.—RCA Victor will pitch a new pop promotion at its distributors next week aimed at co-ordinating nationwide effort on a selected group of current pop singles. Called "Money and Stuff," the project is expected to return to singles some of the promotional zing recently expended by the company on albums.

Distributors will be sent a list of 12 recent pop issues and asked to vote on the six most likely to succeed. Salesmen and record managers will then be awarded cash and merchandise prizes based on their movement of the selected platters against normal market potential. The drive will run for three weeks.

BITE THE HAND!

Industry No Like Freberg Blast at R&B

HOLLYWOOD, Oct. 2.—Stan Freberg's blast at rhythm and blues music, made to a television audience of thousands via Peter Potter's CBS "Juke Box Jury" show Saturday (25), drew a barrage of criticism from many quarters in the music business here this week.

Freberg's remarks, whether in jest or sincerity, followed the airing of his recently released satire of "Sh-Boom" on Capitol Records. Said Freberg: "I hope this puts an end to rhythm and blues," followed by similar remarks indicating he was not too kindly disposed toward r.&b.

The few record company execs and disk jockeys would permit themselves to be quoted, general opinion was that Freberg's remarks were totally uncalled for and were a "disservice to the entire record industry, especially so in view of Capitol's activity in the rhythm and blues field lately."

Low Chudd, president of Im-

(Continued on page 22)

NBC Plots Biz Name Tributes

Continued from page 1

air some sound track scenes from the movie.

Other Shows

Also on the agenda for the Sunday night series, which will operate on a twice-monthly basis, is a four-hour Toscanini show and an hour and a half Caruso program, with each airt featuring the artists' best recordings, plus taped interviews with big names who figured prominently in their careers.

Cott expects the series will rivet new attention on network radio, in that it brings a quality to the deejay show that local stations can't produce—namely the appearance of big names and the special treatment of disks with additional material on tape.

The show might become the No. 1 record plug, says Cott, pointing out that each hour and a half program will be broadcast over a network of at least 200 stations each Sunday. The Crosby series was aired on a sustaining basis, but NBC is scouting around for sponsors to back the rest of the line-up.

GIMMICK SALES FADING

Disk Labels Returning to 'Firm Order' Distrib Policies

NEW YORK, Oct. 2.—New and widespread thinking and some recent moves in the record industry portend a sharp curtailment in the merchandising of single records thru the use of "guaranteed sale" and "100 per cent return" gimmicks. While no one is yet ready to predict that such selling techniques will completely disappear, there are already several distinct moves to stop the practice.

One of the stronger independent labels—a firm which has "sold" everything on a guarantee or full-return basis—has already notified its distributors that they will now have to place firm orders for all records, pay for them and take the standard 5 per cent return. This label has operated successfully by shipping to distributors without waiting for orders and requiring payment only on those records sold, when they have been paid for by the dealers.

At the same time, two of the largest firms in the business are now worrying about specific and heavy shipments of certain records which have yet to prove their commercial value. One label shipped 284,000 copies of a disk to its distributors even before any heavy reorders had been received from the very first shipment of 190,000—the artist's "standing order." Another label has about 200,000 copies of a disk in the distribution

channel but has thus far been unable to get the record to break in any one territory.

Few Labels Affected

And while it is true that only a few labels have made a practice of using guaranteed sales as a regular merchandising tool, almost every label has either instructed or permitted their distributors to make such deals locally. It is also true that after a couple of bad starts, the use of fully returnable gimmicks proved to be good for most labels if they picked the right record and timed their promotion well.

It was originally believed that guaranteeing the sale to distributors, and in turn to dealers, would create excitement. It was felt that getting a box of the record on each retailer's counter would stimulate consumer purchasers in the way that mass displays have increased sales in supermarkets. There is also the belief that loading a dealer with "hot" merchandise would keep other versions out of the store.

At first, too, most retailers took to handling such guaranteed disks in the way in which the manufacturers intended. After all, they reasoned, it's no gamble—if it doesn't sell, I'll send it back. In all too many instances, however, the dealers found that they were stuck up on "dog" records—which only

COLUMBIA READIES FALL 'CONFEDERACY' ALBUM

NEW YORK, Oct. 2.—Columbia Records is now readying one of its most ambitious products of the fall season, a musical-historical set about the South in the Civil War and titled "The Confederacy." Conceived and produced by Columbia exec Goddard Lieberson, the album features the musical work "The Confederacy" by Richard Bales, in an elaborate album book, with 32 pages of text and pictures. The album will ship about the middle of October.

"The Confederacy" is a collation of the music sung by the South in the years from 1861 to 1865, during the war between the States. It contains such folk songs as "General Lee's Grand March," "The Bonnie Blue Flag," "The Yellow Rose of Texas," "Somebody's Darling" and of course "Dixie." Included also is General Lee's "Farewell to the Army of Northern Vir-

ginia," read by Reverend Lee, a distant cousin of the General.

The 32 pages of text include an introduction by Lieberson and articles by Civil War historians Bruce Catton and Clarence Dowdy. Civil War pictures were obtained from the Library of Congress archives and other sources.

Price Not Set

The music is performed by the National Gallery Orchestra of Washington and a large chorus under the direction of Richard Bales. Price of "The Confederacy," which is subtitled "A Historical and Musical Tribute to the Confederate Soldier," is not yet set.

The album will receive a hefty push from the diskery. Lieberson himself will go out on a trip thru the major cities of the South, his first in a long time. He will visit Richmond, Va.; Memphis, Atlanta, Dallas, New Orleans, and other cities.

cluttered up the valuable counter space. Dealers also learned that they had less open-to-buy money for good merchandise being released in the routine way.

Restriction Concept

There is now some feeling in the trade that the use of 100 per cent return as a merchandising gimmick can work, if it is restricted to key disks and presented to distributors only. Belief, in this instance, is that such a practice would force distributors to carry a full stock on these disks, make it easy for them to quickly service retail accounts, but keep the dealer in a fluid financial position.

But it all hinges in how far some labels are willing to go toward eliminating the guaranteed sale practice. "If that character keeps on doing it," said one exec, "I'll have to match him."

DJ PROGRAMS

Seeley and Fields Have Own Ideas

NEW YORK, Oct. 2.—Record ratings are not suited for a deejay show, according to Blossom Seeley and Benny Fields, WMGM's "Mr. and Mrs. Show Business" disk jockey team. In support of this theory, the team makes it a practice never to mention ratings on the air. The system, they explain, enables them to utilize any top-selling records they deem suitable for the show, but leaves them an out on best-sellers they'd rather not play.

Thus, the performers are among the few deejays who can truthfully say they have never played "Sh-Boom" on their show, even tho the tune was the No. 1 record in the country for weeks.

Instead, Blossom Seeley and

(Continued on page 22)

Sunny Gale to Stay With Victor Label

NEW YORK, Oct. 2.—Top RCA Victor executives this week insisted there was no intention of switching Sunny Gale to the firm's subsidiary, Label "X." In a recent story the thrush was reported slated for the move when Kay Starr reports to Victor in January.

Manie Sacks and Joe Carlton both stressed that Miss Gale will "definitely not go to Label 'X'."

ANOTHER
Columbia Best Seller



THIS GAL MEANS BUSINESS



You bet she does... for you!

Columbia's exclusive recording of Judy Garland in "A Star is Born"—taken right from the sound track—is nothing short of fabulous.

The Garland name is sheer magic. And this luxury-packaged Garland album, available in all three speeds, is your Fall business wrapped up in one package.

Special streamers and hangers are yours for the asking—plus a knockout 3½-ft.-high standee of Judy just as you see her here—backed by tremendous newspaper, magazine, and radio advertising.

We've done everything to help you make this the biggest smash hit ever.

The best sellers come your way from

COLUMBIA

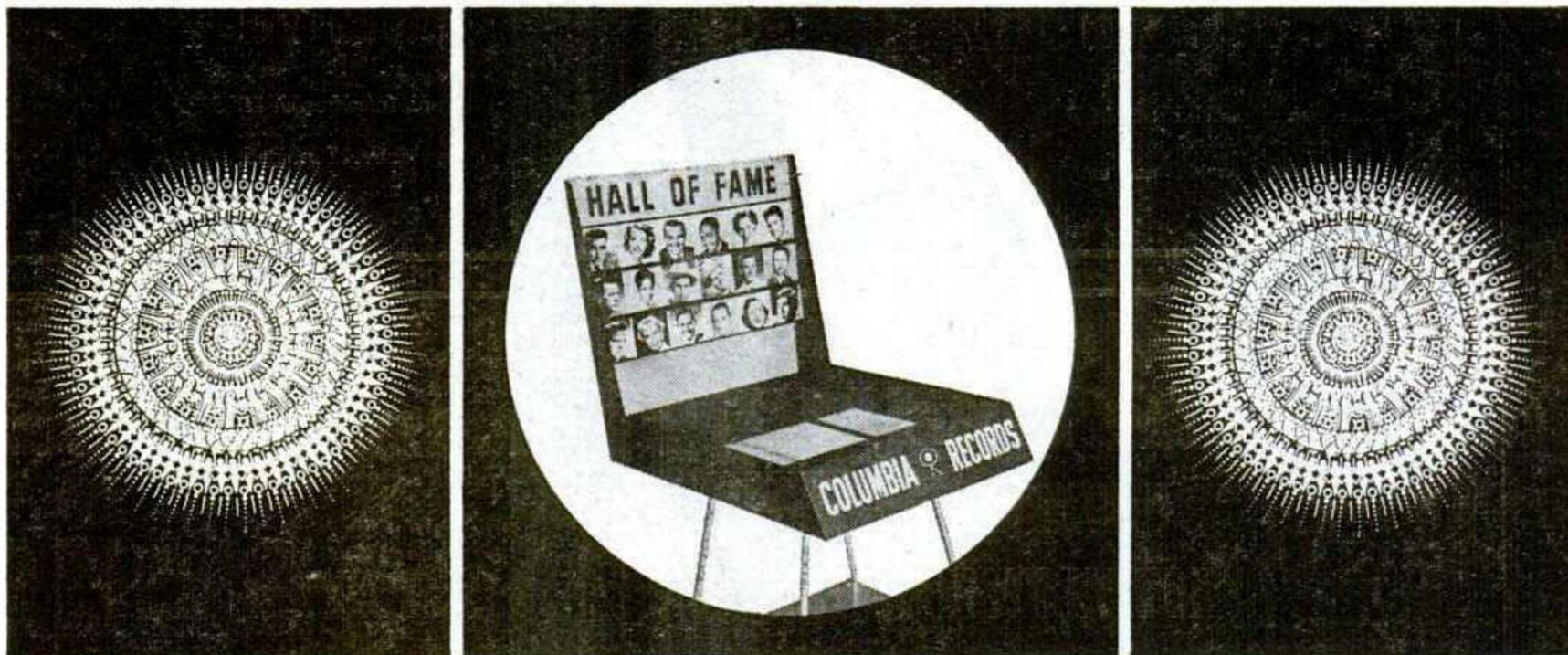
"Columbia" Trade Mark Reg. U. S. Pat. Off. Marca Registrada

First releases in new

COLUMBIA

HALL OF FAME

Series



100 BACK-TO-BACK COMBINATIONS OF THE ALL-TIME BEST-SELLERS YOU'VE ASKED US TO RE-ISSUE!

A red-hot line of pre-tested hits from Columbia! Each record contains **2 proven hits** (not a "dog" in the whole list)! Each is available in 45 or 78. Each sells for just 89c!

We've taken the cream of the **big-volume standards** (picked in a recent poll of dealers and juke box operators), given them **bright new sound** and released them in terrific **new combinations**.

And to help you make the standards pay off like never before we're ready to supply you with some of the best merchandising aids you've ever seen.

In addition to the "browser" you see here there are colorful hangers and consumer listings; quantities of "Hall of Fame" catalogs to use as mailing pieces, give-aways, stuffers, etc., and special window streamers identifying your store as "Hall of Fame" headquarters.

AND THIS IS JUST THE BEGINNING! WATCH FOR REGULAR ISSUES OF NEW "HALL OF FAME" RECORDS

DISPLAY UNIT SHOWN ABOVE IS FREE—to every dealer who places a minimum order for 150 "Hall of Fame" records of his own choice and speed breakdown! All-metal rack available with or without legs for use as island display or counter unit; holds 100 45 rpm and 100 78 rpm records; special pockets for consumer listings!

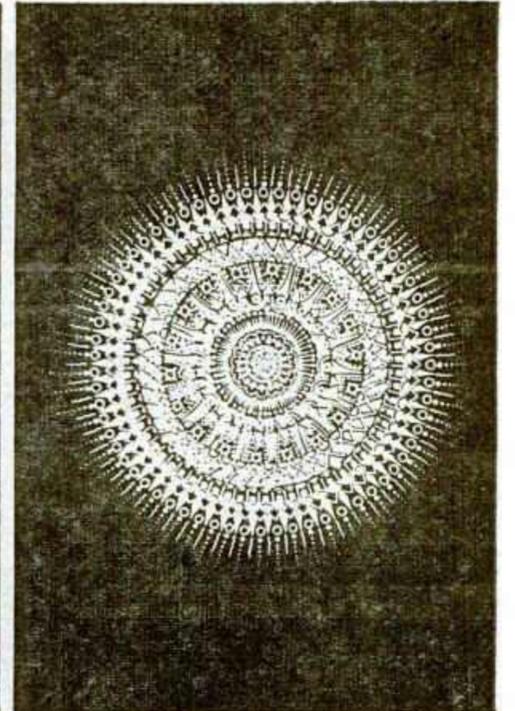
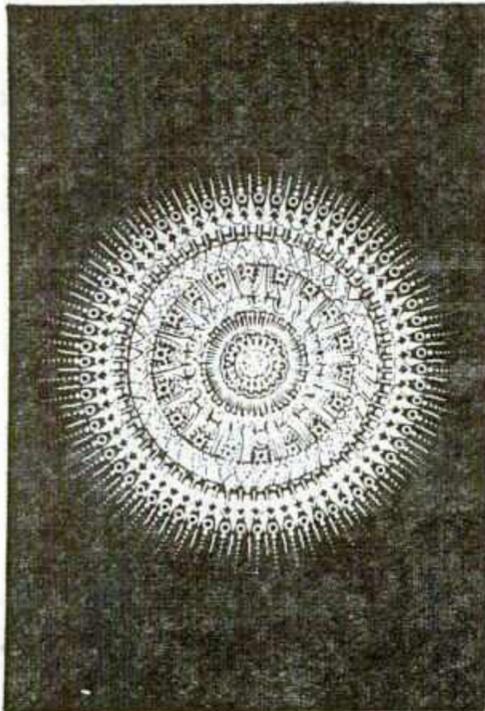
(List of 100 records [200 titles in all] on facing page.)

ATTENTION, OPS! Ask your Columbia distributor for details about the "Hall of Fame" promotion prepared especially for you.

COLUMBIA RECORDS

"Columbia" Trade Mark Reg. U. S. Pat. Off. Marca Registrada

COLUMBIA

HALL OF
FAME Series

POPULAR

ONE O'CLOCK JUMP
TWO O'CLOCK JUMP
HARRY JAMES and his ORK
SENTIMENTAL JOURNEY
Vocal by DORIS DAY
TWILIGHT TIME
LES BROWN and his ORK
AMONG MY SOUVENIRS
SEPTEMBER SONG
FRANK SINATRA
DANCE ME LOOSE
ARTHUR GODFREY
TOO FAT POLKA
ARTHUR GODFREY
IT'S MAGIC DORIS DAY with
PERCY FAITH and his ORK
SECRET LOVE DORIS DAY
JEZEBEL FRANKIE LAINE
JEALOUSY (Jalousie)
FRANKIE LAINE with
PAUL WESTON and his ORK
COME ON-A MY HOUSE
ROSEMARY CLOONEY
BLUES IN THE NIGHT
ROSEMARY CLOONEY with
PERCY FAITH and his ORK
and CHORUS
YOU BELONG TO ME
KEEP IT A SECRET
JO STAFFORD with
PAUL WESTON and his ORK
COLD, COLD HEART
BECAUSE OF YOU
TONY BENNETT with
PERCY FAITH and his ORK
DADDY
HARBOR LIGHTS
SWING AND SWAY
with SAMMY KAYE
CIRIBIRIBIN
CONCERTO FOR TRUMPET
HARRY JAMES and his ORK
DRUMMIN' MAN
TUXEDO JUNCTION
GENE KRUPA and his ORK
IN AN EIGHTEENTH CENTURY
DRAWING ROOM
THE TOY TRUMPET
RAY SCOTT QUINTET
SOLITUDE
MOOD INDIGO
DUKE ELLINGTON and his ORK
BACK BEAT BOOGIE
NIGHT SPECIAL
HARRY JAMES and his ORK
STORMY WEATHER
SOPHISTICATED LADY
DUKE ELLINGTON and his ORK
THE FLIGHT OF THE BUMBLE BEE
HARRY JAMES and his ORK
THE CARNIVAL OF VENICE
HARRY JAMES and his ORK
TRUMPET RHAPSODY (Part 1)
TRUMPET RHAPSODY (Part 2)
HARRY JAMES and his ORK
SNOWFALL
A SUNDAY KIND OF LOVE
CLAUDE THORNHILL and his ORK
LINDA MUJER
TICO TICO
XAVIER CUGAT and his ORK

NORTHWEST PASSAGE
BIJOU
WOODY HERMAN and his ORK
LEAP FROG
MEXICAN HAT DANCE
LES BROWN and his ORK
A STRING OF PEARLS
JERSEY BOUNCE
BENNY GOODMAN and his ORK
SUNRISE SERENADE
CARLE BOOGIE
FRANKIE CARLE and his ORK
AFTER YOU'VE GONE
GENE KRUPA and his ORK
DARK EYES
GENE KRUPA JAZZ TRIO
ANNA
STARDUST
PAUL WESTON and his ORK
SEPTEMBER SONG
I'LL BE SEEING YOU
LIBERACE
I'VE GOT A CRUSH ON YOU
THE BIRTH OF THE BLUES
FRANK SINATRA
THE THREE BELLS
CHANSON A MA BIEN-AIMEE
LES COMPAGNONS
DE LA CHANSON
WALKIN' MY BABY BACK HOME
SOMEBODY STOLE MY GAL
JOHNNIE RAY
LA MER CHARLES TRENET
MARIE, MARIE CHARLES TRENET
BRAZIL
XAVIER CUGAT and his ORK
CHIU-CHIU
XAVIER CUGAT and his ORK
and CHORUS
AUTUMN LEAVES MITCH MILLER
UNDER PARIS SKIES
MITCH MILLER and his ORK
and CHORUS
SWEDISH RHAPSODY
PERCY FAITH and his ORK
THE SONG FROM MOULIN ROUGE
PERCY FAITH and his ORK
AULD LANG SYNE
HAPPY BIRTHDAY TO YOU
TOMMY TUCKER TIME
MY HEART CRIES FOR YOU
THE ROVING KIND
GUY MITCHELL
TENDERLY
HALF AS MUCH
ROSEMARY CLOONEY
HIGH NOON FRANKIE LAINE
I BELIEVE FRANKIE LAINE with
PAUL WESTON and his ORK
JAMBALAYA JO STAFFORD
MAKE LOVE TO ME!
JO STAFFORD with
PAUL WESTON and his ORK
COME TO THE MARDI GRAS
MIAMI BEACH RHUMBA
XAVIER CUGAT and his ORK
WALTER WINCHELL RHUMBA
OYE NEGRA
XAVIER CUGAT and his ORK
GOT A DATE WITH AN ANGEL
THERE'S A SMALL HOTEL
HAL KEMP and his ORK
ROCKIN' CHAIR
MILDRED BAILEY and her ORK

THERE'LL BE SOME CHANGES
MADE
MILDRED BAILEY and her
OXFORD GREYS
LINDA RAY NOBLE and his ORK
PEG O' MY HEART BUDDY CLARK
I'VE GOT MY LOVE TO KEEP
ME WARM
JUST ONE OF THOSE THINGS
LES BROWN and his ORK
THE NEARNESS OF YOU
YOU'RE MINE, YOU SARAH VAUGHAN
HARBOR LIGHTS KEN GRIFFIN
SLEEPY TIME GAL KEN GRIFFIN
BLUE DANUBE WALTZ
TALES FROM THE VIENNA WOODS
ANDRE KOSTELANETZ and
his ORK
EMPEROR WALTZ
VIENNA LIFE
ANDRE KOSTELANETZ and
his ORK
SLAUGHTER ON TENTH AVENUE
LOVER
ANDRE KOSTELANETZ and
his ORK

AMERICAN FOLK MUSIC

TRADEMARK
HEY, JOE! CARL SMITH
ALWAYS LATE
MOM AND DAD'S WALTZ
LEPTY FRIZZELL
DON'T LET THE STARS GET IN
YOUR EYES RAY PRICE
I LOST THE ONLY LOVE I KNEW
I COULDN'T KEEP FROM CRYING
SING ME SOMETHING SENTI-
MENTAL MARTY ROBBINS
TAKE AN OLD COLD 'TATER
A-SLEEPING AT THE FOOT OF
THE BED
"LITTLE" JIMMY DICKENS
MY ADOBE HACIENDA
"STARLIGHT SCHOTTISCHE"
LOUISE MASSEY and
THE WESTERNERS
PUT YOUR LITTLE FOOT
RIGHT OUT
LITTLE BROWN JUG
LOUISE MASSEY and
THE WESTERNERS
TENNESSEE WALTZ
THE WALTZ OF THE WIND
ROY ACUFF and his
SMOKY MOUNTAIN BOYS
'TIS SWEET TO BE REMEMBERED
DIM LIGHTS, THICK SMOKE
LESTER FLATT, EARL SCRUGGS
EARL'S BREAKDOWN
FLINT HILL SPECIAL
LESTER FLATT, EARL SCRUGGS
CANDY KISSES
ALMOST GEORGE MORGAN
THE WHITE ROSE
THE LEGEND OF THE DOGWOOD
TREE
WILMA LEE and STONEY COOPER

THE TRAMP ON THE STREET
THE CUMBERLAND MOUNTAIN
FOLKS
DON'T SELL DADDY ANY MORE
WHISKEY
MOLLY O'DAY and THE CUM-
BERLAND MOUNTAIN FOLKS
WABASH CANNON BALL
THE PRECIOUS JEWEL
ROY ACUFF and his
SMOKY MOUNTAIN BOYS
THIS ORCHID MEANS GOODBYE
DON'T JUST STAND THERE
CARL SMITH
ME AND MY BROKEN HEART
LET OLD MOTHER NATURE
HAVE HER WAY CARL SMITH
IF TEAR DROPS WERE PENNIES
I OVERLOOKED AN ORCHID
CARL SMITH
THERE'S NOTHING AS SWEET AS
MY BABY
LET'S LIVE A LITTLE
CARL SMITH
IF YOU'VE GOT THE MONEY
I'VE GOT THE TIME
I LOVE YOU A THOUSAND WAYS
LEPTY FRIZZELL
I WANT TO BE WITH YOU ALWAYS
BRING YOUR SWEET SELF BACK
TO ME LEPTY FRIZZELL
KENTUCKY WALTZ
FOOTPRINTS IN THE SNOW
BILL MONROE and his
BLUE GRASS BOYS
BLUE MOON OF KENTUCKY
BLUE GRASS SPECIAL
BILL MONROE and his
BLUE GRASS BOYS
FREIGHT TRAIN BLUES
WRECK ON THE HIGHWAY
ROY ACUFF and his
SMOKY MOUNTAIN BOYS

SACRED

WAY UP IN GLORY
WALK AND TALK WITH JESUS
THE CHUCK WAGON GANG
LOOKING FOR A CITY
I'LL HAVE A NEW LIFE
THE CHUCK WAGON GANG
GREAT SPECKLE BIRD
GREAT SPECKLE BIRD NO. 2
ROY ACUFF and his
SMOKY MOUNTAIN BOYS
THE CHURCH IN THE WILDWOOD
I'D RATHER HAVE JESUS
THE CHUCK WAGON GANG
SINNER, YOU'LL MISS HEAVEN
ECHOES FROM THE BURNING
BUSH
THE CHUCK WAGON GANG
HE SAID IF I BE LIFTED UP
I'M TELLING THE WORLD ABOUT
HIS LOVE
THE CHUCK WAGON GANG
MAN'SIONS FOR ME
MOTHER'S ONLY SLEEPING
BILL MONROE and his
Blue Grass Boys
I'VE CHANGED MY MIND
IS YOUR NAME IN THE BOOK OF
LIFE?
THE CHUCK WAGON GANG
JESUS HOLD MY HAND
HE'S COMING AGAIN
THE CHUCK WAGON GANG
COME UNTO ME
I AM BOUND TO TRAVEL ON
THE CHUCK WAGON GANG
IT'S NO SECRET
BLOOD ON YOUR HANDS
STUART HAMBLÉN
SOFTLY AND TENDERLY
AMAZING GRACE
CARL SMITH with THE CARTER
SISTERS and MOTHER MAYBELLE
JUST A SINNER SAVED BY GRACE
WHILE THE AGES ROLL ON
THE MASTERS FAMILY
THE BLACK SHEEP RETURNED
TO THE FOLD
MATTHEW TWENTY-FOUR
MOLLY O'DAY and the
CUMBERLAND MOUNTAIN FOLKS
GATHERING FLOWERS FOR THE
MASTER'S BOUQUET
THE WHITE DOVE
THE STANLEY BROTHERS and
the CLINCH MOUNTAIN BOYS
AFTER THE SUNRISE
WE ARE CLIMBING
THE CHUCK WAGON GANG
MY HOME, SWEET HOME
SPRINGTIME IN GLORY
THE CHUCK WAGON GANG
A HAPPY DAY
CAMPING IN CANAAN'S LAND
THE CHUCK WAGON GANG
TRAVELING ON
STORMY WATERS
THE CHUCK WAGON GANG
HELP ME, LORD, TO STAND
THE SIGNS BY THE SIDE OF THE
ROAD
THE CHUCK WAGON GANG
BLESSED LIGHT, SHINE ON
I KNOW MY SAVIOR CARES
THE CHUCK WAGON GANG
ALL GOD'S CHILDREN GONNA
RISE AND SHINE
AFTER A WHILE
THE CHUCK WAGON GANG
SHALL WE GATHER AT THE
RIVER?
WHEN THE SAINTS GO MARCHING
IN THE CHUCK WAGON GANG
KING OF ALL KINGS
HE BOUGHT MY SOUL AT
CALVARY STUART HAMBLÉN
MISSION OVER THE HILLTOP
CRY OF THE LAMB
GEORGE MORGAN
GLORY LAND MARCH
THE CRY FROM THE CROSS
THE MASTERS FAMILY
THE BLOOD THAT STAINED THE
OLD RUGGED CROSS
GETHESEMANE
CARL SMITH with THE CARTER
SISTERS and MOTHER MAYBELLE

COLUMBIA RECORDS

"Columbia" Trade Mark Reg. U. S. Pat. Off. Marca Registrada

DEALER DOINGS

By JUNE BUNDY

Few dealers would be willing—let alone able—to drive around town thru heavy traffic wearing a paper bag over their head just to publicize a record shop. However, Ned France, who runs Ned's Record Shop in Berlin, Md., did just that last August, and to make the excursion even more newsworthy, he took the local mayor along as a passenger.

France, who at one time toured the vaude circuit as France the Magician, believes showmanship pays off in any business, and he's carried his knowledge of ballyhoo over to his present operation. He's particularly strong for the old two-for-one gimmick, and plays up premiums and cut-rate offers in all of his newspaper ads and mailing pieces. For instance his ad copy offers readers a coupon entitling them to three 89-cent records free with the purchase of any three disks either by mail or person.

Most of France's ad copy stresses his slogan "Ned's Three for a \$1 Record Shop," and he utilizes many variations on the premium gimmick. He hands out "good luck" coupons, which allow recipients to receive one free record with each 35-cent disk purchase, and distributes a giant-sized "thrifty dollar" premium, which for a \$1 in cash offers a choice of merchandise totaling \$2.50. He also puts out a coupon which promises five gallons of gas free to customers who purchase \$20 worth of merchandise at one time. Incidentally, France says his three-for-\$1 disks are unused and include all the major labels.

Ned has a special service for show people who use recorded music as backing for their acts or in rehearsal. In addition to various sound effect disks, he offers a variety of platters suitable as musical backing for various types of acts—indoor or outdoor, p.-a. systems, carnivals, concessions, parades, etc. A partial title list includes everything from the "Tap Barrel Polka" to a "Play on Play Off" disk.

(Continued on page 64)

VOX JOX

By CHARLOTTE SUMMERS

SUCCESS STORY: In case any of you deejays are blue about your future, take a look at KMYR's Gene Amole in Denver, who this week applied to the Federal Communications Commission in Washington for permission to open his own radio station there. Of course he has graduated from the days when he was strictly a platter spinner, but he still has two hour-long wax shows daily in addition to his job as news director, chief interviewer and genial man about the station. Amole, along with KMYR's commercial manager, Ed Koepke (also a licensed engineer), filed application with the FCC to operate as the Capitol Broadcasting Company on the 1100 radio dial spot with a power of 250 watts.

CHANGE OF THEME: Les Barry, former CBS web staffer, has joined KIMN, Denver. His duties include everything from reading the news, chatting with housewives about housekeeping hints to spinning disks and making phone calls late into the night. . . . John Scott has joined WEEL, Boston, to handle three shows on the station. . . . Billy Barton, author of "Dear John Letter: I Love You," is doing a two-hour country and western show over KGY, Olympia, Wash. . . . Al Liebert has joined WTNJ, Trenton, N. J. . . . Eddie Dillon, WHJB, Greensburg, Pa., has decided to let his wife, Beverly, have her say on a daily half-hour show for the same station.

Dianne Ritter, KLAN, Renton, Wash., will be off to a late vacation on October 4 but will tape interviews in Los Angeles to send back home for the show. . . . Jack Warren, KUTA, Salt Lake City, has become a father for the first time. Her name is Lorri. . . . Don Tibbetts has left WKBR, Manchester, N. H., to join WMUR-TV, Manchester. . . . Pete Johnson has replaced Tibbetts at WKBR and will do a morning and afternoon show. . . . Jimmy Dreamboat White, formerly with WPMP, Pascagoula, Miss., writes, "I wanted to let you know that I'm doing a little time with Uncle Sam's Air Force, but after it's all over will go back to deejaying. I hope to be able to return to my old stomping grounds at WPMP."

(Continued on page 63)

JUKE BOX WRAP-UP

George Miller, president of the Music Operators of America, this week joined in the industry-wide battle to halt the issuance of off-color records. Miller blasted the spasmodic and distasteful records saying there was no place in the industry for such recordings. He said he would personally contact all local music machine operator associations to halt the use of such records in juke boxes.

The long-standing problem facing juke box operators with loads of little-used disks taken from machines is handled in several ways. Milwaukee operators, for example, have taken to (1) selling them in retail outlets, (2) moving them as collectors' items and (3) giving them away in public relations moves. Full details are in the music machines section.

The United States Patent Office has issued a patent to Bernard Marder of New York on a phonograph record vending machine. Attempts to come up with such a vending device have, in the past, been fruitless in a commercial sense, but there are always new attempts to come up with a workable machine. Marder's electrically operated unit may be attached to a juke box and would vend the top 10 tunes. The inventor says he's discussed the possibility of using his vender in conjunction with a juke box in chain stores. The customer would get his nickel refunded if he decides to buy the record after hearing it on the juke box.

A.M.I. will unveil its three new juke box models at distributor showing around the country next Sunday (10). The models will handle, respectively, 40, 80 and 120 selections. Thus far only Wurlitzer has yet to show its latest equipment. Already introduced are the Seaburg, Rock-Ola and Evans models.

CHI'S ENCORE GOES MAMBO

CHICAGO, Oct. 2. — The name of the Encore Room of the Preview, headed by Ralph Mitchell and Milt Schwartz, has gone the way of old soldiers and faded away. Cashing in on the current mambo trend, the operators have changed the name of the room to Mambo City and are currently featuring the band of Eddie Medina, formerly first trumpet with Machito. The room has been doing good business on the three weekend nights that is open, according to Mitchell, and it is being considered for operation on a five-nights-a-week basis.

Fred Kennedy, G. H. Rissman Buy W-C Firm

CHICAGO, Oct. 2.—Fred Kennedy and Gerald H. Rissman, of the Waters-Conley Company, Rochester, Minn., have consummated a deal with Glen Waters, head of the firm, and other stockholders to purchase the company. The two new owners announced they will continue to manufacture phonographs.

The new stockholders will take over all the working facilities, assets, liabilities, patents and trademarks, guarantees, and obligations. Company policies will not be changed, nor will be the sales, engineering, operating, or manufacturing staffs. The "25 Year Club," made up of employees, will continue to exist.

Kennedy, who was formerly executive vice-president and general manager, was elected president. Rissman will continue in his former capacity of vice-president, and will be in complete charge of all sales for the firm.

LP, Colored Tapes Introed by Audio At Chi Hi-Fi Show

CHICAGO, Oct. 2.—Audio Devices, Inc., showing at the current Hi-Fi Show in Chicago at the Palmer House this week has unveiled two new product changes.

The firm has joined several other tape manufacturers in making available 1,800-foot lengths of tape on single reels, thus giving the equivalent of LP tapes. The new tape, Mylar 1 Mil, will sell at \$7.95 list and will become a standard catalog item, having heretofore been available only on request.

The other new design is the availability of tape and reels in different color. In this way various selections can be recorded on different color tapes which will allow the user to cue-in these selections in a precise manner. The colored reels can be used to identify various recordings by speeds. The colors can also be used, either tape or reel, to identify studio, field, daylight-standard times, edited and preliminary cuts, and many other uses. There is no increase in prices of either tape or reels in color.

Camden Takes Old Disks by Cornell And Miss Carson

NEW YORK, Oct. 2.—Camden Records, the RCA Victor low-cost line recently opened for general distribution, will re-issue Victor catalog disks by Don Cornell and Mindy Carson in a general move to feature more name talent on the label. Other recent additions include conductor Leonard Bernstein and the late Frank Munn.

Most of the classical albums on Camden, as well as many background music sets, still carry fictitious credits to preclude possible competitive conflict with performances of the same repertoire on Victor Red Seal disks. It is expected that more and more "correct" names will be used in the future.

TIES THAT BIND?

Music World Comes to Halt While Baseball Takes Over

NEW YORK, Oct. 2.—No publisher pushed a song this week, and no record company was starting any scramble on new releases. Artists didn't try to plug their songs with deejays, and managers stopped worrying about night club bookings. Why? The World Series took over, and the music business stopped to watch the Giants take on the Indians.

In the Grill Building, Jack Dempsey's or the Turf Restaurant—and even in the offices of the major and indie record companies—little business was transacted. Secretaries and office boys, veepees and publicists, all stopped their daily activities to watch Bob Lemon vs. Sal Maglie, and to cheer for or against Willie Mays and Vic Wertz. Only the offices with the TV sets were active; those without were quiet and deserted. Billboard reporters, hardy souls who can take such events in stride, were occasionally seen to pause before a TV set while on their daily rounds.

Hypnotic Spell

The almost hypnotic effect of a world series on music business personnel is an annual phenomenon, but this year it was even more intense. Perhaps the fact that Perry Como, instead of Lucy Monroe,

Col'bia Hopes High For Garland 'Star Is Born' Package

HOLLYWOOD, Oct. 2.—"A Star Is Born," the new Judy Garland album taken from the soundtrack of the Warner Bros. picture of the same name, may well prove to be Columbia Records' biggest album ever.

Concerted promotional efforts between Columbia and Warner Bros., in each of the upcoming theater dates will represent the heaviest bally campaign ever accorded a motion picture soundtrack score. Film opened here Wednesday (29) and in San Francisco yesterday.

Album, a plush \$6.95 LP package, is reported to have garnered heavy advance orders thruout the country, much of this achieved via advance preview showings to record distributors and dealers. Album contains a discography of Miss Garland, a folio of pictures and represents one of Columbia's most ambitious packaging efforts.

According to Lowell Frank, Columbia exec, foreign sale of the album will be timed with the release of the picture abroad.

Unusual feature is that the album contains the much discussed "Born in a Trunk" number, which runs 14½ minutes, as it does in the film.

Jones' Tour Starts Off Big

NEW YORK, Oct. 2.—Spike Jones' "Musical Insanities of 1954" kicked off a tour of over 77 one-nighters last week with a batch of solid grosses. The unit opened in Phoenix, Ariz., on September 20 and raked up a take of \$4,618. On successive days Jones made the following playdates and grosses: Tucson, Ariz., \$5,501; El Paso, Tex., \$5,499; Midland, Tex., \$5,440; Fort Worth, \$5,056; San Angelo, Tex. (two shows), \$6,000, and San Antonio, \$6,081.

This is Jones' 10th year on the road with the unit. He has his standard group of City Slickers, his wife and vocalist Helen Grayco, Bill King, Billy Barty, Sir Fredric Cas, Freddy Morgan, Wayne-Marlin Trio, Dolores Gay, Peter James and Bernie Jones.

The tour will encompass cities in Arizona, Texas, Mississippi, Alabama, Louisiana, Arkansas, Oklahoma, Kansas, Nebraska, Colorado, Wyoming, Missouri, Illinois, Ohio, Pennsylvania and possibly other areas.

RCA Victor, for whom Jones records, has alerted its distributors to promote record dealer tie-ins with the tour.

opened the series this year by singing the National Anthem caused it. Or perhaps the fact that Willie Mays has had four songs written about him helped tighten the tie between the baseball and the music world this fall. Who knows?

To those dealers who did not receive any records this week from their distributors, and to those deejays who noticed a lack of new releases, all we can say is be patient. Things will improve this week, when the delivery boys and the sales staffs return to their bills of lading, and baseball steals away to make way for the football season. And for all Brooklyn dealers, well, just wait till next year.

BRYANT STORY

R&B Hassle Envelopes Alan Freed

NEW YORK, Oct. 2.—A hassle over Alan (Moondog) Freed's rhythm and blues record show over WINS here broke into print again this week with a story in The Pittsburgh Courier. The story, written by George Brown, is a blast against smutty r.&b. records, and quotes both Harry Mills of the Mills Brothers and Willie Bryant, deejay of station WHOM here. The story claims that Negro jockeys are being shoved aside for white deejays who are now specializing in r.&b. records.

In the Courier story Willie Bryant claimed that if Freed's show was syndicated it would put other jockeys out of work. Harry Mills said that Freed played off-color records. Freed told The Billboard that he has not played smutty records on his show and never had since he started playing r.&b. disks three years ago. He also pointed out that he had been praised by The Courier only two years ago for showcasing Negro talent.

No Axe

Willie Bryant, when checked by The Billboard at press time, said that "I have nothing against Freed, and I am not carrying on a campaign against him."

Meanwhile, Freed has just been handed an additional hour from 7 to 8 p.m., Monday thru Saturday. Freed stated that he has received mail from his listeners to keep on playing his r.&b. disks and to ignore any attacks against him.

RCA Pays Out 30G to 802

NEW YORK, Oct. 2.—Checks totaling \$30,767.50 have been sent to Local 802, American Federation of Musicians, by RCA Victor in payment for musician services on two new albums assembled from old broadcast tapes. Union execs under Al Knopf, vice-president in charge of recording, now face the task of tracking down present addresses of the musicians and forwarding the salary checks.

One Victor check for \$20,455 is in payment for the April, 1950, broadcast of Verdi's "Falstaff" by Arturo Toscanini and the NBC Symphony Orchestra. Men who participated in the two-part broadcast stand to receive \$231 each.

Another check for \$10,312.50 goes to 42 men who at one time or another were in the Glenn Miller band and played in performances used in the just-released Glenn Miller "Limited Edition, Vol. 2." Individual tootlers will receive anywhere from \$41.25 to \$618.75 each, depending on how many of the 15 simulated recording sessions they played in.

NEW YORK, Oct. 2.—London Records will tie in with the manufacturers of Selmer instruments to promote a new series of LP's featuring prominent French wind players. The first four 10-inches, due out later this month, will be devoted to the saxophone, clarinet, trumpet and trombone respectively. List price is \$4.95 each.

ANOTHER GREAT INSTRUMENTAL
the three suns

PLAY
the touch

AND
southern star 20/47-5874

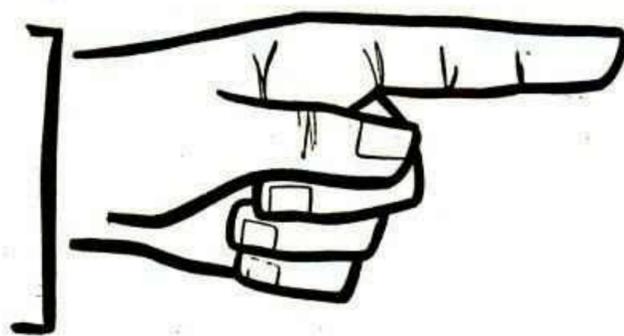


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High Fidelity
sound*

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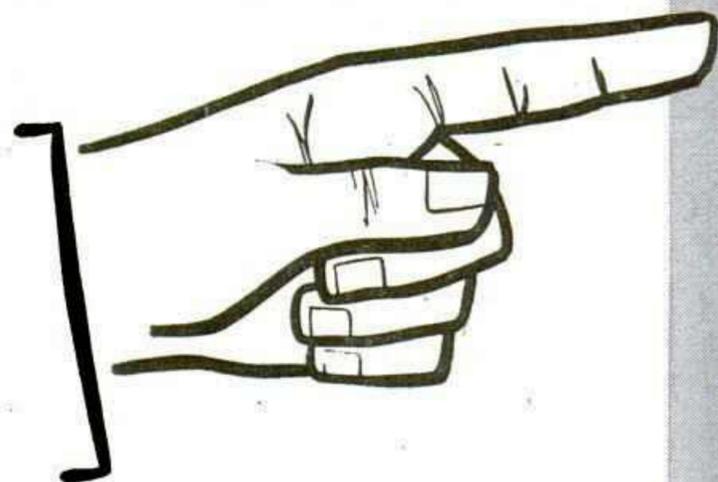


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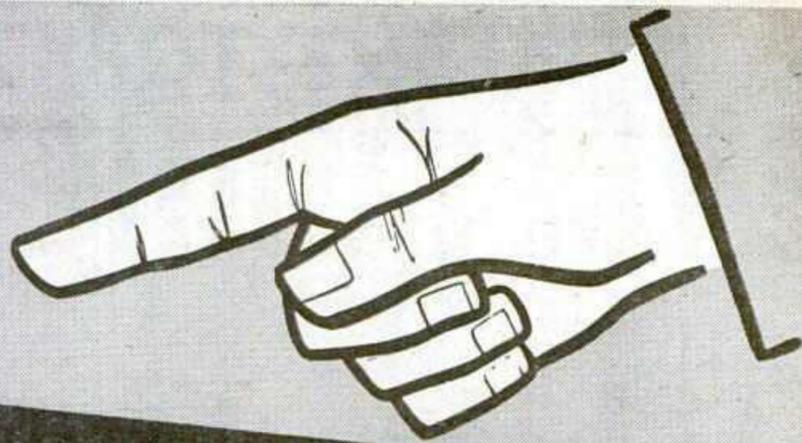
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Berlioz Symphonie Fantastique. Antal Dorati conducting the Minneapolis Symphony Orchestra. MG 50034



Schumann Symphony No. 4; Liszt Les Preludes; Paul Paray conducting the Detroit Symphony Orchestra. MG 50036



Ravel La Valse; Franck Pavane; Franck Prelude. Paul Paray conducting the Detroit Symphony Orchestra. MG 50029



Childcraft and Playcraft

Long Play and Extended Play



Arfie Goes To School with Patti Page as Pattibell. EP-P-6



Kiddie Konga EP-P-8



Walt Disney presents Aladdin And His Wonderful Lamp. EP-P-3

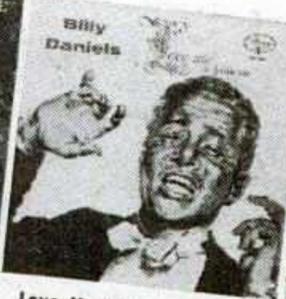


Popular Artist

Long Play



Music For Romance Richard Hayman MG 20048



Love Me Or Leave Me Billy Daniels MG 20047



Patti Page Song Souvenir MG 25187



EmArcy Jazz

Long Play and Extended Play



Images Sarah Vaughan MG 26005



Garnering Erroll Garner MG 26016



Hollywood Party Maynard Ferguson MG 26017



Popular Artist

Extended Play



The Gaylords EP-1-3235



Invitations Georgia Gibbs EP-1-3241



The Black Magic Man Billy Daniels EP-1-3234



TALENT TOPICS

VICTOR FETES

FISHER'S 5th . . .

RCA Victor brass feted Eddie Fisher at a special luncheon this week marking his fifth anniversary as a record artist. Cumulative sales of his platters since he cut "My Bolero" in October, 1949 are reported at the 15-million mark. Fisher's million sellers include "Anytime," "I'm Walking Behind You" and "Oh, Mein Papa."

COLUMBIA TO RECORD

"BITTERSWEET" . . .

The next musical in Columbia Records' revival series, produced by exec Goddard Lieberson, will be Noel Coward's operetta "Bittersweet." Coward, by the way, is recording an LP of his most popular songs from his many musicals, singing the tunes himself. After the record is completed in England, it will be released here by Columbia and overseas by Philips.

MISS SQUIRES FOR

ANDREWS SISTERS . . .

British thrush Dorothy Squires, whose records have been issued on the London label, will join Laverne and Maxene Andrews as a replacement for sister Patti, when the latter leaves the group in January to work as a single. The new billing will be "The Andrews Sisters presenting Dorothy Squires," and they're expected to remain under Decca contract.

CHRISTIANSON TO

HANDLE KENNY . . .

Billy Kenny has appointed Howard Christianson as his personal manager. Christianson, formerly a veepee of General Artists Corporation, and one time personal manager of Tommy Dorsey, will set up an office in New York in addition to maintaining his home in Chicago.

CREW CUTS CRACK

FAZIO'S RECORD . . .

The Crew Cuts, the "Sh-Boom" boys, have cracked the house record at Fazio's in Milwaukee. The next stop for the group is the Palace Theater in Youngstown, O., starting October 15. The bookings for the boys extend solidly thru February, when they will do four weeks at El Rancho Vegas, Las Vegas,

Nev. They will debut in New York at the Boulevard in Queens on November 24.

Decca musical director Jack Pleis goes off on a deejay tour next week to push his waxing of "For Always." . . . The Rover Boys open at the Gay Haven in Detroit on October 5. . . . The Dave Brubeck Quartet, the Earl Bostic combo and the Matt Matthews combo opened at the Basin Street this week. . . . Trumpeter Herb Rothstein became a father of a baby girl this week. He is with the Tony Carter ork. . . . The Gaylords are now at the Casino Royal in Washington, until October 14. . . . The Herman Chittison combo opens at the Waverly Lounge of the Hotel Earle here on October 7. . . . Ethel Smith starts a national concert tour on October 26, teeing off with the Indianapolis Symphony in Indianapolis. After that she will play as organ soloist in Cleveland, Dallas, New Orleans and Milwaukee.

The Pete Rugulo ork opened at The Birdland here this week. . . . Tony Bennett opens at the Town and Country Club in Brooklyn on October 8. . . . The Sammy Kaye ork starts a road trek next week in Worcester, Mass., on October 8 and then will play dates in New Jersey, Ohio, and Pennsylvania. . . . Irving Berlin appeared on Art Ford's radio seg "Recording Session" on Sunday (3) in one of his rare radio bows, telling the story behind his many hits. . . . M-G-M a.&sr. exec Jesse Kaye left for the West Coast Friday (1) after a week in New York. . . . M-G-M signed the Four Joes, a new vocal group, and thrush Rosanne June.

RCA Victor will cut its first sides with Jaye P. Morgan today. The thrush figured in a contract hassle between Derby and Victor Records, now settled in the latter's favor. . . . Victor has signed the La Falce Brothers, a nine-man singing group, for singles and albums.

ANTHONY ORK FOR

'DADDY LONG LEGS' . . .

Ray Anthony ork has been set to do a featured spot in the upcoming 20th Century-Fox production, "Daddy Long Legs," starring Fred Astaire and Leslie Caron.

Assignment is the Anthony band's first film chore, tho they have previously worked in short subjects at Universal-International.

Band will supply music for a dance routine by Astaire.

PLATTER PILGRIMAGE

Deejays, Fans to Take Cricket Tour to N. Y.

NEW YORK, Oct. 2.—The biggest disk jockey tour in the history of the new promotion medium will take place the week-end of October 16-17, when fans from 11 major cities will arrive here accompanied by 20 deejays, representing 14 radio stations in the New England area. The platter pilgrimage is the third such event conducted by Jimmy Cricket Tours of Boston.

Heretofore, the deejay tour has originated out of one station, which necessarily limited the scope of the affair. Under the present set-up, tho, the Cricket expedition's chief, Harold Low, figures to corral enough clients to off-set the cost of big-name talent on his Saturday night stagershow, for which he budgeted close to \$10,000.

The show has always been the big draw on these tours, with deejay fans paying a lump sum (covering transportation, hotel, meals and entertainment) to spend a week-end in New York and meet their favorite record stars. However, the promotion gimmick received some bad publicity in the trade when artists complained that some of the deejay tour outfits (not Jimmy Cricket) pressured them into appearing at the shows for scale or less.

Agency Ties

This year Low upped the show budget and made arrangements thru William Morris and the General Artists Corporation to reassure the talent of his good intentions. Stan Richards of WORL, Boston, main deejay spark of the affair, worked with Low on lining up the talent.

Eddie Fisher, Sammy Davis Jr. and others have promised to perform if they are in town and free that night. Already set for the show, which will be held at St. Nicholas Arena, are Don Cornell, Vaughn Monroe, the Mariners, Eileen Barton, the Four Aces, Jerry Vale, Billy Williams Quartet, Jimmy Komack, Karen Chandler, Jon Tavel, Marie Mitchell, Alan Dale, the Esquires, the Voices Three and Jan Murray as emcee.

Low is also paying talent and two bands to perform on the trains to and from New York. For the Saturday afternoon dancing party he has hired Monchito's Latin-American orchestra and is negotiating for Dan Terry's band.

The first Cricket tour last Janu-

ary drew 2,300 fans—80 per cent of them women—while the second dropped to 1,000. Low hopes to lure at least 3,000 this time around, which—at \$29.50 a head—makes a tidy gross of \$90,000. Low has hired 100 men to keep the predominantly fem group of fans under control on the journey.

The radio budget on the current tour is around \$8,000 for the five-week promotion period, with the bulk of it going to WORL.

Other deejays participating in the jaunt include Alan Dary, WORL; Bob Merman, WTAO, Cambridge, Mass.; Larry Welch, WCOP, Boston; Ned Powers, Boston; Don Parker, WREB, Holyoke, Mass.; Jack McDermott and Don Sherman, WLYN, Lynn, Mass.; Howie Leonard and Ken Garland, WPOR, Portland, Me.; Herb Fontaine and Lou Dennis, WCOU, Lewiston, Me.; Bud Wilson, WTXL, West Springfield, Mass.; Bill Reed and Ivor Hughes, WCCC, Hartford, Conn.; Hal Peterson, WARA, Attleboro, Mass.; Ted Williams, WEAN, Providence; Buddy Dean, Gil Krieger and Tony Donald, WITH, Baltimore, and Milt Grant, WOL, Washington.

Pubs File Suit

• Continued from page 11

summary judgment and for the suit 3; tape, wire and disk recorders, 15; recording disks, wire and accessories, 4; tape playbacks, 4, plus nine other categories which include 88 manufacturers.

Among the record companies exhibiting were London, Mercury, Westminster, Angel, Capitol, Columbia and RCA Victor. Among the set manufacturers were Admiral, Capelhart-Farnsworth, Columbia, Leru, Lion, Magnavox, Mitchell, Motorola, Olympic, Philco, RCA, Stromberg-Carlson, Thorens, V-M, Weathers, Webcor, Westinghouse and Zenith. Pre-recorded tape firms exhibiting were Webcor, Audiosphere and RCA.

Tape firms were Ampex, Ampro, Bell Sound Systems, Berlant, Crestwood, International Radio and Electronics, Lion, Magnecord, Masco, Pentron, RCA, Rek-O-Kut, Revere, V-M and Webcor. Playback exhibitors were Bell Sound Systems, Audiosphere, Hartley and Pentron.

FOLK TALENT & TUNES

By BILL SACHS

Hubert Long, who has just taken over exclusive management of Faron Young, is mapping plans for a Faron Young Day in Atlanta, November 16, the day Young gets his official release from the Army. Capitol Records, city dads and Third Army headquarters are co-operating on the deal. On September 18, Young and Tex Ritter were guest stars on the "Big D Jamboree" in Dallas, when a turnaway crowd of 5,800 jammed the new Sportorium there. Local deejays and music dealers were guests at a cocktail party at the Adolphus Hotel, staged by Capitol in honor of Faron and Tex. . . . Hank Zero and His Pioneers, of Station WALE, Fall Rivers, Mass., appeared for 10 days with the "New England Hayloft Jamboree" at the recent Eastern States Exposition, Springfield, Mass. Zero says he is waxing three of his originals at an early date. . . . Laurel and Miles, the Harmony Boys, have renewed their contract with WRAC, Racine, Wis., with their new program kicking off last Saturday morning (2). The boys have just finished their first recording session for Abbott Records, Hollywood. . . . Bill Carter,

Four-Star artist, is doing a weekly shot at the Hitchin' Post, Oakland, Calif. . . . Curley Gold and His Texas Tune Twisters, western swing combo, continue their tour of veterans' hospitals up and down the West Coast. Curley and the lads recently drew 3,000 ticket buyers on a date at Clear Lake, Calif. . . . Country Lee Crosby and his western crew are doing a TV stint on KSNV-TV, San Francisco, each Saturday at 5 p.m. . . . Kenny Roberts made a guest appearance Friday (1) on WCOP's "Original New England Hayloft Jamboree," Boston, which features Carl Stuart. . . . Tex Bill Strength will appear at his own nitery, the Silver Slipper, Atlanta, Saturday (9), with his Melody Ranch Boys. . . . Slim Bryant and His Wildcats, heard at 6:30 p.m. Mondays over KDKA, Pittsburgh, for the Iron City Brewing Company, switch to Friday nights at 6:30, beginning October 10, for the same sponsor. Slim and the boys continue in their Monday-thru-Saturday KDKA Farm Hour spot, and still are personals thruout the Pennsylvania, Ohio and West Virginia area. . . . Tex Ferguson and His Drifting

(Continued on page 62)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Billboard's campaign against off-color and double entendre r.&b. disks has occasioned much comment in the trade. Some have commended the drive; others have wondered what all the fuss is about. This week this reporter was pleased to find that everyone he met, in all phases of the business, was paying serious attention to the problem, and that most were generally agreed that it was a real problem.

The manager of a top singing group, one that has never recorded an off-color disk, said that it was due time for the few companies involved to stop releasing blue records and that the artists and the bookings offices should be most interested in seeing it stop. "If a singer or a group hits the top with a dirty record, they have to keep on making the same type of material to stay up there. If they make clean ones after that, their records won't sell. What is more important, the singer or group that makes an off-color record is marked from then on. They don't get bookings in certain clubs and their value, after the first flurry, goes downhill. Remem-

ber, when you use dirty material, you are on your way down, not up."

Anxiety about the effect of a few dirty r.&b. records upon the field itself was expressed by some traders. "It would be a real shame if r.&b. records were banned from pop programs due to the excesses of a few manufacturers," said one booking agent. "Yet this could happen unless all of us in the trade are more careful about the material recorded and what records are exposed on the air and on the juke boxes. As more and more traders start to think the same way, we can lick the problem of off-color records." It is noticeable that "Sh-Boom," probably the biggest song from the r.&b. field in 1954, didn't have a single off-color lyric.

It is worth pointing out here, by the way, that The Billboard's best selling and juke box charts are published only to show what records are selling and what records are played in the boxes. Records on the chart should be listened to before they are played on the air, and if any of them are offensive, they should not be used. If they are not exposed, this type of record will soon be a thing of the past.

(Continued on page 64)

12-Inchers Half of Output

• Continued from page 11

in the active catalog will be continued to be made available.

Experience with Kostelanetz LP's proved to Columbia the primacy of the 12-incher in the background, or light classical, field. No Kostelanetz 10's have been issued for some years. In some cases, tho, the company will continue to release "listening" sets in both 10-inch and 12-inch versions. The Paul Weston "Music for a Rainy Night" is a current example.

Capitol has not issued a 10-inch classical set since it dropped distribution of the German Telefunken line some years back. The company has completed conversion of most listening-type albums. In some cases, Capitol also will put out its light material both ways. A recent 10-incher, for instance, is "Songs for Strings," conducted by Dick Jones. This will be coupled with another Jones' set, "Moonlight and Violins," on a 12-inch LP, altho both 10's will also be marketed at the same time.

Pop Vocals

In the pop vocal field, Capitol's successful experience with Nat (King) Cole's "10th Anniversary" set has conditioned the firm to mull other 12-inch vocals.

Decca, alone among the majors, has not coupled 10-inchers on the larger disks. But its Gold Label classics are all almost exclusively 12's today, with future 10's to be limited to Decca's low-price "4,000" series. The 12-inch figures heavily on the label's dance and instrumental entries, and experiments are also being made with vocals. "Ella's Favorites," featuring

Ella Fitzgerald, is a recent example.

Mercury has issued no "Living Presence" 10-inchers and has no intention of so doing. A few earlier classical sets were recoupled. Similar conversion has occurred with 10-inch instrumentals. While the smaller LP is still the rule with pop vocals, more experimentation with 12's is being planned in this field too. Comfortable sales of a Billy Daniels 12-incher is among recent Mercury experience.

M-G-M Active

One of the more active 10-to-12 converters has been M-G-M. In both pop and classical, the company has transferred about 40 smaller albums to half as many larger LP's in the past year or so. M-G-M has issued no 10-inch classical LP's in over a year and has no plans to do so. Conversion of pop material is still being continued, altho in some cases the 10's are also continued in the active catalog. More than half of the company's album output is now on 12-inch.

London's classical 12-inch conversion is near completion, with only a few smaller sets remaining. In some cases, tho, the smaller classical 10's are transferred to the low-cost 10-inch series, dropping in price from \$4.95 to \$2.95. Only special classical items will in the future be issued on 10-inch. In pop, too, the trend to 12's has gained speed at London. Company experience with Mantovani and Ted Heath has shown a good market for top dollar (\$5.95) pop 12's, and many more will be released.

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MUSIC AS WRITTEN

COOLEY TO LEASE CASINO GARDENS . . .

Orkster Spade Cooley is set to close a deal for a long-term lease of the Casino Gardens Ballroom, Santa Monica, returning to a ballroom origination for his KTLA telecasts. Cooley last year exited his six-year run at the Santa Monica Ballroom. New location is one street away from the Aragon Ballroom, where Lawrence Welk has run up a longevity record. Along with Cooley, Bernie Kane and Glen Hughes will be the lessees. Cooley will play the dance hall on Saturday's only at the start, tho a regular dance policy is scheduled to kick off October 16.

LOESSER TO CONVERT 'MOLL FLANDERS' . . .

Songwriter-publisher Frank Loesser has been signed to convert "Moll Flanders," adapted from the Daniel Defoe classic, into a screen musical production instead of the dramatic film originally planned. Disclosure was made by Robert A. Franklin, of Vanessa Productions, who will make the vehicle a Vanessa Brown starrer. Loesser will pen the music and his Frank Music Corporation will publish the score.

LOVINGTON TO REP MELCHER IN EAST . . .

Marty Melcher, president of the Day-Win and Artists Music, Inc., publishing firms, announced the appointment of veteran music trader Archie Lovington as his Eastern representative. Lovington

was formerly associated with Leeds Music, Inc., New York, and will continue to make his headquarters in Gotham in his new association. Melcher also disclosed the appointment of attorney Howard Orenstein, New York, to represent his publishing firms in foreign business dealings. Melcher is scheduled to leave shortly for London in an effort to establish an affiliation with an English publishing firm.

BRASSELLE FORMS ER-NO PUBBERY . . .

Keefe Brasselle has formed his own music publishing firm which will be called Er-No Music Company, a derivative of the names of his wife and daughter. First songs to be published are "Songs With a Beat" and "Hate to Say Goodbye," which are the theme and sign-off tunes on Brasselle's new TV show for NBC.

MILLER TAKES TO HIS SUITCASE . . .

Mitch Miller, Columbia pop a.&r. chief, will be a featured guest with Johnnie Ray at a party in Washington on Monday, October 11, which will be attended by jockeys and other traders. On Tuesday Miller will unpack his oboe and appear as soloist with the Kroll Quartet at the Peabody Conservatory of Music in Baltimore. And on Friday the peripatetic a.&r. head will pack his suitcase and take off for a week's vacation in Mexico, fishing for marlin.

McGUIRES HAVE 'RAT-CAT' PKG. . . .

Coral Records is re-coupling two McGuire Sisters sides, in what they call a "Rat-Cat" package. The girls' current best-selling disk "Muskrat Ramble" will be coupled with "Lonesome Polecat," which is beginning to move down South. The re-called fips - "Uno, Duo, Tre" ("Muskrat") and "Not as a Stranger" ("Polecat") - will be shelved for the nonce.

MACY'S OFFICIAL CHRISTMAS TUNE . . .

Macy's Department Store has adopted the tune "March of the Christmas Toys" as the official song of Macy's famous Thanksgiving Day parade. The tune was recorded by Jose Ferrer on Columbia. It is published by Ross Jungnickel and was written by Billy Katz and Ruth Roberts. It is the first time Macy's has set an official tune for its annual event.

HUFFINE TO DISTRIB CORAL IN N.W. . . .

The Huffine Distributing Company, Seattle, will handle Coral Records in Washington and Oregon, starting October 4. This marks the first time Coral has had a distributor in Seattle, previously being serviced out of Portland, Ore. Coral is tossing a cocktail party in honor of the new distribution set-up Wednesday (7). The new Seattle firm was organized by Andy and Marshall Huffine, both former Decca execs.

New York

Decca's publicity chief Mike Conner leaves October 11 for a three-week visit on the West Coast. . . . Decca's "White Christmas" album (with Bing Crosby, Peggy Lee and Danny Kaye) will be released here October 14, when the picture opens at the Music Hall. . . . Don Cornell will guest on Perry Como's CBS-TV show October 6, then opens at the Boulevard in Queens the following day. . . . Mary McCoy, Sammy Kaye's vocalist, has signed with Epic Records, and her first disk will be released this month.

Fred Raphael, has opened an office in New York for his publishing firm, Fred Raphael Music. He has appointed Herb Lutz as professional manager of the firm. The new office will be in addition to Raphael's West Coast office, the firm's headquarters. Raphael will spend some time in both offices.

Miller Music is planning a big promotional push for the tune "The Song From Desiree" from the flick "Desiree." Tune was penned by Alfred Newman and Ken Darby. . . . M-G-M Records is releasing an album of mood music by the

Ray Charles singers next month, "Autumn Nocturne." . . . The winners of Columbia Records deejay contest are Myron J. Schulz of WAAF, Chicago; Dave Page of KIRO, Seattle, and Dick Benham of WBET, Brockton, Mass. The deejays won Columbia 360 phonographs.

Ed Dodelin Named Veepee of Victor Distributing Corp.

NEW YORK, Oct. 2.—Ed Dodelin has been named vice-president of the RCA Victor Distributing Corporation effective yesterday (1). He will make his headquarters in Chicago and assist Walter Norton, president of the Corporation in administering the six RCA Victor company owned distribution outlets. Dodelin had been assistant regional manager of RCA Victor's central region.

The branch distribution outlets are in Los Angeles; Chicago; Kansas City, Mo.; Buffalo; Detroit, and Davenport, Ia. Dodelin was originally in the RCA Victor Record department.

Dick Linke to Visit DJ's for 30 Days

NEW YORK, Oct. 2. — Dick Linke, Capitol Records Distributing Corporation national promotion head, will hit the road today for a 30-day deejay tour. The trek, which will take Linke as far west as St. Louis, is the first big-scale deejay trip for the CRDC promotion head in almost two years.

Linke's tour is part of a big drive by the firm to help push their new wax artists and to solidify the positions of the firm's big names. Linke will visit jocks in all the cities he hits and will work with distributors and branches on their promotion problems.

He will work thru the New England States and New York up until October 10. After that he will visit Cleveland, Detroit, Chicago, St. Louis, Cincinnati, Washington and Pittsburgh, among others.

Victor to Expand 'Listener's Digest'

NEW YORK, Oct. 2.—RCA Victor is preparing for late fall release an expansion of its "Listener's Digest" promotion to cover the pop and country & western fields. In its classical treatment, the package is currently being sold as phonograph-records unit, with 10 EP's and a self-contained 45 player listing at \$39.95.

The c.&w. set will hold 60 tunes which were all strong sellers in their time.

Mantovani Skeds U. S.-British Tours

LONDON, Oct. 2.—Band leader Mantovani, who has been making appearances as guest conductor in Montreal, and Toronto, will arrive in New York on October 7, accompanied by Manager George Elrick.

Mantovani will discuss his projected 1955 tour of the United States. He has also been booked for a series of TV and radio appearances. On his return to Britain in late October he'll take up the tour Harold Fielding has arranged for him, followed by a visit to the Continent next February for a motion picture commitment.

ASCAP Note

right activities on the part of its writers by holding their performance credits on the tunes in escrow. Difficulties of logging performances and bookkeeping have been given among the reasons ASCAP frowns on the situation. However, malcontented writers claimed that when a writer of stature was involved, such as Johnny Mercer on the rewrite of "Glow Worm," ASCAP credited him, whereas lesser writers are still waiting for their performance credits.

M-G-M Back To R&B Field

NEW YORK, Oct. 2.—M-G-M Records moves back into the rhythm and blues field this month with the release of five r.&b. platters, including Billy Eckstine's first M-G-M disk with an r.&b.-type production treatment.

The Eckstine record, which features "Love" backed by "One Sweet Kiss," will be released October 22, with both pop and r.&b. deejays covered on mailings. The other four records will be out October 10. They include sides by Claude Cloud and his orchestra, Billy Moore Quartet, Jimmy Newson and the Ramblers.

New Angle

probably service the jockeys in this manner as a regular feature. Mercury Records upon hearing this went back into an operation they had used five years ago when they issued their top tunes in transcription form. They are going ahead now with plans to issue top tunes, which will go on the consumer market also the same as Capitol's LP, and will service deejays with these, especially those jockeys in the outlying area. This in no way, on the part of either of the diskeries, will interfere with their regular program of supplying deejays with 45 r.p.m. samples.

The service would cut costs because eight tunes would be cut on a single disk, thus saving, theoretically, three 45 disks, at least for those jockeys on this service list. The record company also stands to get better play from this service, as some feel that as long as the deejay has the LP on the program he might as well play two or three numbers instead of one. The service would also provide the stations with a saving of space needed to store records, as well as assuring play from the several holdout stations which are against 45 r.p.m. deejay samples. In addition, mailing and handling costs would be cut on the list of jockeys being serviced by LP samples. On top of all this, jockey plugs for the exact duplicate, which will hit the market as an album, should provide better sales volumes.

D. J. Programs

Benny Fields (Broadway headliners when vaude was in its heyday) pace their record program like a regular stagershow, paying particular attention to the first 12 minutes of the show. This is the period, they contend, a deejay captures or loses his audience, and chatter is held down to a minimum. Every program has an instrumental overture, and vocal records are tabu as an opener. They pace the disks like a vaude bill, alternating vocal styles for contrast, and keeping the "real showmen" for the finale. Their commentary is also paced to the disks, with chatter taking on a brisker tempo following a rhythm tune, and shifting into a softer mood after a lush ballad. The couple joined WMGM a year ago next month. Their show is aired daily from 11 a.m. to 12 noon and 7 to 8 p.m. at night, with the latter period reserved for more nostalgic musical sessions.

Wallichs Day

"Capitol had so much money in excess profits they didn't know whether to put up a new building or buy a copy of the Bing Crosby album." Festivities were sponsored by the Hollywood Chamber of Commerce and the Hollywood Ad Club, who presented Wallichs with a plaque and a scroll in recognition of his services.

NEW YORK, Oct. 2.—RCA Victor's new radio-phono division headed by Jim Toney is expected to introduce a new high fidelity 45 r.p.m. self-amplified phonograph within the next few weeks. The units will retail at about \$70.

Bite the Hand!

perial Records, Inc., pointed out that Freberg's remarks were "short-sighted, since Freberg achieved widespread popularity as a recording artist with his rendition of 'St. George and the Dragonet,' a record cued by the original release of a rhythm and blues tune, 'Dragnet Blues' on Imperial."

Chudd questioned whether Freberg was "biting the hand that feeds him."

Disk jockey Hunter Hancock said, "It'll take more than Stan Freberg to kill rhythm and blues music. If he (Freberg) doesn't like rhythm and blues music, then let him stick to the type of entertainment that he does approve of."

Record Draw

to be sent to a Master. Abeles is asking substantial damages for alleged non-payment of royalties. Krug did file a reply to the suit by the Glenn Miller estate, claiming that the estate had no rights in the AFN recordings he sold, since Miller was then working for the U.S. Government while in the Air Force.

"WHITHER THOU GOEST"

recorded by:
Les Paul-Mary Ford Capitol
Laurie Loman Century
Marian Marlowe Columbia
O. B. Massingill & His Orchestra Epic
Rita Robbins RCA Victor
George Morgan and Anita Kerr Singers Columbia
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NEIL HEFTI-RAY CHARLES SINGERS - Epic
(listed alphabetically)
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THE CREW CUTS . . . Mercury
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"THE LITTLE SHOEMAKER"

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The MILLS Brothers



**YOU'RE
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TILL SOMEBODY

LOVES YOU

DECCA #29276

B/W EVERY SECOND OF



PHONOS—HI FI

By STEVE SCHICKEL

RADIOS SELL AT PREMIUM SHOWS . . .

The Steelman Phonograph & Radio Company and the Roland Radio Company of Mt. Vernon, N. Y., have decided to participate in the Chicago and other premium shows, according to Paul Featherstone, general sales manager of the firms. Decision is based on the "surprising number of substantial orders" written at the New York Premium Show just ended. Heavy orders for use as prizes, incentives, bonuses, self-liquidating deals were taken on the Roland personal portable radio and clock radio and the Steelman three-speed portable Sonnet model.

This initial insert of a column dedicated wholly to the phonograph and high-fidelity industry falls at an opportune time, coming in the midst of a hi-fi show in Chicago, following similar shows in Denver and San Francisco, and preceding similar shows in New York and Philadelphia. The field is currently showing tremendous gains, especially now when Christmas pushes are being planned and new equipment is coming out almost weekly.

One of the new deals being shown to the crowds at the Hi-Fi Show is the one set up by the Ampro Corporation, Chicago, manufacturer of tape recorders. The firm unveiled what it calls a tape recorder center, a merchandising display which will be available to dealers thru the Ampro distributors. The display is aimed at the music store market, and features a handsome table with modernistic designing and signs, all aimed at attracting the customer and informing him that the dealer is also in the tape recorder business.

Also unnamed, and with no price tag as yet, a unit is being shown to the public at the Hi-Fi Show by Capehart, which includes a tape recorder, phonograph, AM radio and FM radio. The unit, Model 17RPQ155, will reportedly sell for around \$450. It can record both live or from either radio or phonograph.

Bell Sound Systems, Inc., Columbus, O., is also showing a new unit to the public and trade at the Chicago Hi-Fi Show. The unit is a three-speed tape recorder and playback unit which will retail at \$149.95. The model, RT-75, includes such features as extra large speaker, fast forward and rewind and positive action control. It also contains separate inputs for phono, radio or TV recording and separate inputs for ceramic or crystal mikes.

The Crestwood Recorder division of the Daystrom Electric Corporation is also showing two new type recorder models, the 300 and the 400. The 300 in the console cabinet will retail at \$299.50 and the console 400 will retail at \$399.50. The trend here, according to a company official, is away from the luggage design and more toward furniture styling.

Pointing up what the trade has been hearing for the past year, and what again should be told to them, is the huge number of booklets, books and pamphlets being passed out at this year's Hi-Fi Show trying to tell the consumer what hi-fi really is, which only goes to show that the industry still hasn't standardized a definition of the term. Each of the booklets, etc., tells the story in a different way, and some in ways preaching their gospel. And until this standardized definition can be made available to all the general public in an industry effort, this situation of "hi-fi is what the customer believes it to be, right or wrong," will still exist.

Significant from the standpoint of high-fidelity records is the great interest by the general public crowding thru the Hi-Fi Show in the record company exhibits. Each of the record firms exhibiting reported exceptional interest and drawing power, which points out that music is basically the reason for hi-fi's existence.

The Hallicrafters Company reported that its sales volume has risen 350 per cent over last year, much being attributed to the inclusion of packaged high-fidelity units to their line. . . . The Capehart-Fansworth Company will soon issue a 40-page catalog of its high-fidelity components which are sold thru the service department of the firm and which will be sold thru the company's distributors. . . . For the six months ending June 30, Olympic Radio & Television, Inc., reported an increase of over 22 per cent in the sales volume over the same period last year. Their dollar volume for the six months was \$9,342,000.

Webeor recently appointed Lavender Radio Supply Company, Inc., its wholesale distributor at Texarkana, Tex., and Shreveport, La., to also handle the line in Memphis. . . . The Motorola-Chicago Company has been signed by the Ampro Corporation to handle its line in 13 Illinois counties as well as in Chicago. Previous Ampro sold direct to dealers in this area.

LINER NOTES

By IS HOROWITZ

LONDON ANNOUNCES OCTOBER RELEASES . . .

London Records October release will be highlighted by a complete "Der Rosenkavalier," recorded under the direction of Erich Kleiber, but it will be accompanied by a number of other sets of special interest. The company will begin breaking its limited edition of Vaughan Williams' symphonies into marketable singles, with five Williams LP's moving out to the trade at the same time.

In the October release, London will proceed also with its project of recording all 32 Beethoven piano sonatas by Friedrich Gulda. This in itself is no longer unique. Decca has done it with Wilhelm Kempff, who was borrowed from London for the purpose. But only this month London completed a similar project with Wilhelm Backhaus. When the Gulda series is complete, the label will have three of its artists featured in the repertoire.

VOX TO RECORD BALLET WORK . . .

Next month Vox will record its first album under terms of its new exclusive contract with the New York City Ballet Orchestra. The featured work will be the "Western Symphony" by Hershey Kay, introduced successfully by the ballet company this month. Leon Barzin will conduct and a feature of the album will be choreographic notes by George Balanchine. Release date target is December 1.

WESTMINSTER EXECS IN EUROPE . . .

Westminster execs Kurt List and Michael Naida have joined James Grayson, president of the firm, in England to participate in the direction of a new batch of recordings. Conductors to be used include Artur Rodzinski, Hermann Scherchen, Adrian Boult and Argeo Quadri. Repertoire will feature the complete concerto grossi of Handel and Corelli and symphonies by Brahms, Beethoven, Schubert, Mahler, Dvorak and Tchaikovsky.

PACKAGING WINS GROWING ATTENTION. . .

The stream of packaged records from manufacturer to distributor to dealer has reached the flood stage. While the output normally picks up in the fall, this season will probably see the most concentrated rush of new packages since the advent of LP. Distributors are already dunning dealers for orders and the competitive pace can be expected to show more heat as the weeks advance toward the holiday season. In the fight for dealer exposure manufacturers are playing all angles, designing their product to appeal better to the mass buyer and further exploring the byways to reach the specialist collector.

The most quickly noticed facet of the new packages, be they classical or pop, is the increased attention being given to cover art. The slick, laminated

cover is almost the irreducible minimum today. Much more money is being spent on album appearance. And manufacturers consider the money well spent if the albums therefore get preferential display. As the trend toward self-service progresses, the battle for mere display gains insistence.

It can be reported, for instance, that one major classical producer which has rested quite comfortably for some years on the laurels of fine artists, extensive repertoire and high-quality sound, is now bending all efforts to dress up its packages. It's the pressure of competition that's forcing the issue for them. Quality of record product alone is no longer sufficient to attract representative sales.

Perhaps the gamut of manufacturer approach to the record scene today is best illustrated by two current releases pitched at dealers. Both are concerned with high fidelity, but the merchandising philosophy is miles apart. Each, tho, has its own logic.

RCA Victor's "Hearing Is Believing" is a 12-inch LP, crowded with music to demonstrate modern hi-fi sound. It sells for \$1. Westminster's new "Laboratory" series, the first disk holding no more than about 16 minutes of music per side, retails for \$7.50. Packaging of each is appropriate to the market appealed to—in one case the largely untapped hi-fi potential, and in the other the solid, hard core of experienced gadgeteers. There's a world of possible angles between the two poles.

NEW JAZZ ORGANIZATION FOR MUTUAL BENEFIT . . .

Jazz International, new organization unifying devotees of jazz, has been formed in Hollywood with Howard Lucraft named as managing director. Group, sponsored by Stan Kenton, will enable members to exchange ideas on jazz and have a voice in the type of music they want to hear on records, in concert and on radio. Members will also be able to obtain monthly bulletins, books, recordings and personal news of jazz greats. Lucraft is a former British band leader, arranger and BBC commentator, and has been on the West Coast since 1950.

NEWS BRIEFS . . .

The recording made by the Symphony of the Air (formerly the NBC orchestra) to be given as a "receipt" for \$10 contributions will be released in two weeks. A duplicate version, on binocular tapes, will be offered for \$15 contributions. . . . Helmut Umland, formerly of The Gramophone Shop, New York, has joined London Records. He'll assist in artist and repertoire and export. . . . Liberty Music Shops has released its ninth "private label" LP. The latest features pianist Mario Braggiotti in "International Love Songs." . . . Morton Gould, with Columbia for the past four years, has been signed to a Victor contract. . . . An upcoming M-G-M LP will group the two Peer Gynt Suites and the Nutcracker Suite on a single 12-incher.

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; MAYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
2. TCHAIKOVSKY: THE NUTCRACKER — Minneapolis Symphony (Dorati) Mercury OL 2-101
3. TOSCANINI PLAYS YOUR FAVORITES—NBC Symphony (Toscanini) RCA Victor LM 1834
4. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME —NBC Symphony (Toscanini) RCA Victor LM 1768
5. TOSCANINI PLAYS WAGNER—NBC Symphony (Toscanini) RCA Victor LM 6020
6. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6009
8. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) RCA Victor LM 1778
9. RAVEL: BOLERO; MOTHER GOOSE SUITE—Boston Symphony (Koussevitsky) RCA Victor LM 1012
10. CHOPIN: PIANO CONCERTO NO. 1—Rubinstein, Los Angeles Philharmonic (Wallenstein) RCA Victor LM 1810
11. R. STRAUSS: ALSO SPRACH ZARATHUSTRA; DANCE OF THE SEVEN VEILS—Chicago Symphony (Reiner) RCA Victor LM 1806
12. SAINT-SAENS: CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Aller, Sukman, Concert Arts Orchestra (Slatkin) Capitol P 8270
13. R. STRAUSS: EIN HELDENLEBEN — Chicago Symphony (Reiner) RCA Victor LM 1807
14. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6018
15. BERLIOZ: DAMNATION OF FAUST — Boston Symphony (Munch) RCA Victor LM 6114
16. BETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
17. CHOPIN: LES SYLPHIDES; TCHAIKOVSKY: PRINCESS AURORA—Ballet Theatre Orchestra (Levine) Capitol P 8193
18. MOZART: SYMPHONY NO. 40; HAYDN: SYMPHONY NO. 94—NBC Symphony (Toscanini) RCA Victor LM 1789
19. SCHUBERT: SYMPHONY NO. 9 IN C MAJOR—NBC Symphony (Toscanini) RCA Victor LM 1835
20. STARLIGHT CONCERT—Hollywood Bowl Orchestra (Dragon) Capitol P 8276

Reviews and Ratings of New Popular Albums

MUSIC FOR A RAINY NIGHT 78

Paul Weston Ork (1-12")
Columbia CL 574
Finding titles for mood music albums seems, these days, to be a more difficult job than finding good songs, and musicians to arrange, play and record them. Here Paul Weston has put together a collection of some fine standards in lush arrangements which should please a multitude of record customers. Tunes include "I'll Remember April," "Little Girl Blue," "Garden in the Rain," "Soon," "Why Was I Born?" "Day by Day" and "Fools Rush In."

A MUSICAL JOURNEY WITH GEORGE LIBERACE 76

George Liberace Ork (1-12")
Columbia CL 587
"Brother George" makes his solo bow on this LP, and it will be interesting to see how he rates sales-wise as a single. Liberace plugs his brother generously on his radio and TV shows, and will probably give the album a nice send-off during his concert tour. So it's quite possible the LP will do more than okay for dealers. Liberace fans, obviously, should be given a special salespitch on the package, which could be displayed to advantage along with Liberace's regular albums. The LP includes 12 instrumentals, with selections reflecting Liberace's catholic tastes, ranging from "Alouette" to "The Stars and Stripes Forever." In general, the music is pleasing to the ear and shapes up as satisfactory mood-music programming.

THAT "PARIS" MOOD 70

Jackie Paris (1-10")
Coral CRL 56118
Romantic jazz is a rarity, and this album shapes up as just that, with Jackie Paris warbling eight standards in the softly understated, modern style of a male Jeri Southern and fine backing by Charlie Shavers on trumpet. The tunes are tastefully selected—"I'm Thru With Love," "You're Mine You," "A Cottage for Sale," etc. — and Paris sings them with moody tenderness and an off-beat kind of charm. The package provides good mood music programming for deejays, and should also please jazz fans.

HI-FIRE WORKS 69

Art Ferrante, Lou Teicher, Duo-Pianists (1-12")
Columbia CL 573
The label has collated a number of releases issued by the duo-piano team as singles about a year ago, plus some previously unreleased sides and issued them on this attractively covered LP. Ferrante and Teicher play more than

the keys of the piano. They pluck the strings, beat on the lid, et. al., in the manner of John Cage. For those who want to test their hi-fi equipment this set might be of interest, since the boys obtain some unusual sounds on a group of standard tunes.

MAMBO MOODS 62

Benny Bennet Ork (1-10")
Secco SLP 45
Those afflicted with the mambo will undoubtedly consider this a welcome addition to their collections, for the full, brassy and modern ork delivers a collection of mambo items in strict dance tempo. The ork is not too well known, yet it performs smartly in a modern style. Recording and packaging are fair.

Jazz

OLD SOUNDS FROM SAN FRANCISCO 89

The Dave Brubeck Octet (1-10")
Fantasy 3-16
The popularity of one Dave Brubeck is such that most any disk bearing his name is sure of a healthy sale. This is one of those. It contains material recorded by a fine young Brubeck-styled octet of the 1946-'48 period. The material, mostly original, is excellent and so is much of the music, but it isn't the commercial Brubeck of today—if that's any criticism. The fans will undoubtedly want it, and any serious jazz musician will consider it a must. Recording and packaging are fair-to-good.

CHARLIE VENTURA'S OPEN HOUSE 77

(1-10")
Coral CRL 56067
This fine jazz LP features Charlie Ventura's quartet on one side with four different standards, including "How Deep Is the Ocean," "Pagan Love Song" and "Over the Rainbow"; while the flip spotlights four sax solos by Ventura with the George Williams orchestra. The great jazz musician plays an alto sax on "Intermezzo"; bass sax on "I Love You"; baritone for "Julie," and tenor for "My One and Only Love." Musically the collection is a treat for all jazz fans. The album title "Open House" was inspired by Ventura's Philadelphia night club of the same name.

CAL TJADER PLAYS AFRO-CUBAN . . . 78

(1-10")
Fantasy 3-17
Cal Tjader was acclaimed for his vibe work when he was with the George Shearing Quintet a while back. On this new disk he is heard leading his own combo, the one he now leads at

(Continued on page 28)

welcome
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 great recordings!**

LONG PLAY 33 1/3 RPM

- | | |
|--|--|
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| LL-979 Romantic Melodies | LL-685 Strauss Waltzes |
| LL-913 An Album of Christmas Music | LL-570 A Selection of Favorite Waltzes |
| LL-877 Mantovani Plays The Immortal Classics | LB-381 Waltzing with Mantovani |
| LL-768 An Album of Favorite Tangos | LB-218 Musical Moments |
| LL-766 An Enchanted Evening with Mantovani | LB-127 A Mantovani Program |

SINGLES

- | | |
|------------------------------------|-----------------------------|
| 1332 Speakeasy | 1328 Moulin Rouge |
| 1332 Adios Muchachos | 1280 White Christmas |
| 1483 June Night | 1171 Greensleeves |
| 1471 Dream, Dream, Dream | 1020 Charmaine |
| 1333 Ave Maria | 272 Prelude To The Stars |
| 1175 Dancing With Tears In My Eyes | 111 Beyond The Sea (La Mer) |

LONDON
 RECORDS



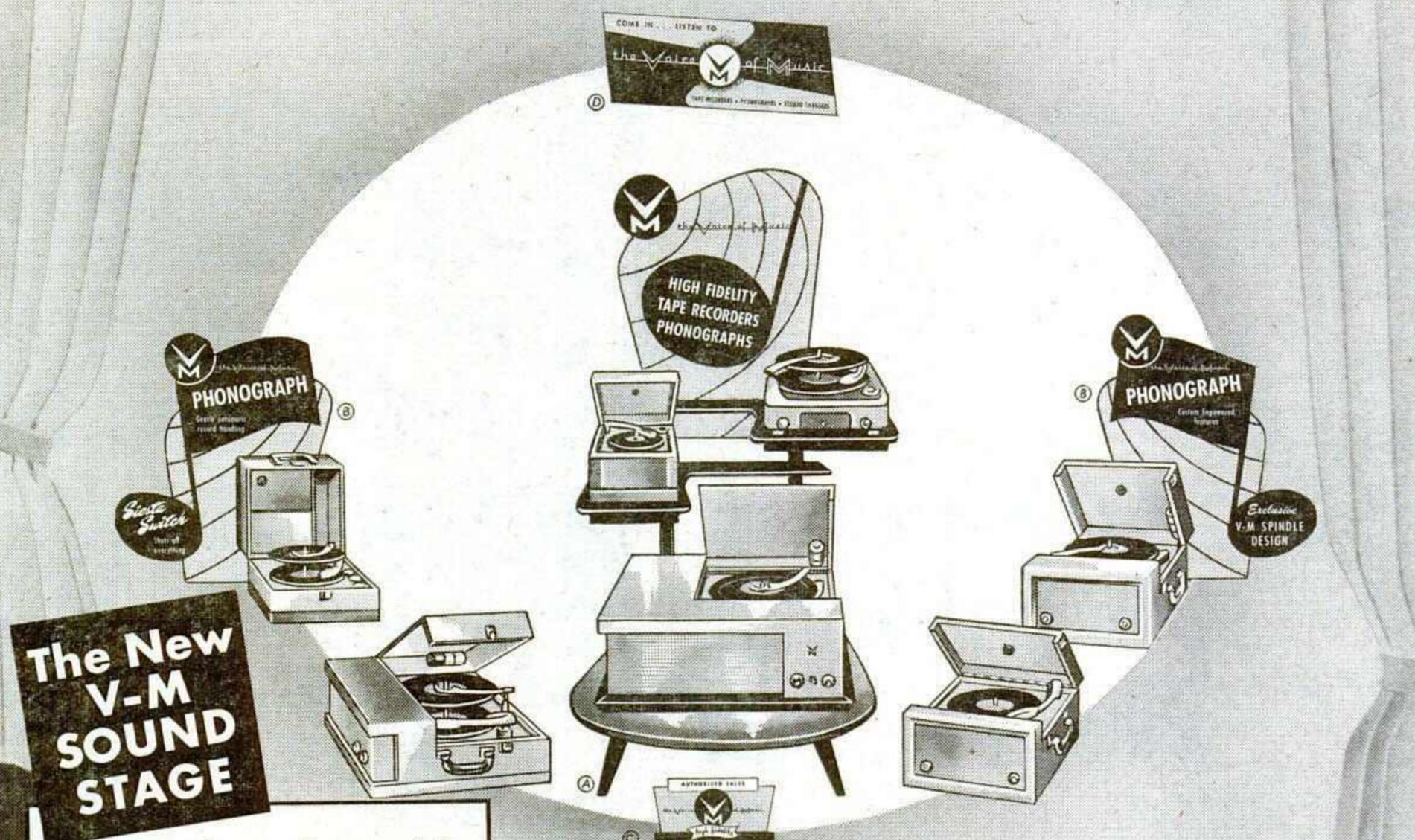


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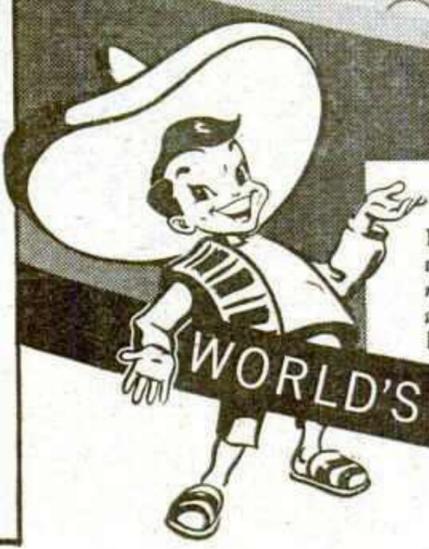
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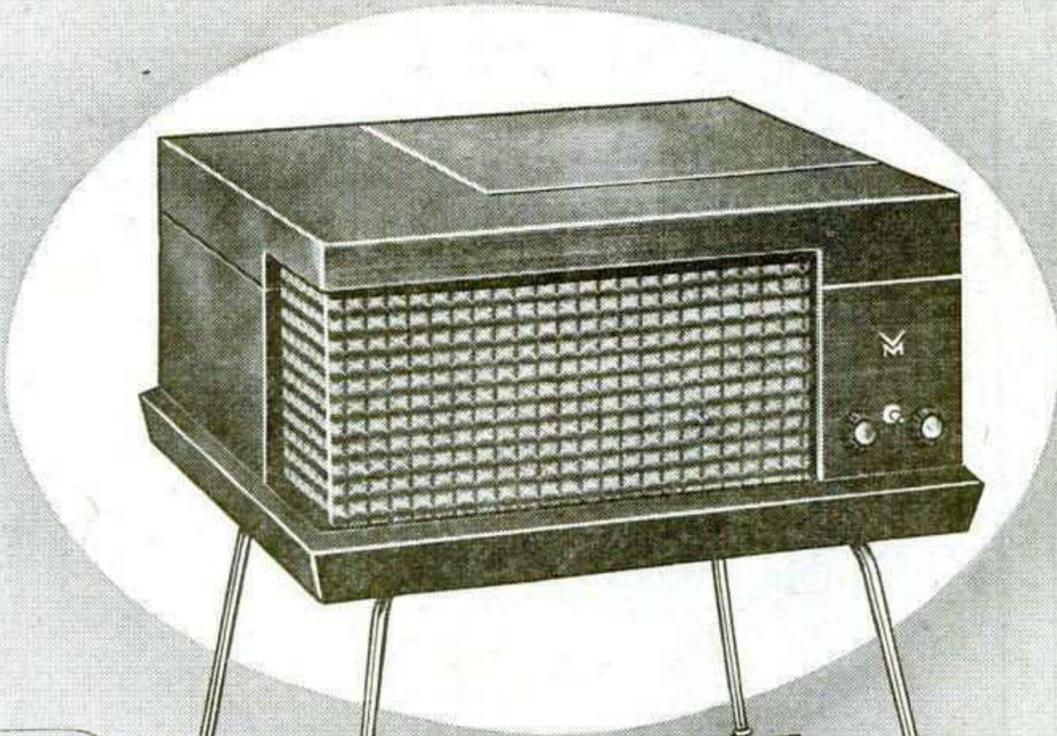
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Voice of Music products offer *sound appeal*... *sound styling*... *sound features* and *sound pricing*! V-M provides the complete, compact product line to cut inventory and display requirements to the quick.

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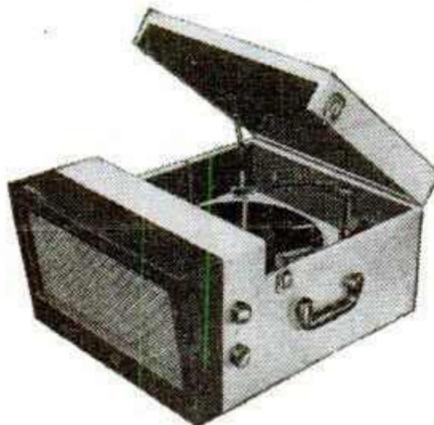
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Extremely popular model in new "typically tomorrow" design. Has wide-range amplifier and 5-inch permanent magnet speaker. Features the famous Webcor Diskchanger that plays all 3 speeds and 3-size records. Excellent fidelity. Rich, full reproduction. Designed to be completely portable, yet harmonize with the decor of every room. Trouble-free and durable. Tough, wear-resistant covering. Available also in combination radio-fono. Colors are Black and Beige or Tan and Beige.
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Concerto—\$119.95 Lark—\$39.95 Studio—\$59.50



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The Billboard Music Popularity Charts
PACKAGED RECORDS

• **Reviews and Ratings of New Classical Releases**

VERDI: REQUIEM (2-12") — Soloists, Robert Shaw Choral, NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 6018 88
Best advice to dealers here would be to clear the decks for heavy action. Sales on this package, backed up by one of Victor's most concentrated promotional drives, can't fail to be strong—and over a long period. The work is one of the literature's towering masterpieces, of equal appeal for its religious and musical content. The performance, too, is one of Toscanini's most impressive, with his inspiration driving soloists, chorus and orchestra to maximum effort. Included in the package is an elaborate brochure discussing the music and containing beautiful sepia-toned photographs of Michelangelo's "Last Judgment." Set figures to outsell the Toscanini "Missa Solemnis."

TCHAIKOVSKY: SYMPHONY NO. 6 IN B MINOR (PATHETIQUE) (1-12") — L'Orchestre de la Societe des concerts du Conservatoire de Paris; Erich Kleiber, Cond. London LL 920 76
Here's a reading of the "Pathetique" that's solid music-making all the way, without the exaggeration and spurious drama that often marks its performance. Good spacious sound and sympathetic handling by Kleiber, now enjoying great favor among discriminating collectors. This should be a profitable stock item for many dealers.

BRAHMS: SYMPHONY NO. 1 (1-12") — Berlin Philharmonic Orchestra; Joseph Keilberth, Cond. Telefunken LGX 66003 75
A welcome new reading by Keilberth of a symphony that he has often conducted with ability and understanding. Incidentally, it also replaces an older recording of this work by Keilberth for Telefunken made available by Capitol. While the compulsive drive and the subtle nuances of Toscanini's interpretation may be absent here, there is nonetheless a clarity and majesty of contour that is the essential Brahms. The sound is admirable. Steady but moderate action seems in store.

SAINT-SAENS: CARNIVAL OF THE ANIMALS; DEBUSSY: PETITE SUITE; RAVEL: MOTHER GOOSE (1-12") — Ethel Bartlett, Rae Robertson M-G-M E 3114 74
Collectors may show interest in this LP, since it represents the first time "Carnival of the Animals" has been recorded in the original chamber form, rather than with a full orchestra. Noel Coward (with Andre Kostelanetz's orchestra) has two narration-with-music disks out on it and there are several other versions available. But the original-form treatment makes this package unique. Bartlett and Robertson, Mr. and Mrs. piano duetists, have a big following and are in their usual fine form on this LP. The Ravel and Debussy sides, both executed in the original version for piano four hands, are also available by the team on a previous released M-G-M 10-inch LP.

SCHUMANN: FANTASIA IN C MAJOR, OP. 17; KINDERSCENEN (1-12") — Clifford Curzon, Piano. London LL 1009 72
Two of Schumann's most beloved (and often recorded) compositions played by one of today's superior interpreters of that composer. Curzon's lyric, unhurried style, with its emphasis on poetic exposition rather than blustery technique, goes to the heart of this melodious, romantic music. The coupling is a commercially wise one, as both works are staples for advanced piano students, and will find many easy sales in that quarter.

FRANCK: SYMPHONIC VARIATIONS; D'INDY: SYMPHONY ON A MOUNTAIN AIR (1-12") — Aldo Ciccolini, Piano; Orchestre de la Societe des Concerts du Conservatoire. Andre Cluytens, Cond. Angel 35104 71
There's an exact duplication of this repertoire on a Columbia album with Robert Casadesu's pianistic draw. But name value aside, this newest version, especially of the D'Indy, should win many adherents on its own. The latter work is beautifully played, with pianist and orchestra in perfect accord. Good stock for larger dealers.

RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL; TCHAIKOVSKY: CAPRICCIO ITALIEN (1-12") — London Symphony Orchestra; Hermann Scherchen, Cond. Westminster W-LAB 7002 70
A sign of the times and the burgeoning discophile interest in hi-fi, this entry goes several steps beyond the competition. It is aimed strictly at the advanced and incurably finicky addict, but the handsome trappings that encase the disk may snare a good many casual buyers who will also plunk down the \$7.50 asked for the time-worn repertoire. To keep that "old debbil" dust from its grooves, the disk is held in a plastic sleeve which lays in a cardboard folder, which is then inserted in a heavy plastic envelope that zippers tight shut. The clarity of the sound is outstanding (about 16 minutes of music per side), but the interpretation suffers from a heavy conductorial hand. The Scherchen mood is often plodding here. Notes by hi-fi authority C. G. McProud are appropriate for the audience appealed to.

CONTEMPORARY AMERICAN MUSIC FOR STRING ORCHESTRA (1-12") — M-G-M String Orchestra; Izler Solomon, Cond. M-G-M E 3117 68
A package of variety and quality that includes David Diamond's "Rounds for String Orchestra," Vincent Persichetti's "The Hollow Men," Copland's "Two Pieces for String Orchestra," Roger Goeb's "Three American Dances" and Quincy Porter's "Music for Strings." Diamond's "Rounds" is the only frequently performed work in this group, and drumbeaters for the programming of "more American music" could easily prove their point by demonstrating how many of these compositions measure up to the best of what is being produced anywhere in the world today. This package should be considered seriously by dealers who have customers that revel in well-played contemporary music, or the sheer glory of fine sound.

CHRISTMAS ORGAN MUSIC (1-12") — Fritz Heitmann, Organ. Telefunken LGX 66009 67
Dealers seeking some fine organ music disks for the Christmas season can do little better than stock this Telefunken collection of Bach, Bohm, Walther and Buxtehude religious works. The Ernst Moritz Church organ played by Fritz Heitmann should also attract the hi-fi crowd. The recording is excellent. The music, of course, is wonderful and the performance scholarly.

SPANISH MUSIC FOR GUITAR (1-12") — Narciso Yepes, Guitar. London LL 1042 66
A guitar program that makes for un-faillingly pleasant listening. Spanish music for the guitar and its antique cousin, the vihuela, that ranges from the 16th Century to the present, the composers include Albeniz, Tarrega, Granados, Falla and Ferdinand Sor, among others. Yepes, a new name for the catalogs, is a fluent performer. A fine package to offer those looking for off-beat but intimate and quickly enjoyed disk fare.

DIE UNGARISCHE HOCHZEIT SELECTION (1-10") — Traute Richter, Herold Kraus and Chorus; Orchestra of the Stadtische Opera, Berlin; Hansgeorg Otto, Cond. Telefunken TM 68021 62
In case the title of this set scares anyone, in English it is called the "Hungarian Wedding." It is an operetta, in the vein of American and English operettas before the revolution in musical offerings created by the team of Rodgers and Hammerstein. This operetta was a favorite in Hungary when there was an Austrian-Hungarian Empire, and its melodies are still catchy today. Those who enjoy nostalgia stuff may go for this, even tho it is in Hungarian, and they will also enjoy the literate and dryly humorous liner notes.

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

• **Continued from page 24**

the Macumba Club in San Francisco. And an exciting group it is, playing Afro-Cuban rhythms with a drive and sparkle that should help turn this new release into a solid seller with the jazz set. In addition to Tjader, bassist Al McKibbons, and Armando Peraza on conga and bongos deserve special mention. The tunes are mainly originals, the standouts being "Afro Corolombo" "Ritmo Caliente" and the well-known jazz item, "Bernie's Tune." Good wax here for the collectors.

JAZZ AT NBC 76
Johnny Smith Quintet (1-10")
Roost 413

This new disk is another in the title series featuring Johnny Smith on guitar. Heard along with Smith, who today is acknowledged one of the top guitarists about, is Stan Getz and a mystery tenorman, whom many jazz followers will recognize. And Joe Mooney and Eddie Safranski are also heard along with Don Lammond, Sanford Gold, and other top men. The first four sides feature Smith on some slow and easy tunes, with Getz blending beautifully on "Stars Fell on Alabama." The other four sides swing, and here again Smith shows off his fine technique. The hip collectors and the musicians will go for this second Johnny Smith LP from the label.

NAT PIERCE AND THE HERDSMEN 75
Dick Collins (1-10")
Fantasy 3-14

Young Dick Collins, now in the Woody Herman band, is one of those from the early Brubeck-Milhaud days in California. The trumpet ace has much to say and says it superbly with his trumpet. This set was cut by pianist Pierce with a batch of other Herman Herdsmen. Fine arrangements, excellent section work and sharp solos make this a first-rate addition to any jazz catalog.

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EVERY DAY!

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ROSEMARY CLOONEY * VERA-ELLEN

FROM THE PICTURE

OTHERS



BING CROSBY
DECCA
"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"
"WHAT CAN YOU DO WITH A GENERAL"

DANNY KAYE
DECCA
"THE BEST THINGS HAPPEN WHILE YOU'RE DANCING"




ROSEMARY CLOONEY
COLUMBIA
"LOVE, YOU DIDN'T DO RIGHT BY ME"
"SISTERS"

EDDIE FISHER
VICTOR
"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"




CHRIS DANE
CADENCE
"LOVE, YOU DIDN'T DO RIGHT BY ME"
"MANDY"

ARTHUR GODFREY
COLUMBIA
"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"



ALBUMS



TONY ALAMO
MAJAR
"LOVE, YOU DIDN'T DO RIGHT BY ME"

GORDON McRAE
CAPITOL
"COUNT YOUR BLESSINGS INSTEAD OF SHEEP"




PEGGY LEE
DECCA
"LOVE, YOU DIDN'T DO RIGHT BY ME"
"SISTERS"

FREDDY MARTIN
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Hard Work, Solid Promotion, Artists Create Dot Success

4-Year Record No Accident; Firm Answers Public With Know-How

Dot Records really came about by accident, but the success of the company, now beginning its fifth year, has not been based on luck. It has been a combination of good artists, hard work by the artists and the Dot employees, exposure and promotion on the disk jockey and juke box operator levels, and a strong distribution organization.

According to Dot's president and founder, Randy Wood, his greatest encouragement came from the juke box operators who quickly took to Dot's first ragtime music disks by Johnny Maddox and have since grabbed up thousands of other Dot records by such talents as the Fontane Sisters, Jimmy Work, Tommy Jackson, the Counts, James Newman and many others.

This is now a record company which last year grossed some \$2,000,000. This is a record company and retail operation which last year was profiled in Fortune, the magazine of big business. This is a record company which is valued at well over \$1,000,000 and is just now ready to move into the packaged merchandise field full blast.

Public's Answer

And it just didn't happen that Randy Wood, president of Dot Records and owner and operator of Randy's Record Shop, the world's largest mail order record shop, came up with hit after hit. Wood first began to notice what Mr. and Mrs. Public wanted when he came to Gallatin, Tenn. In 1944 he opened an appliance store with an Army friend. On the side, Wood decided to have a small side-line of records, 75 to be exact. One can't be too choosy with this number of platters, and Wood noticed that on Saturdays, the big day in this little country town, that people who came in his store were interested in records and played them in the store and purchased a few.

He noted the type records they wanted and began to carry them.

One night he visited the WLAC studios in nearby Nashville and ended his visit by signing a contract to buy \$30 worth of spot announcements per week on a record show.

Soon the original stock of records at Randy's grew to enormous proportions and Randy became famous as the largest mail-order record shop in the world. By this time he had bought out his partner and gone out of the appliance business. His original \$30 per week expenditure had grown to six, 45-minute shows and six one-

minute spots during the week, along with a one-hour record show every Sunday night.

Station Owner

Randy, part owner of the Gallatin radio station WHIN, has daily programs there and on these programs can try out new releases on the listening audience. He knows what the mail order public likes from the orders that pour into the record shop, which is in the same building with Dot Records.

He values the praise and criticism of the teen-agers who have always flocked to his record shop. When he has a new release he usually calls into his private office several youngsters who hear the record and comment on it. During the school months on Saturdays he has entertained the teen-agers at his shop at a pop party. Soft drinks are free, and the youngsters gather to hear and play their favorite records and the new ones and to be with their friends. Parents in Gallatin and nearby towns are grateful to Wood for this entertainment for their youngsters. The place is always jammed, and a great deal of valuable information is gathered by Wood at these sessions.

Randy himself is a music lover, a critic and has written a number of songs. However, he does not go overboard for a record which he likes but gets the opinions of

others, many times of his wife Lois and his children, Linda, Larry and Johnnie.

A Newcomer

When Wood first came to Gallatin he had no thought of being a publisher, head of a record company or owner of a record shop. He was out of the Air Corps and put his savings into an appliance store which he opened with an Air Corps friend who hailed from Gallatin. Wood knew very few people in Gallatin as he hailed from Warren County, near McMinnville, Tenn.

In 1950 Wood agreed to record a group of local boys from East High School, Nashville. This group called themselves the Tennessee Drifters. Their first record, "Boogie Beat Rag," within six weeks after its release, sold a few thousand records. In "Tips on Coming Tops," The Billboard's tip-sheet of those days, the tip was "A new group, the Tennessee Drifters, debuts on a new label, Dot, with a sock dance instrumental."

In May, 1950, a former clerk in the record shop, Johnny Maddox, whose ragtime piano playing entertained local fans, was recorded with J. O. Templeton and the Rhythmasters, a local band. They made "Crazy Bone Rag" and "St. Louis Tickle." This record became a mild success in the

(Continued on page 31)

Pint-Size Nobles Does Job of a Giant

WLAC Jockey Helps Put Randy Wood On Map With Disk Shop and Diskery

If you're the type to disbelieve the story of the mouse and the lion, you'd hesitate to accept the legends about Gene Nobles. That is, until the night you became part of a vast radio audience having its ear tweaked by this pint-sized WLAC announcer.

Then you'd find yourself succumbing like everyone else; you'd be ordering phonograph records, helping make Randy's Record Shop the largest mail-order record house in the world, helping establish Dot Records as among the strongest of independents.

Disk jockey Gene Nobles, once known as a "drifter," is now a fixture at WLAC, the 50,000-watt CBS outlet in Nashville. He carries the 10:15 p.m. to 3 a.m. load of record shows there.

Gene started in radio in 1935, working at KTHS in Hot Springs, Ark., for "nothing" a week. Finally, in 1936, he got a paying job when he helped put WAPO, Chattanooga, on the air. While at WAPO he had an early-morning hillbilly record show, a noontime Bing Crosby record show, an afternoon semi-classic record show and at night "just played some records."

Real Break

Gene's real chance came when he was assigned, on a try-out basis, to run a one-hour disk jockey program at WLAC nine years ago. That one-hour record show, over

(Continued on page 31)

Efficient System, Radio Promotions Build Greatest Mail-Order House

In 1946 Randy Wood, of Gallatin, Tenn., decided to augment his appliance store with a small side-line of records. His initial stock order was a cautious 75 platters. Today, Wood operates one of the largest mail-order houses in the world. He has more than 30,000 records in stock on 125 different labels and, with orders pouring in from 35 States, his monthly sales figure often zooms past the 60,000 mark.

Wood gives most of the credit for his fabulous success story to an unusually efficient order system and an extensive radio promotion program. Tho he has bought time on radio stations in Cincinnati, Gallatin, Chattanooga and thruout Georgia and Mississippi, the bulk of his sales still stem from disk jockey Gene Nobles' WLAC show in Nashville, the program he first bought back in 1946. This nightly show (10:15 p.m. to 3 a.m.) jumped Randy's sales from 750 to 15,000 a month the first year, and Wood estimates that Nobles now pulls an average of 3,000 letters a day.

Altho 60 per cent of Randy's mail-order platter sales are rhythm and blues, 20 per cent collectors' items and the rest pop, Nobles has no set format for the program and

always includes a variety of disk categories on each show.

Careful programming, of course, has a lot to do with the show's

(Continued on page 31)



TYPICAL OF THE MAIL-ORDER volume done by Randy's Record Shop is the sack of mail Randy Wood is opening. Shop averages 3,000 orders a day.

EDITORIAL

Dot: Faith and Fortitude

Much has been written in various ways and about many examples of the American system of free enterprise in action. Example can be gleaned from many eras and many industries. Few, tho, will be as striking as the example of one Randy Wood and Dot Records. It was only about eight years ago that Wood started to handle records in a retail store. And it was just four years ago that he decided to manufacture records under his own label.

This is a story which has been repeated with slight variance in many other record industry beginnings. The beginning of the RCA Victor, Columbia and Decca labels was not too different. And the past decade has seen the beginnings and rise of such labels as Capitol, M-G-M, London, Atlantic, Coral, Vox, Westminster, Fabor and dozens of others.

Yet it is still somewhat amazing to watch a Dot label rise in four years to its present position as one of the strongest and most respected independent manufacturing operations in the country. What does it take? Randy Wood says it takes the help of every disk jockey, librarian, juke box operator, serviceman, artist, musician, shipping clerk, secretary and packer. And what Mr. Wood says is undoubtedly true.

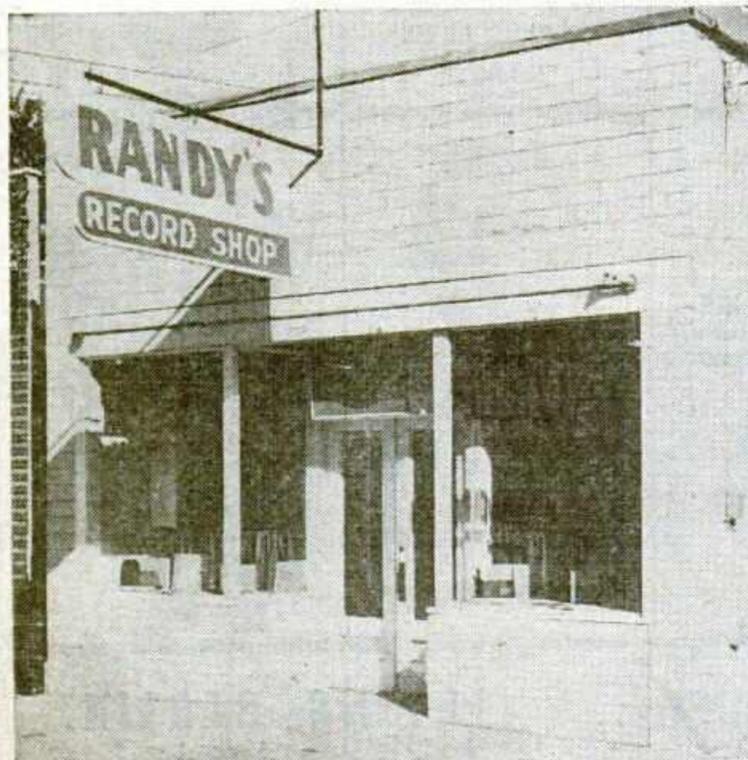
Depends on Faith

It is more than that, tho. The basic ingredients are still the opportunity offered in a free enterprise system, plus hard work and ingenuity. And the one ingredient of success which ties together all the others is the much needed deep-rooted faith in the future of the record industry. That's the kind of faith exhibited by Randy Wood and Dot Records.

The pessimists within the record industry will also be around, but those who believe that the future of recorded music is a bright one will always prove the soundness of their faith.

It is to be hoped that the Wood-Dot story will encourage others to embark upon similar enterprises. There's plenty of room and plenty of need for new blood. It is also to be hoped that Dot Records will continue to grow so that all facets and levels of the industry will benefit from the increased and new activity.

Happy birthday, Dot. And here's looking at you, record industry.



THIS GALLATIN, TENN., retail record shop housed the Dot label and Randy Wood's mail-order operation until last year.



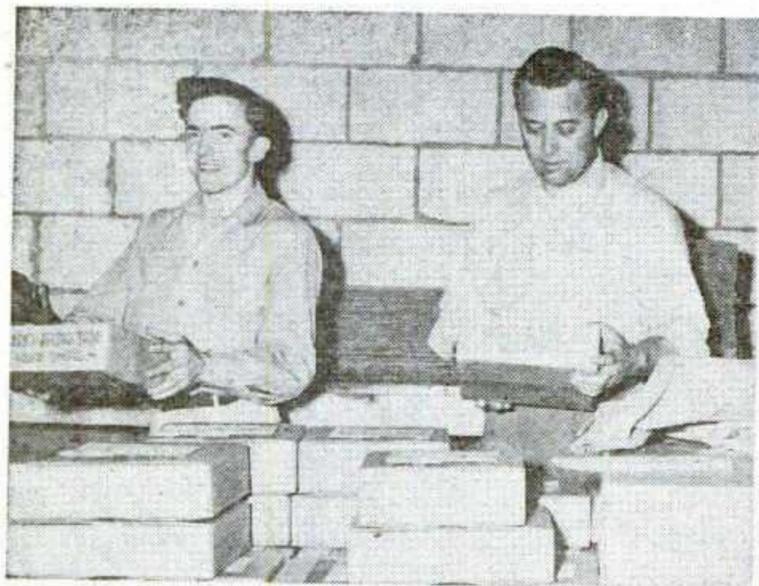
THE ENLARGED and remodeled Record Shop, mail-order business and home office of Dot Records was opened in 1953.



HERE ARE THREE RANDY WOOD employees filling mail orders received in a typical day. All orders go out the day received.



THE STACKS OF SHELVES contain the various records and all labels. Each order is picked and assembled from these racks.



THESE TWO RANDY WOOD employees are packing the records ready for mail shipment to the thousands of customers who avail themselves of the shop's mail-order business.



THERE'S NO MISTAKING the fact that Randy's Record Shop is also the home of Dot Records. This interior shot is taken in the front half of the store.

Dot Success: Work, Good Artists, Push

• Continued from page 30

South, St. Louis and Chicago. Wood next signed a group known as the Griffin Brothers, featuring Margie Day. This was a band from Norfolk. Their second record, "Little Red Rooster," roared to No. 1 place on rhythm and blues charts and sold more than 100,000 copies.

Tommy Brown

The next record in this field featured the voice of a young singer, Tommy Brown, who recorded "Tra La La." This record stayed in the top 10 best seller lists more than 10 weeks and also passed the 100,000 mark.

Just about this time Johnny Maddox broke thru with his first national hit, an old favorite, "San Antonio Rose." For the first time Wood really took the idea of a record company seriously.

In June, 1951, Tommy Brown again came thru with the Griffin Brothers on a solid hit with "Weeping and Crying." It was also about this time that Mac Wiseman emerged on the Dot label as the first strong hillbilly. His first hit, "Tis Sweet to Be Remembered," was followed by "I'll Still Write Your Name in the Sand." With continuing strong sellers by these artists Dot rapidly gained national distribution which was eventually to evolve into world-wide distribution.

The Hilltoppers

And then early in 1951 it happened—a test record was made of a group of college students at Western Kentucky State College, Bowling Green, Ky., of a new tune, "Trying," written by Billy Vaughn, a member of the group who is now music director of Dot Records. This group had been singing together only a few months before they were discovered.

"Trying" immediately became a hit, and the record sold over 750,000 copies. It hit third place in the nation and was in the top 10 of the nation's tunes for over 20 consecutive weeks. Then the group came up with another hit, "P. S., I Love You," which sold over 1,000,000 copies and for which the Hilltoppers received a gold record.

Hitting in the top 10 were the Hilltoppers' recordings of "From the Vine Came the Grape," "Till Then," "Love Walked In" and "To Be Alone." The lead voice of this group, Jimmy Sacca, has made several singles.

And as a New Yorker recently said of this record shop and recording company: "This place is all business. They begin work at 8 a.m. and continue until 5 p.m. You walk into the place and hear a record player going full blast testing a new release or being listened to by a customer. The record company employees are busy opening the mail and filling the orders. Wood is in his private office on the phone talking to some distant city. Upstairs in his private studio is Billy Vaughn, checking new songs or arranging for a new release, and in walks one of the Hilltoppers with a new wife!

System Builds Mail Orders

• Continued from page 30

powerful pull. Randy thinks that many dealers make the mistake of buying time on a station and then not following thru on the programming end. Randy confers constantly with Nobles, and they both say that lining up a list of platters with potential sales appeal (which includes listening to several hundred auditions a week) for each show is harder work than the actual broadcast.

Shrewd sales packaging has enabled Wood to move a lot of his dead stock. For instance, he has set up a special offer on spiritual records (five disks for \$2.98, and two of them dogs). Nobles did

(Continued on page 49)



Nobles' DeeJay Chores Help Wood Move Up

• Continued from page 10

the years, was parlayed to five hours.

One night a young listener fresh out of the Air Force visited the WLAC studios to see what the Nobles guy looked like. The visitor, Randy Wood, of Gallatin, Tenn., ended his visit by signing a contract to buy \$30 worth of spot announcements per week on Gene's record show, with a promise to get into the then undeveloped mail-order business with records. The contract was to run for one month only, and the station promised to "wait" for its money if Wood was financially pressed.

Sponsor Wood and disk jockey Gene Nobles worked well as a team. The original stock of 75 records at Randy's Record Shop grew to enormous proportions, and Randy, of Gallatin, became famous as the largest mail-order record shop in the world.

Shows Pile Up

Randy bought more time on WLAC as events piled on top of events. His original \$30 per week expenditure has grown to six 45-minute shows and six one-minute spots during the week, along with a one-hour record show every Sunday night.

The Dot label was a natural result of Randy's mail-order record program over WLAC. Gene's "discovery" of a rhythm and blues artist in the WLAC building led to the first Wood recording session, and the subsequent birth of the label, of which disk jockey Gene Nobles is one-tenth owner.

Dot's first big success came with the signing of Johnny Maddox. By exploiting Johnny's first record on

Gene's disk jockey shows, a demand was created, distributors were set up and the label was in business. Gene is quite naturally a "plugger" for the Hilltoppers, Fontane Sisters, Al Lombardy, the Counts, Johnny Maddox, Jimmy Newman, Mac Wiseman and all the rest of the Dot artists. And he still gets in a frequent word about Randy's Record Shop.

Gets Accord

Gene plays all kinds of records in his five-hour stint, but leans heavily toward boogie and blues. He has been voted most popular disk jockey by students at Mississippi State and favorite disk jockey at Arkansas A. & M. He has been made an honorary member of the Kappa Sigma fraternity at Vanderbilt University. Annually he's called on by the authorities in Macon County, Alabama, to help promote their March of Dimes campaign. Clemson College in South Carolina and T.P.I. in Cookeville, Tenn., call on Gene to help wake up their scattered alumni when the year's big dances are scheduled.

These things Gene has accomplished, even while helping boost Randy and Dot to their present pinnacle, and while selling 1,250,000 baby chicks in 22 weeks for another sponsor, 12,000 pairs of bop glasses in one year for another and promoting a local distributor until that firm showed the nation's biggest percentage increase in beer distribution.

Little tho he is, he packs a wallop, and perhaps the story of the mouse and the lion isn't so far-fetched after all.

A Good Crew Makes All Things Possible

Like every other business, record or anything else, the employees—the people never in the limelight—are the ones who knit the organization together for better or worse. Randy Wood's Dot label is fortunate in having grouped together a staff of young people whose every waking moment in wrapped up in the record business.

Says Wood, "These people have made it possible for me to build the store and the label to the point where I can work at the record business but still find time to work at getting my golf game into the 70's."

These are some of the key employees:

Al Bennett, national sales and promotional manager; Bennett, only 28 years old now, has held this job since November 1, 1951. He moved to Gallatin, Tenn., from Memphis, where he attended the University of Tennessee majoring in accounting. He began his career with Decca Records in November, 1947. It was while with Decca that Bennett first met Randy Wood, a dealer from Gallatin. Bennett stayed with the Decca label until the Memphis branch was sold to

the Stratton-Warren Hardware Company. Bennett moved to the new company as office manager in the record department.

The beginning of August, 1949, saw Bennett on the road selling Decca records. He traveled Arkansas, Northern Mississippi and Western Tennessee until 1951 when he stopped over in Gallatin, met with Wood and agreed that

(Continued on page 49)



AL BENNETT

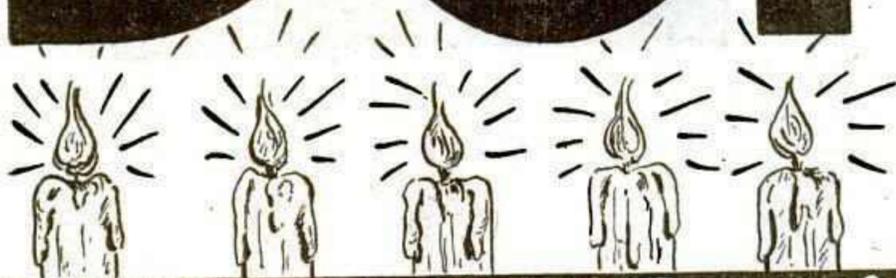
IN 5 SHORT YEARS

What a Record!

Dot's

th

BIRTHDAY



Sincerest Thanks
TO ALL OUR FRIENDS:
ARTISTS · DISC JOCKEYS · DEALERS
PUBLISHERS · OPERATORS · LIBRARIANS

And

A BIG EXTRA VOTE OF THANKS TO ALL OUR DISTRIBUTORS
WHO HAVE HELPED MAKE DOT RECORDS A TREMENDOUS SUCCESS

ALLEN DIST. CO.
420 W. Broad St.
Richmond, Va.
ARISTOCRAT DIST. CO.
750 W. 49th St.
Chicago, Illinois
B. G. RECORD SERVICE
337 N. W. 6th St.
Portland, Oregon
BENARY DIST. CO.
327 Frankfort Avenue
Cleveland, Ohio
BIG STATE DIST. CO.
137 Glass St.
Dallas, Texas
CHATTON DIST. CO.
1921 Grove St.
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COSNAT DIST. CO.
315 W. 47th St.
New York, New York
COSNAT DIST. CO.
1710 North St.
Philadelphia, Penna.
COSNAT DIST. CO.
270 Halsey St.
Newark, New Jersey

DAVIS SALES CO.
1724 Arapahoe St.
Denver, Colorado
FAYSAN DIST. CO.
7th St. & Jersey
Buffalo 1, N. Y.
GENERAL DIST. CO.
2329 Pennsylvania Avenue
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1043 Central Avenue
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INDIANA STATE DIST. CO.
505 E. Washington St.
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M. B. KRUPP DIST. CO.
309 S. Santa Fe St.
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LIEBERMAN MUSIC CO.
257 Plymouth Avenue N
Minneapolis, Minn.
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JAMES H. MARTIN
1310 S. Michigan Avenue
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MUSIC CITY DIST. CO.
80 Lafayette St.
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MUSIC SUPPLIERS OF NE
263 Huntington Avenue
Boston, Mass.
MUSIC SALES
1117 Union Avenue
Memphis, Tenn.
MUSIC SERVICE CO.
204 4th St. South
Great Falls, Mont.
NORTH WEST TEMPO DIST. CO.
3217 Western Avenue
Seattle, Wash.
OKLAHOMA RECORD & SUPPLY
627 North West 2nd St.
Oklahoma City, Okla.
PAN AMERICAN DIST. CO.
3731 Woodward Avenue
Detroit, Michigan
PAN AMERICAN DIST. CO.
3401 N. W. 36th St.
Miami, Fla.

RANDY'S
220 W. Main St.
Gallatin, Tenn.
ROBERTS DIST. CO.
1518 Pine St.
St. Louis, Mo.
SEABOARD DIST. CO.
796 Albany Avenue
Hartford, Conn.
SOUTHLAND DIST. CO.
441 Edgewood Avenue SE
Atlanta, Ga.
SOUTH COAST DIST. CO.
314 E. 11th St.
Houston, Texas
LEONARD SMITH INC.
1064 Broadway
Albany, New York
SUNLAND MUSIC CO.
1310 S. New Hampshire Avenue
Los Angeles, Calif.
STANDARD DIST. CO.
1705 Fifth Avenue
Pittsburgh, Penna.

RELEASED UNDER THE QUALITY LABEL IN CANADA

THE NATION'S BEST SELLING RECORDS
Dot RECORDS INC.
GALLATIN TENNESSEE PHONE: 1600

America's #1 Vocal Combination

THE HILLTOPPERS

FEATURING

JIMMY SACCA

THE GREAT VOICE



LOOK AT THESE DOT HITS
BY THE HILLTOPPERS

- SWEETHEART #15201
- THE OLD CABARET
- POOR BUTTERFLY #15156
- WRAPPED UP IN A DREAM
- TILL THEN #15132
- I FOUND YOUR LETTER
- FROM THE VINE CAME THE GRAPE #15127
- LOVE WALKED IN #15105
- TO BE ALONE
- P. S. I LOVE YOU #15085
- I'D RATHER DIE YOUNG
- I CAN'T LIE TO MYSELF #15055
- IF I WERE KING #15034
- MUST I CRY AGAIN #15018
- TRYING

And Now

THEIR NEW ONE

"TIME WAITS FOR NO ONE"

"YOU TRY SOMEBODY ELSE"

CURRENTLY GOING STRONG

DOT #15249

"IF I DIDN'T CARE"

DOT #15220

Dot

THE NATION'S BEST SELLING RECORDS

RECORDS INC.

GALLATIN TENNESSEE PHONE: 1600

5th

Anniversary

THE VOICE WITH A HEART

MAC WISEMAN

THE MOST CONSISTENT SELLING **C&W** ARTIST in the business

His Latest Recording

"KEEP ON THE SUNNY SIDE"
B/W
"I LOVE YOU BEST OF ALL"

DOT * 1224



MAC WISEMAN'S CATALOGUE OF BEST SELLERS

I STILL WRITE YOUR NAME IN THE SAND FOUR WALLS AROUND ME	1091	GEORGIA WALTZ DREAMING OF A LITTLE CABIN	1092	DREAMS OF MOTHER AND HOME REVELLE IN HEAVEN	1192
YOU'RE THE GIRL OF MY DREAMS I WONDER HOW THE OLD FOLKS ARE AT HOME	1115	FIRE IN MY HEART GOING TO SEE MY BABY	1126	I HAVEN'T THE RIGHT TO LOVE YOU MY LITTLE HOME IN TENNESSEE	1194
I SAW YOUR FACE IN THE MOON YOU CAN'T JUDGE A BOOK	1202	CRAZY BLUES RAINBOW IN THE VALLEY	1168	I'D RATHER DIE YOUNG YOU'D BETTER WAKE UP	1173
'TIS SWEET TO BE REMEMBERED ARE YOU COMING BACK TO ME	1062	LET ME BORROW YOUR HEART FOR JUST TONIGHT	1182	BY THE SIDE OF THE ROAD WAITING FOR THE BOYS	1131
SHACKLES AND CHAINS GOING LIKE WILDFIRE	1150	REMEMBERING	1191	SIX MORE MILES IT'S GOODBYE AND SO LONG TO YOU	1146
LITTLE WHITE CHURCH I'M A STRANGER	1075	THE WALTZ YOU SAVED FOR ME LOVE LETTERS IN THE SAND		YOU'RE SWEETER THAN THE HONEY DON'T LET YOUR SWEET LOVE DIE	1158

Dot

THE NATION'S BEST SELLING RECORDS
RECORDS INC.

GALLATIN TENNESSEE PHONE: 1600

5th

Anniversary

THE NATION'S SENSATION

**TOP
GIRL
TRIO**



The

FONTANE SISTERS

WITH THEIR *NEW* DOUBLE SIDED *SMASH*

**"WILLOW WEEP FOR ME"
"A LOVE LIKE YOU"**

DOT #15248

CURRENTLY GOING STRONG

"Happy Days & Lonely Nights"

"If I Didn't Have You" DOT #15171

Dot

THE NATION'S BEST SELLING RECORDS

RECORDS INC.

GALLATIN TENNESSEE

PHONE: 1600

5th

Anniversary

Dot's **HOT** with these Great

Country and Western

Artists



★ TOMMY JACKSON

RATED AMERICA'S #1
SQUARE DANCE FIDDLER

- LEAD OUT 1208
- CHINESE BREAKDOWN
- BILL CHEATHAM 1209
- SUGAR IN THE GOURD
- FLOP EARED MULE 1217
- LIBERTY
- GOLDEN SLIPPERS 1218
- 8th OF JANUARY
- ARKANSAS TRAVELER 1085
- SOLDIER'S JOY
- MISSISSIPPI SAWYER 1086
- BOIL THEM CABBAGE DOWN
- TEXAS SCHOTTISCHE 1119
- PUT YOUR LITTLE FOOT RIGHT OUT
- FISHER'S HORNPIPE 1148
- JACKSON'S HORNPIPE
- ORANGE BLOSSOM SPECIAL 1169
- DRAGGIN' THE BOW
- KATY HILL 1186
- WAKE UP SUSAN

★ JIMMY NEWMAN

A BRIGHT NEW STAR

- CRY CRY DARLING
- YOU DIDN'T HAVE TO GO *1195
- NIGHT TIME IS CRY TIME
- DIGGY LIGGY LO *1215

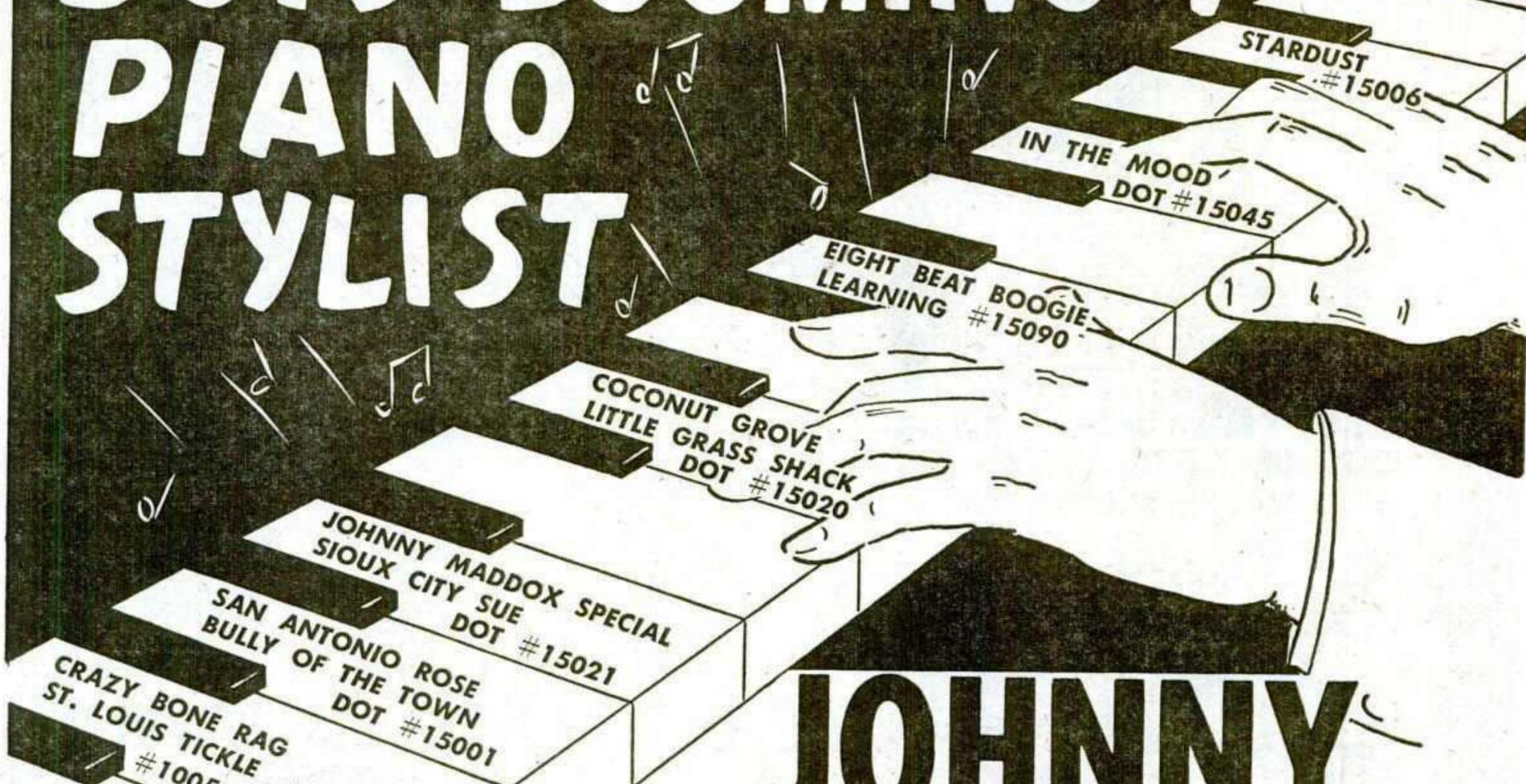
★ LONZO & OSCAR

- CRAZY 'BOUT YOU BABY
- GOT IT ON MY MIND *1216
- LET ME BE THE ONE #2
- WILD OATS *1196

THE NATION'S BEST SELLING RECORDS
Dot RECORDS INC.
 GALLATIN TENNESSEE PHONE: 1600

5th Anniversary

DOT'S BOOMING #1 PIANO STYLIST



JOHNNY MADDOX

and the RHYTHMASTERS

A BIG ONE

"BLUE HAWAII"

B/W

"PATTONA RAG"

also

DOT #15226

A GREAT TAP DANCE CATALOGUE BY JOHNNY MADDOX

- Ida—School Days 15066
- Margie—Swanee River 15067
- Me and My Shadow—Peggy O'Neil 15068
- Angry—Shine 15069
- Should I—You Were Meant For Me 15071
- Baby Face—Moonlight and Roses 15072
- Jealous—Tea For Two 15073
- Carolina In The Morning—Hindustan 15074
- Avalon—Tip Toe Through The Tulips 15075
- Bye Bye Black Bird—The Sheik of Araby 15076
- Ain't She Sweet—Do You Ever Think of Me 15077

CURRENTLY GOING STRONG

"Peg O' My Heart"

"Teddy Bear Blues"

DOT # 15169

Dot

THE NATION'S BEST SELLING RECORDS

RECORDS INC.

GALLATIN TENNESSEE PHONE: 1600

5th Anniversary

AND MORE *Dot* BEST SELLERS



BILLY VAUGHN
& HIS ORCHESTRA
 WITH A SLAM-BANG NEW RELEASE
Melody of Love
Joy Ride #15247



AL LOMBARDY
HIS CLARINET
& ORCHESTRA
Little Spanish Town
Flying Home #15227
The Blues
The Boogie #15143
Cross Your Heart
Cozy Little Corner #15207



RUSTY BRYANT
& HIS ORCHESTRA
Blow Rusty Blow
Merry-Go-Round #15221
All Nite Long
Castle Rock #15134
Pink Champagne
Slow Drag #15164



JAN GARBER
 IDOL OF THE AIRLANES
Love Tales
Doll Dance #15202
I Love You Because
How Long #15208



THE COUNTS
 3 RECORDS 3 HITS
My Dear My Darling
She Won't Say Yes #1210
Hot Tamales
Baby Don't You Know #1199
Darling Dear #1188



JEAN STRANGE
 A GREAT NEW DOT ARTIST
If You See Me Crying
Speak With Your Heart #15222



LORRY RAINE
What Would I Do
Love Me Tonight #15224

Dot

THE NATION'S BEST SELLING RECORDS

RECORDS INC.

GALLATIN, TENNESSEE PHONE: 1600

5th

Anniversary

The Spotlights on Dot Artists



FONTANE SISTERS



LONZO & OSCAR



RUSTY BRYANT



MAC WISEMAN



BILLY VAUGHN



JIMMY NEWMAN



ELMO TANNER



JOHNNY MADDOX



TOMMY JACKSON



THE HILLTOPPERS



JEAN STRANGE



DAN BELLOC



LORRY RAINE



KENNY ROBERTS



AL LOMBARDY



FRANCIS CRAIG



EDDIE PEABODY



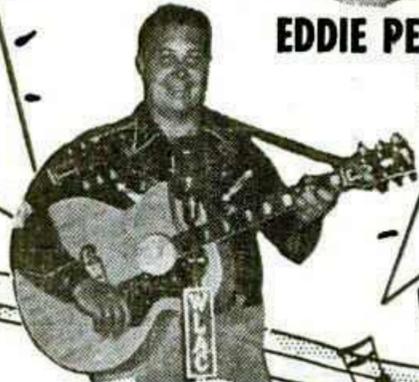
THE COUNTS



JAN GARBER



BOBBY COLTON



BIG JEFF



RAY MCKINLEY



JAMES GRIFFIN



THE CARLTONES



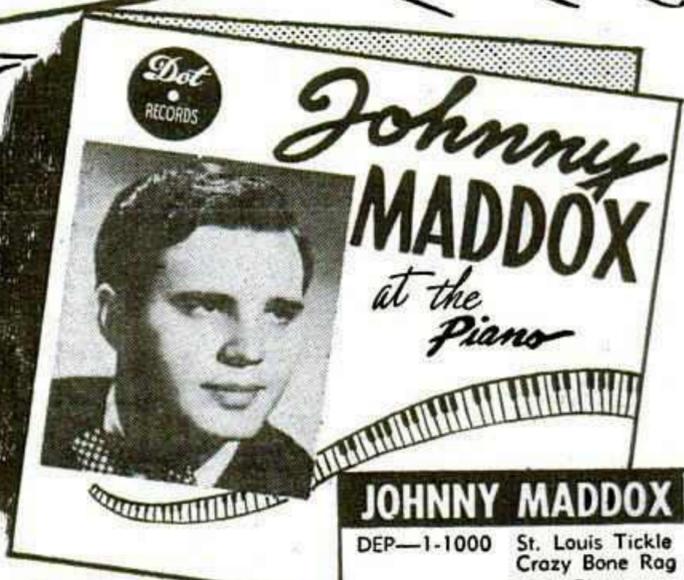
LEON BERRY

5th Anniversary

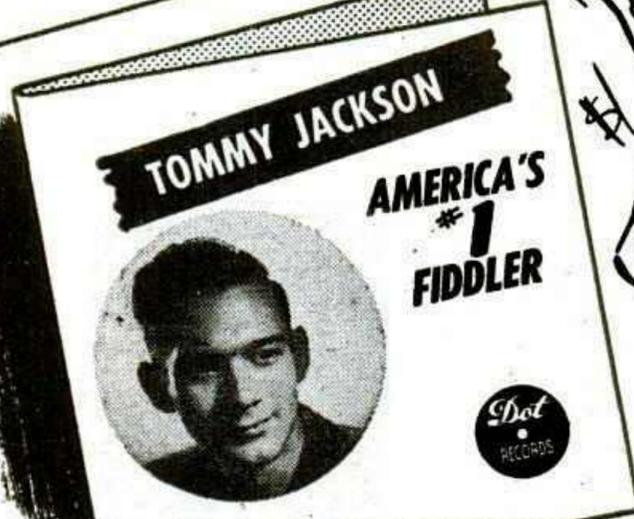
Dot THE NATION'S BEST SELLING RECORDS
RECORDS INC.
GALLATIN TENNESSEE PHONE: 1600



- THE HILLTOPPERS**
- DEP-1-1006 You Made Up My Mind
Trying
Must I Cry Again
I Keep Telling Myself
- DEP-1-1007 I Can't Lie to Myself
If I Were King
I'd Rather Die Young
P. S. I Love You
- DEP-1-1008 For Keeps
Bouquets and Kisses
I Found Your Letter
Till Then
- DEP-1-1009 Time Will Tell
There Is No Greater Love
Blue Eyes Crying in the Rain
From the Vine Came the Grape
- DLP-105 For Keeps
Bouquets and Kisses
I Found Your Letter
Till Then
Time Will Tell
There Is No Greater Love
Blue Eyes Crying in the Rain
From the Vine Came the Grape
- NEW ALBUMS**
- DEP-1-1011 Glad, Glod, Glad
My Ann
Stormy Night
About A Quarter To Nine
- DLP-106 Glad, Glod, Glad
My Ann
Stormy Night
About A Quarter To Nine
Frivolette
Tormented
Without You
Can't We Try Again
- DEP-1-1012 Frivolette
Tormented
Without You
Can't We Try Again



- JOHNNY MADDOX and the Rhythmasters**
- DEP-1-1000 St. Louis Tickle
Crazy Bone Rag
Hula Blues
I Get the Blues When it Rains
- DEP-1-1001 Memphis Blues
Alabama Jubilee
Sweet Georgia Brown
Dill Pickles
- DEP-1-1002 San Antonio Rose
Bully of the Town
Under the Double Eagle
My Mary
- DEP-1-1003 Stardust
Piano Polka
Near You
Johnny Maddox Boogie
- DEP-1-1004 Why Worry
Friday Night Stamp
Listen to the Mocking Bird
Molly Darling
- DEP-1-1005 Coconut Grove
Little Grass Shack
Johnny Maddox Special
Sioux City Sue
- DEP-104 Twelfth Street Rag
Little Girl
Johnny's Blues
Blue Danube
Good-Bye Girls I'm Through
Sweet Leilani
The Honey Song
Alice Blue Gown
- DF-104 Twelfth Street Rag DLP-104
Little Girl
Johnny's Blues
Blue Danube
Good-Bye Girls I'm Through
Sweet Leilani
The Honey Song
Alice Blue Gown
- "Authentic Ragtime" 45-DF-102 DLP-102
- DF-102 At a Georgia Camp Meeting
Elite Syncopations
Sunflower Slow Drag
Porcupine Rag
Sleepy Sidney
African Pas'
Smokey Makes
Tickled to Death



- TOMMY JACKSON**
"Square Dances of the Grand Ole Opry"
- DF-101 45-DF-101
- Ragtime Annie
Leather Britches
Uncle Joe
Cripple Creek
- Sally Ann
Whistling Rufus
Tennessee Wagner
Fiddlin' Rag

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5th

Dot THE NATION'S BEST SELLING RECORDS
RECORDS INC.
GALLATIN TENNESSEE PHONE: 1600

Anniversary

WESTERN UNION

FX-1201

(32)...

SYMBOLS	
DL	= Day Letter
NL	= Night Letter
LT	= Int'l Letter Telegram
VLT	= Int'l Victory Ltr.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

W. P. MARSHALL, PRESIDENT

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RANDY WOODS, PRESIDENT=

DOT RECORDS GALLATIN TENN=

CONGRATULATIONS ON FIVE SUCCESSFUL YEARS. WE'RE PROUD YOU CHOSE US TO MANUFACTURE YOUR RECORDS. HERE'S TO

MANY MORE YEARS OF CLOSE FRIENDLY RELATIONS BETWEEN US=

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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

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TMKS ©

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America's Top **INDEPENDENT**

Diplomatically Declaring Our Debt to Dot,

the Discriminating Discery!



John S. Kaplan

PAN AMERICAN DIST. CO.

3731 Woodward Avenue

Detroit 1, Michigan

Best wishes on your 5th Anniversary



Gordon S. Wolf

SUNLAND MUSIC CO., INC.

1310 So. New Hampshire

Los Angeles 6, California

Dear Randy,

As an original member of Dot Family I am especially proud to be participating in your 5th Anniversary celebration. Congratulations to you and the entire Dot organization and best wishes for continued success in the coming years.

HIT RECORD DIST. CO.

1043 Central Avenue

Cincinnati, Ohio



Is Nathan

Congratulations on 5 years of Progress

MUSIC CITY

RECORD
DISTRIBUTORS

80 Lafayette Street

Nashville 10, Tennessee



Hutch Carlock



Jimmy Green

Best Wishes for Continued Success



Herb Sandel

HAROLD N. LIEBERMAN COMPANY

257 Plymouth Avenue, No.
Minneapolis 11, Minnesota

Distributors for:
Minnesota, North and South
Dakota, Iowa and Nebraska.

Congratulations!

The most I can wish you is
another 5 years like the last.

S. WILLIAM DAVIS

DAVIS SALES COMPANY

1724 Arapahoe Street
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Salt Lake City, Utah

Best wishes on your 5th ANNIVERSARY

James H. Martin, Inc.

1341-43 South Michigan Avenue
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James H. Martin

*May you continue to break all
records with your smash hits*

BILL FITZGERALD

MUSIC SALES COMPANY

1117 Union Avenue

Memphis, Tennessee

RECORD DISTRIBUTORS

Congratulations to the evergrowing record company from the Evergreen State



Stan Jaffe

NORTHWEST TEMPO DIST. CO.

3217 Western Avenue
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"Dot Joe, Dot Milton, Dot Great"

ALLEN



Joe Sinsheimer

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420 West Broad Street
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Best Wishes for Dot's Continued Success



Ben Herman

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1705 Fifth Avenue
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Best Wishes and Continued Success



Art Freeman

BENART DISTRIBUTING CO.

327 Frankfort Avenue
Cleveland 13, Ohio

Congratulations and Best Wishes to Dot Records on its 5th Anniversary

JAKE FRIEDMAN

SOUTHLAND DISTRIBUTING CO.

441 Edgewood Avenue S.E. Atlanta, Ga.

Thanks for five great years

SAM CLARK and HARRY CARTER

MUSIC SUPPLIERS OF NEW ENGLAND, Inc.

263-265 Huntington Avenue Boston 15, Mass.

Best wishes in years to come



Herb Weisman

MANGOLD DISTRIBUTING CO.

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Charlotte, N. C.

Heartiest Congratulations

GENERAL DISTRIBUTING CO., Inc.

2329 Pennsylvania Avenue
Baltimore 17, Maryland



Henry Nathanson

CONGRATULATIONS

to...

DOT RECORDS

on your 5th
anniversary

SOUTHERN PLASTICS CO.

421 Broad St.
Nashville, Tenn.

P.S.: *Many Thanks*

Biographies of Dot Artists

RAY MCKINLEY

Recently signed to the Dot label is Ray McKinley and his orchestra. Down-Beat and Look selected Ray McKinley and his orchestra as the best all-around dance band in America, and wherever dancers congregate, McKinley and his orchestra are sure to be rated among the favorite bands.

This band has appeared at just about every major hotel and theater in the country, and it has a college prom record that ranks with the best. In the past two years, it has appeared at more than 100 colleges and has been asked to play repeat dates at most of them. Ray's youthful, enthusiastic drive and all-around showmanship have been instrumental in bringing the band up to the rating it now has.

McKinley was born 1910 in Fort Worth. The site of the town itself was selected by his great-grandfather, Col. Abe Harris.

He began his musical career at the age of 10 when his parents decided that drum lessons would be less wearing on the hardware and ears than Ray's habit of pounding the household aluminum. He was given his first set of tom-toms by Tom Burnett, the fabulous rancher and oil man. At 12 Ray was leading kid bands in Fort Worth and drew featured billing with the regular dance bands in town. At one dance contest a local girl named Ginger Rogers took the silver loving cup, the cash and the Hollywood screen test.

Chicago Job

At the age of 16 Ray went to Chicago where he met Ben Pollack, Benny Goodman and Glenn Miller. Thru their efforts he got a job drumming for a local band. The following year he came into the limelight when Pollack retired from behind the tubs and gave McKinley the job. Soon after, he joined Beasley Smith's gang in Nashville. Following that he took a job as drummer with the Detroiters at New York's famous Roseland Ballroom.

Later he went with the Dorsey Brothers and then with Jimmy Dor-

sey. In 1939 he formed a band with Will Bradley, and they made musical history with "boogie-woogie."

In 1942 Ray decided to go on his own, but he and most of the boys were claimed by the local draft boards. He entered the Army Air Force as a buck private.

After basic training, Mac joined the Glenn Miller orchestra. He aided Miller in assembling the best Air Force musicians for the "I Sustain the Wings" radio orchestra. In June, 1944, the entire unit was sent overseas where Ray was awarded a Bronze Star. After Miller's unfortunate disappearance, Mac took over leadership of the band.

He returned to civilian status in 1945 and organized another band. Rated today among the top popular orchestras in America, he is ever on the alert for new ideas, new sounds and new feeling. He is married and has one daughter. The family resides in Forest Hills, N. Y.

JAN GARBER

Jan Garber, a veteran band leader and showman for the past 20 years, recently signed with Dot Records. His first release under the new label was "Doll Dance" backed by "Love Tales." Garber believes in adapting his musical style to trends of the times; so his current aggregation plays what he terms "sweet with a beat."

The style is a blend of his original "hotcha" band which put the emphasis on "hokum," and the sweet style which he popularized in the early 1940's when he was known as "The Idol of the Airlanes." This title stemmed directly from his extensive radio appearances on the "Coca-Cola Spotlight," "The Fitch Band Wagon" and other well-known NBC dance band shows.

Born in Minneapolis, Jan Garber had aspirations of playing big league baseball until a fly ball broke his nose and somewhat dampened his enthusiasm for the

game. He then applied himself with equal spirit to the violin and in a few years was performing as soloist with the Philadelphia Symphony Orchestra. He was well on his way toward a career as a concert violinist when he decided he really didn't want to be a long-hair all his life, and traded the concert stage for a band podium.

FONTANE SISTERS

A blonde, a red-head and a brunette, all of them five foot three—a group of sisters who have achieved the top by harmony in work as well as harmony in song. These are the Fontane Sisters who are one of the most widely broadcast trios in show business.

The sisters were recently signed to the Dot Records label, and their recording, "Happy Days and Lonely Nights," an old tune backed by "If I Didn't Have You," a waltz tune written by Billy Vaughn, has been a hit.

The sisters grew up in New Milford, N. J., a suburb in Northern New Jersey. The girls, Bea, Margie and Geri, had an older brother, Frank Rosse, who was killed in action during World War II.

Their mother was choir director and organist at St. Joseph's Church in New Milford and found time to instruct her four children in music, to drill them and to break them gradually into public appearances thru the testing ground of parish minstrels and amateur evenings. Mom still takes care of the girls' fan mail.

Margie and Bea worked with Frank who sang with them and accompanied them on the guitar. After theater dates and radio work in Cleveland, NBC transferred the Fontanes to New York where they were given their own radio show.

Geri Joins

After Frank's death, Geri, the sister who was just out of high school, was taken into the group. Margie now sings the lead, Geri

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America's Top

INDEPENDENT

RECORD DISTRIBUTORS

Congratulations and best wishes on your 5th Anniversary

ROBERT'S RECORD DIST. CO.

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Bob Hausfater • Sam Rosenblatt • "Skip" Gorman

Happy Birthday!

Marvin Lieber

PAN AMERICAN DIST. CO.

3401 N.W. 36th Street

Miami, Florida

Best wishes for continued success

BERTHA CRIBBLE

B. G. RECORD SERVICE

337 North West 6th Street

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Happy Birthday to DOT RECORDS

M. B. KRUPP DISTRIBUTING COMPANY

309 S. Santa Fe Street

El Paso, Texas

Congratulations

TO

DOT
RECORDS

ON ITS

5th

ANNIVERSARY



Covering the
Markets that
Do 29%
of the
National
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**FROM THE WORLD'S
LARGEST INDEPENDENT
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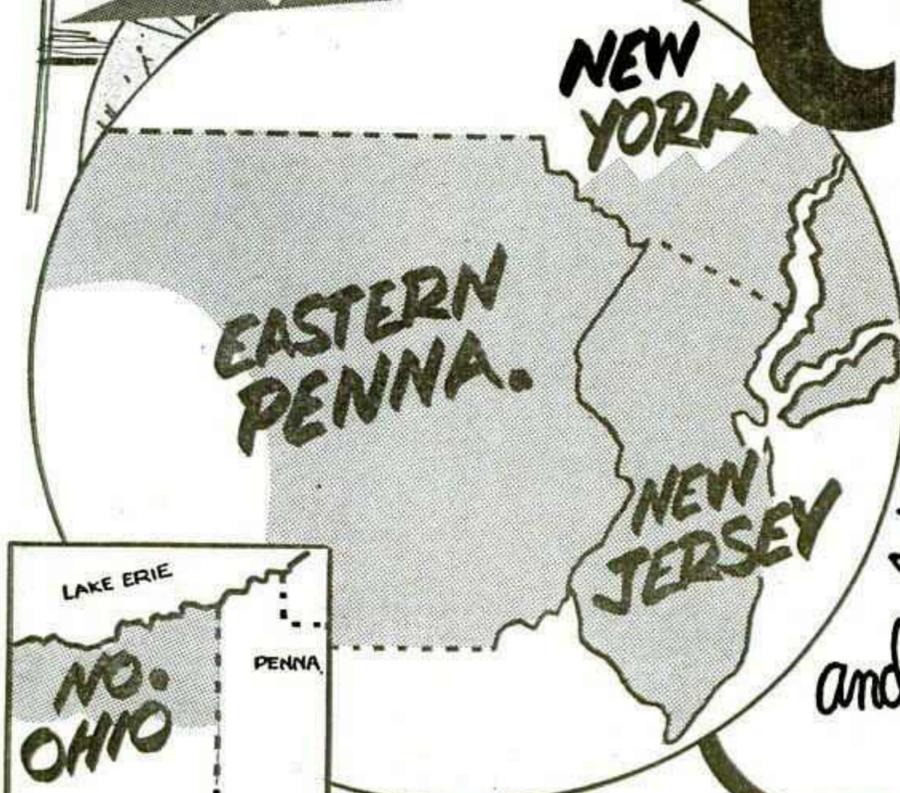
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315 West 47th Street
New York City, N.Y.

*Jerry, Elliot
and Ben Blaine*



Jerry Blaine, Pres.



Happy Anniversary

TO THE GREATEST RECORD COMPANY

IN THE BUSINESS . . .



THE HILLTOPPERS

Jimmy Billy Don Seymour

currently

TIME WAITS FOR NO ONE

and

YOU TRY SOMEBODY ELSE

DOT 15249

sings top harmony, and Bea, the low harmony. Bea also plays the piano and writes the arrangements.

Late in 1945 they met Perry Como in New York and did several guest shots on his program. They soon had a show of their own in Chicago and in 1948 their big break came. After the Satisfiers left the Como radio show, he called the Fontane sisters to New York as regulars on his radio program. Not long after he moved to TV, and they went with him.

Margie lives on Long Island with her husband, Frank Hobbs, a radio and TV executive whom she met and married in Chicago seven years ago. At home she devotes time to the house, the beauty parlor and golf.

Geri is married to announcer and teacher Al Latchford, and they live on Riverside Drive in the city. They spend weekends at Cornwall, Conn., with Geri's parents, who are now retired. Bea resides in Riverdale, N. Y., just over the bridge from Manhattan.

The girls rehearse in a tiny room in which is a small organ, only two and one-half octaves wide. The organ is an ancient and treasured good luck charm which worked for Mom and which now works for the girls.

THE HILLTOPPERS

At this very moment the Hilltoppers do not exist—but it's purely temporary. Lead singer Jimmy Sacca, you see, is now serving with the United States Army in Japan.

But then, just two years ago the group didn't exist either. It was merely a get together of Western Kentucky college students. Then in May, 1952, their first record was released on the Dot label, and the boys were well on their way to the top of the heap of singers.

When Sacca went into the Army the boys gave up about \$300,000 worth of personal appearance bookings. But the booking agents will have that kind of work available no matter how long it takes Sacca to come home—for the Hilltoppers continue to turn out best-selling records.

That first record, "Trying," was written by one of the boys, Billy Vaughn, who is now musical director for Dot. Sacca, of course, sang the lead part. The rest of the group consists of Seymour Speigelman, now a graduate student at Peabody College in Nashville, and Don McQuire, who is still at Western Kentucky. Vaughn,

Watch this One!

"GOD MADE SANTA CLAUS"

Little Margie Peters

on

BURGUNDY RECORDS



Congratulations and Best Wishes

DOT RECORDS

on their

5th ANNIVERSARY

JIMMY NEWMAN

Currently

CRY, CRY, DARLING

and

YOU DIDN'T HAVE TO GO

DOT 1195



Best Wishes and Continued Success . . .

TOMMY JACKSON

currently

LEAD OUT

and

CHINESE BREAKDOWN

DOT 1208

incidentally also wrote "To Be Alone" for the group. He's now a Gallatin, Tenn., resident.

Guest Slots

Despite a regular school schedule, which the boys never gave up, the Hilltoppers have found time to guest on such national TV shows as Kate Smith, Milton Berle, Patti Page and Sammy Kaye. They even managed to squeeze in an appearance at the Chicago Theater, the city of the top record names. Last year the quartet took top honors in almost every popularity poll—including that of The Billboard.

The first record, "Trying," sold over 750,000 copies and stayed on the best-seller lists for 23 consecutive weeks. Last year the boys came thru with such hits as "P. S.: I Love You" and "I'd Rather Die Young," another Billy Vaughn original. "P. S.: I Love You" topped the 1,000,000 mark and won for the boys the coveted gold record award. They also hit best-seller lists with "From the Vine Came the Grape," "Till Then" and "To Be Alone."

JOHNNY MADDOX

Dot Records' man who plays ragtime and boogie-woogie in that hokey style which spells nickels for juke boxes is one Johnny Maddox. Johnny, who comes from Gallatin, Tenn., was working in Randy's Record Shop when boss Randy Wood suggested that Maddox might want to record for their Dot label. Maddox had been playing the piano since his early child-

hood and worked in Gallatin bands for many years.

That first Maddox record, "Crazy Bone Rag" and "St. Louis Tickle," was also one of Dot's first releases. It did much to establish both the artist and the label. Now in his mid-20's, Johnny Maddox is one of the best-selling Dot artists and one whose disks are spotted on coin machines from coast to coast. He's still an avid collector of such items as old sheet music, piano rolls, jazz and ragtime music.

This year Johnny Maddox married Betty Biddy, a county health department nurse. When they're not traveling the country to fulfill Johnny Maddox personal appearance commitments, the couple still calls Gallatin home.

LONZO AND OSCAR

Lonzo and Oscar are a couple of sharp-looking boys who make a living by acting squarer than the squarest. The Dot Records artists are a regular comedy feature of "Grand Ole Opry" on Saturday nights over WSM, Nashville, in addition to making other radio and TV appearances on the station during the week.

The act originated eight years ago, when the brothers (real names Rollin and Johnny Sullivan) were working in a band backing Eddy Arnold. Prior to becoming a team the boys worked for various local radio stations in Jackson, Tenn., and Louisville, winding up at WSM in 1946. Since then they have toured most of the 48 States and Canada and made numerous guest appearances on NBC-TV shows,



... Congratulations
and my
very best
wishes

JAN GARBER

currently

I LOVE YOU BECAUSE

and

HOW LONG

DOT 15208

Happy Birthday to the entire
DOT organization

RUSTY BRYANT

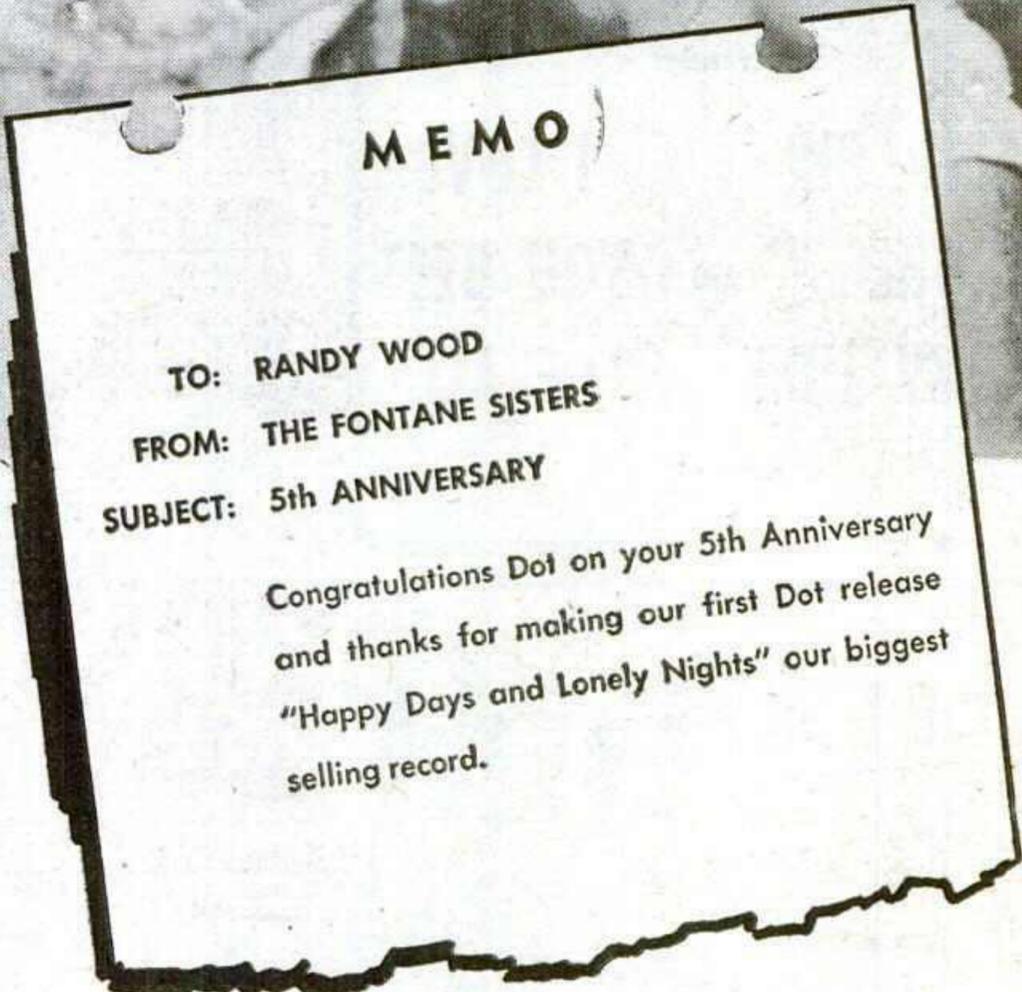
Currently

**BLOW RUSTY,
BLOW**

and

MERRY-GO-ROUND

DOT 15221



MEMO

TO: RANDY WOOD
FROM: THE FONTANE SISTERS
SUBJECT: 5th ANNIVERSARY

Congratulations Dot on your 5th Anniversary and thanks for making our first Dot release "Happy Days and Lonely Nights" our biggest selling record.

The

FONTANE SISTERS

And here's our latest:

**WILLOW WEEP
FOR ME**

and

**A LOVE
LIKE YOU**

DOT 15248



I'm Happy and Proud to be a part of this Great DOT organization

MAC WISEMAN

currently:

KEEP ON THE SUNNY SIDE AND **I LOVE YOU BEST OF ALL**

DOT 1224

including several return engagements on the Kate Smith show.

Both brothers are married and live in Nashville. Lonzo, 37, has two sons, and Oscar, 35, has one daughter. Their latest Dot release is "Crazy 'Bout You Baby" and "I've Got It on My Mind."

BILLY VAUGHN

Billy Vaughn, composer, singer and musical director for Dot Records, is now also recording for the label with his own orchestra. His first release is "Joy-Ride" (his own composition), backed by "Melody of Love." The Vaughn orchestra plays sweet rhythm styling, a la the old Wayne King aggregation.

Born in Glasgow, Ky., Vaughn grew up in a musical family, and played the banjo, guitar and violin before he entered high school and became a member of the school band. During World War II Vaughn acquired skill as an arranger, working with service bands at bond promotions, USO shows and various camp entertainments. He played piano, altho that was the one instrument he had never studied seriously.

Postwar

After the war Vaughn worked in bands at night and put himself thru barber school, only to discover at graduation that his nighttime labor was actually his vocation as well as his avocation. Vaughn then returned to Western Kentucky College for two more years.

During that period (1952) he became friends with a singer, Jimmy Sacca, and suggested they team up with a couple of other students and record Vaughn's song "Trying." The boys did just that, and Dot Records' top-selling disk of that time was the result. The group, of course, is known today as the Hilltoppers, which includes Vaughn.

Vaughn joined Dot in 1953 as musical director, and since then has arranged for the Fontanes, Jimmy Sacca, Elmo Tanner and the aforementioned Hilltoppers. In addition to "Trying," he has penned "I'd Rather Die Young," "To Be Alone," "You Made Up My Mind," "I Keep Telling Myself," "If I Were King," "The Old Cabaret" and "If I Didn't Have You."

JIMMY WORK

Jimmy Work is one of Dot Records' most popular artists, but his first love is songwriting, and his first big click on Dot was made with his own tune, "Tennessee Border." The singer's latest Dot record is "Just Like Down Town" and "Making Believe."

Work was born 30 years ago in Akron, but his family moved to a Kentucky farm, near the Tennessee line, when he was two. Altho he never took a music lesson in his life, the warbler taught himself to play the guitar and sing when he was six years old, and he's been music-minded ever since.

The Western artist has played in theaters and auditoriums thruout the United States, and has appeared on numerous radio shows, including "Grand Ole Opry," WSM, Nashville; "WWVA Jamboree," WWVA, Wheeling, W. Va.; "WLS Barn Dance," WLS, Chicago; "Louisiana Hayride," KWKH, Shreveport, La., and "Saturday Night Shindig," WFAA, Dallas. Work is married and has one daughter.

DOTTY DILLARD

Dotty Dillard, Dot Records' sweet-singing canary, has built her entire career on the strength of radio. Currently appearing on the Lion Oil Company radio show, "Sunday Down South," over WSM, Nashville, she got her original start in show business as one of the maids in Three Maids and Mike singing over local stations in her home town, Springfield, Mo.

During World War II she attended Druary College in Missouri and sang with an Army Band at O'Reilly General Hospital. After the war she warbled with a small combination tagged the Townsman until 1947, when she joined WSM as staff vocalist. Since then the girl has appeared regularly on WSM-originated NBC network radio and TV shows.

Like so many other popular thrushes, Dotty Dillard has never had any formal musical training,

but her warm, rich vocal style and wholesome charm have made her one of Dot's most popular recording stars. Her latest record is "Treasure Island" backed by "I Don't Want to Set the World on Fire."

THE COUNTS

The Counts, five boys scarcely out of their teens, are unique, in that they record only originals composed by one of the group. The quintet, which records exclusively for Dot, has been singing together since all five were freshmen in high school back in Indianapolis six years ago.

Their first release, "Darling Dear" backed by "Hot Tamales," hit the rhythm and blues charts "Top 10" less than three months after the disk first hit the market. New sides will be released shortly.

The five boys were discovered by an Indianapolis attorney and a local businessman while still singing in school stagesshows. The backers set them up with a Dot recording contract, and now the Counts are concluding a highly successful personal appearance tour of theaters in the Midwest and Southeast.

LORRY RAINE

Lorry Raine, whose name came from her given name Lorraine, has one great dream—to join the company of the rich and admired royal jukes. Her first record on the Dot label is "I'll Tell the World I Love You" and "I'm Only Human" with Murray McEachern.

Lorry is not limited to one type of song. She can work in any of the three fields, rhythm and blues, country or the pop category, and she sings straight and easy with a sound that has warmth and a lot of fem fatale. One disk jockey said of her: "She makes blue smoke come out of Capehart." She has been the guest three times in the past three months of Jack Wagner of KHJ, Hollywood, who says that he is amazed at how Lorry can change moods.

Detroit is her hometown, and she attended Denby High School there but now California is home to Lorry and her husband—press agent-manager Tim Gayle. She is 25 years old, five feet four and weighs 119 pounds.

Her sincere face has appeared on the front of Song Hits magazine in the October 1954 issue; she was featured in Look, November 17, 1954, and in Prevue in August 1953. A write-up about Lorry appeared in The Chicago Sunday Tribune recently, and she is set for a write-up in Hit Parade.

Big Start

Her big start came when she was doing Armed Forces Radio Services work and on the late Mark Warnow's U. S. Army-sponsored "Sound-Off" from Hollywood.

Several times within the past six years the titian haired, green-eyed singer has achieved small success which has given her a following in the music business. Altho she placed among the top 15 popular singers in a disk jockey poll, she has never recorded for a major label. Several companies have bought and released her finished product, but with her husband, Tim Gayle, she has produced all her work independently.

FRANCIS CRAIG

Veteran band leader Francis Craig is new to the Dot label. A few years ago he launched a new trend in popular music with his top-selling recordings of "Near You" and "Beg Your Pardon." The original wax versions of these hits are now available on the Dot label.

Craig has been in the band business for 25 years. Born in Dickson, Tenn., he is the son of a Methodist minister. While attending Vanderbilt University he

formed his own orchestra and played professionally at college dances thruout his last two years at school.

The band stayed together after graduation, and Craig has led an orchestra ever since that date, playing the longest hotel engagement on record—23 years—at the Hermitage Hotel, Nashville. Today Craig has stopped playing in hotels and ballrooms entirely to concentrate exclusively on radio and recording. His band was the first to broadcast over WSM, Nashville, and has since been featured on innumerable radio shows over all four networks.

CONGRATULATIONS



THE COUNTS

Congratulations to DOT RECORDS, INC. on their 5th anniversary—and THANKS to LORRY RAINE for her wonderful recording of my song: "LOVE ME TONIGHT" Dot Records No. 15224. Published by Mills Music, Inc., ASCAP. Philadelphia has already voted it a hit—the dj's AND the operators! Sincerely, William B. Richter.

Congratulations to Dot Records on their 5th Anniversary

STAR

2001 5th Avenue
Pittsburgh 19, Pa.

TITLE STRIP CO., INC.

1825 W. Chicago Ave.
Chicago 22, Ill.

UNIVERSAL RECORDING CORPORATION

111 East Ontario

Chicago, Ill.

**SAVE MORE MONEY
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

Good Crew Makes It Possible

Continued from page 31

he'd like to join the new Dot label when a position opened up. When the call from Wood came, Bennett moved into Gallatin with his wife and two small sons, Wayne Clayton and Keith Richard, who have seen acquired a sister, Adalah Cathleen.

Gilbert Brown is Dot Records' secretary and also general manager of Randy's Record Shop. He came with the shop on January 9, 1950, as general manager. Later in the year he became secretary of Dot.

Brown is a native of Sumner County and attended school in Franklin, Ky. He took his first job at the age of 19 doing office work in Nashville for a packing company. He married his childhood sweetheart and they have one daughter, Anne, age 15.

Lucile Beasley

Dot's public relations and publicity chief is Lucile Beasley, of Gallatin, Tenn. She is editor of The Gallatin Examiner, a weekly newspaper, and met Randy Wood when he first came to town to operate an appliance store which carried a

few records. She is a graduate of Ward Belmont College and of Vanderbilt University and is a member of Gamma Phi Beta Sorority.

An old college friend of both Mr. and Mrs. Randy Wood is Mrs. Louis Dillon Mitchener (Polly) who is bookkeeper for Dot Records. Mrs. Mitchener, a native of Sumner County, met Lois and Randy Wood at Middle Tennessee State College, Murfreesboro, Tenn., and they became friends. Later when Wood went into business in Gallatin, Polly came with the Record Shop as bookkeeper. She has been with Dot Records since its organization. She is married and has two sons, Louis Jr. and Lannie, and a daughter, Wanda Gale.

Mrs. Frank Hamilton, better known to all as Chris, is Dot's capable secretary. She also began her career with Randy's Record Shop in October, 1951, as a typist. She then transferred to Dot Records in early 1952 as secretary. Chris is married and has one small daughter, Anne.

System Builds Mail Orders

Continued from page 31

such a good selling job that Randy moved more than 70,000 during a three-month period.

Superior service has also played an important part in Randy's mail-order success story. He guarantees safe delivery, and takes the neces-

sary packing precautions to keep his breakage costs at a minimum. Records can be ordered C.O.D. or by check or money order. Most dealers are wary of checks, but Randy says he seldom has any trouble with "bouncers." If a customer orders more than five records, Randy doesn't charge them with packing costs.

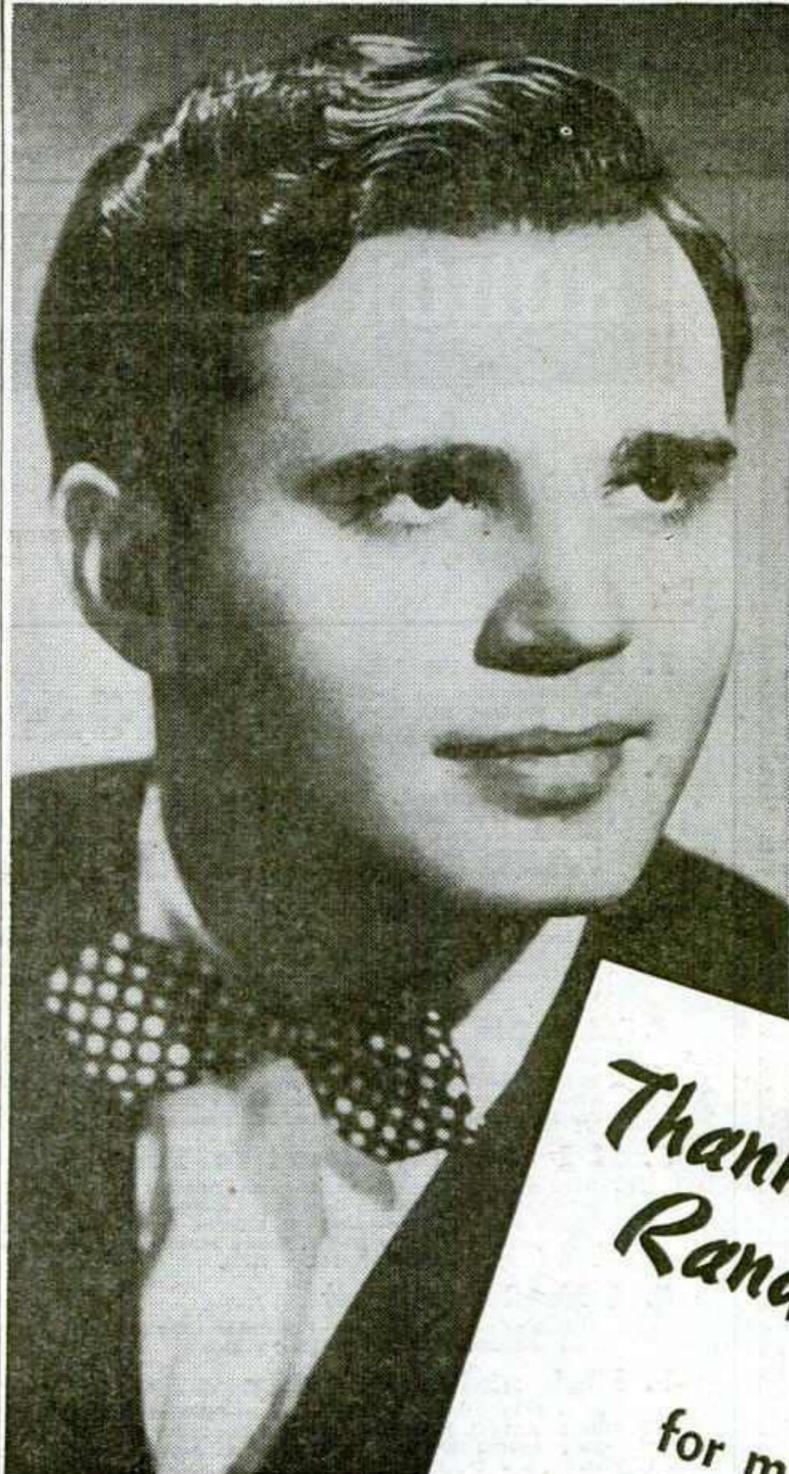
During World War II Randy served as an Army Air Force officer, and was responsible for setting up and supervising a 200-man communication system for a large air base. This talent for organization has evidenced itself in the efficient order-filling system he's installed in his shop, which enables a staff of 25 full and part-time employees to handle a maximum of 6,000 order-letters in one day.

Utilizing the assembly line pattern, Randy has assigned specific duties to each employee. For instance, one girl sorts the morning mail, separating the letters from the cards. (Power letter openers handle 500 per minute.) Another employee checks each order. An order-filler pulls the record from the bins, where they're cross-filed alphabetically (by label) and numerically.

The others follow thru on a variety of other tasks, including writing invoices, double-checking orders, typing labels, packing disks in specially designed cartons (20 records in a box), taking phone orders, etc. The over-all order system entails a minimum of paper work . . . just the catalog, invoice, label and order sheet. Randy swears by his postal meter machine, and it's interesting to note that the tiny Gallatin post office is now one of the largest in the country.

Randy, who is even now contemplating another move into still larger quarters, is optimistic about current business conditions in the record field. "Sure, things slow up once in a while," he comments, "but that just means you have to get out and work harder. People are still buying plenty of records. I think many dealers are afraid to buy. Consequently they don't have enough stock on hand to take advantage of any sudden run on a hit. I buy heavy, so I'll be prepared. Anyway, you can always move dogs with promotion or clever packaging. Nobles did a tremendous selling job for me on a load of hand-wound phonographs a couple of months ago. Sold the whole lot."

Wood's chief outlets include rural radio listeners, coin machine operators and radio stations. In fact, disk jockeys make up a large portion of his over-all trade. However, he also fills orders for the foreign market and many major U. S. cities (Detroit, Chicago, New York, Los Angeles, Philadelphia). By now he has a priceless mailing list of 500,000 record buyers, and it's growing every day.



JOHNNY MADDUX

currently

BLUE HAWAII and PATTONA RAG

DOT 15226

Congratulations

and

my very

best wishes

to

DOT

on their

5th

Anniversary

JEAN

STRANGE

Currently

IF YOU SEE ME CRYING

and

SPEAK WITH YOUR HEART

DOT 15222

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

Two of the most solid disk talents in the business in the past five years or so have been Patti Page and Eddie Fisher. Both these performers have managed to come up with best selling disks time and



EDDIE FISHER

again no matter what the general business conditions, the type of material and the competition from their own or other disks.

Miss Page, whose "Tennessee Waltz" disking of a few years ago was one of the all-time best sellers in the industry, came up with a novelty item, "Doggie in the Win-



PATTI PAGE

dow," which surprised many traders by its power. Now again, the thrush has put together a sure-fire seller, "Mama Doll Song."

As for Fisher, who is expected to announce his engagement to film star Debbie Reynolds on the weekend, he has his disk "I Need You Now" in the No. 3 position, his latest ("Count Your Blessings" and "Fanny") headed for the charts and a fabulous record of selling some 15,000,000 records in the five years since he joined the RCA Victor label.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. High and the Mighty..	1	10
2. If I Give My Heart to You	4	5
3. This Ole House.....	5	7
4. Hey, There.....	2	12
5. Little Shoemaker.....	3	12
6. In the Chapel in the Moonlight	7	11
7. I Need You Now.....	8	4
8. Skokiaan	6	5
9. Sh-Boom	9	12
10. Hold My Hand.....	13	3
11. They Were Doing the Mambo	10	6
12. Little Things Mean a Lot	11	23
13. Goodnight, Sweetheart, Goodnight	12	11
14. Happy Wanderer.....	14	21
14. Papa Loves Mambo....	—	1

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending September 29

This Week	Last Week	Weeks on Chart
1. Hey, There	1	12
2. Skokiaan	2	7
3. Sh-Boom	3	14
4. This Ole House	4	9
5. If I Give My Heart to You	6	5
6. I Need You Now	7	5
7. High and the Mighty	5	11
8. Little Shoemaker	8	15
9. In the Chapel in the Moonlight	9	12
10. Hold My Hand	11	4

Second Ten

11. THEY WERE DOING THE MAMBO.....	10	8
12. SMILE	16	4
13. LITTLE THINGS MEAN A LOT.....	12	24
14. I'M A FOOL TO CARE.....	13	12
15. SHAKE, RATTLE AND ROLL.....	15	4
16. GOODNIGHT, SWEETHEART, GOODNIGHT.....	13	13
16. PAPA LOVES MAMBO.....	—	1
18. WHAT A DREAM.....	17	5
19. CARA MIA.....	18	3
20. OOP SHOOP.....	19	2

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

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

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Tunes with Greatest Radio-TV Audiences

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

Radio

- All I Want Is All There Is, and Then Some (R)—Frank—ASCAP
- Best Things Happen When You're Dancing (R) (F)—Berlin—ASCAP
- Cara Mia (R)—Feist—ASCAP
- Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
- Fanny (R) (M)—Chappell—ASCAP
- Goodnight, Sweetheart, Goodnight (R)—Arc—BMI
- Heaven Was Never Like This (R)—Famous—ASCAP
- Hey, There (R) (M)—Frank—ASCAP
- High and the Mighty (R) (F)—Witmark—ASCAP
- Hold My Hand (R) (F)—Raphael—ASCAP
- I Need You Now (R) (F)—Miller—ASCAP
- If I Give My Heart to You (R)—Miller—ASCAP
- If You Love Me (Really Love Me) (R)—Duchess—BMI
- I'm a Fool to Care (R)—Peer—BMI
- In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
- It's a Woman's World (R) (F)—Robbins—ASCAP
- Little Shoemaker (R)—Bourne—ASCAP
- Love, You Didn't Do Right by Me (R) (F)—Berlin—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
- Sway (R)—Peer—BMI
- That's What I Like (R) (F)—Chappell—ASCAP
- There's a Small Hotel (R) (F)—Chappell—ASCAP
- They Were Doing the Mambo (R)—Mayfair—ASCAP
- This Ole House (R)—Hamblen—BMI
- Three Coins in the Fountain (R) (F)—Robbins—ASCAP
- What a Dream (R)—Berkshire—BMI

Television

- Baseball, Baseball (R)—Garland—ASCAP
- Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
- Happy Wanderer (R)—Sam Fox—ASCAP
- Hernando's Hideaway (R) (M)—Frank—ASCAP
- Hey, There (R) (M)—Frank—ASCAP
- High and the Mighty (R) (F)—Witmark—ASCAP
- Hold 'Em, Joe (R)—Folkways—BMI
- I Love Paris (R) (M)—Chappell—ASCAP
- I Need You Now (R)—Miller—ASCAP
- In an Inn in Indiana (R)—Pickwick—ASCAP
- In the Chapel in the Moonlight (R)—Shapiro-Bernstein—ASCAP
- Isle of Capri (R)—T. B. Harms—ASCAP
- Let's Try Again (R)—Feist—ASCAP
- Little Shoemaker (R)—Bourne—ASCAP
- Lost in Loveliness (R) (M)—Chappell—ASCAP
- Man That Got Away (R) (F)—Harwin—ASCAP
- Mark Twain (R)—Folkways—BMI
- Money Burns a Hole in My Pocket (R) (F)—Chappell—ASCAP
- Muskrat Ramble (R)—Geo. Simon—ASCAP
- Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
- Sh-Boom (R)—Hill & Range—BMI
- Skokiaan (R)—Shapiro-Bernstein—ASCAP
- Some Day (R)—Famous—ASCAP
- That Was My Heart You Heard (R)—Valando—ASCAP
- They Were Doing the Mambo (R)—Mayfair—ASCAP
- Things I Didn't Do (R)—Hill & Range—BMI
- This Ole House (R)—Hamblen—BMI
- To Every Girl, to Every Boy (R)—Goday—BMI
- Wedding Bells (Are Breaking Up That Old Gang of Mine) (R)—Mills—ASCAP
- When I Needed You Most (R)—Pincus—ASCAP

England's Top Twenty

- Based on cabled reports from England's top music jobbers. American publishers of each tune is listed in parenthesis. Asterisk indicates no American publisher.
- Little Things Mean a Lot—Robbins (Feist)
- Three Coins in the Fountain—Feist (Robbins)
- Story of Tina—Macmelodies (Maurice)
- Cara Mia—Robbins (Feist)
- My Friend—Chappell (Paxton)
- Smile—Bourne (Bourne)
- Gilly Gilly Ossenfeffer Katzenellen Bogen by the Sea—Spier (Beaver)
- Little Shoemaker—Bourne (Bourne)
- Happy Wanderer—Bosworth (Fox)
- Sway—Southern (Peer)
- Never Never Land—Keith Prowse Co., Ltd. (Pickwick)
- Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)
- Hold My Hand—Bradbury Wood (Raphael)
- There Must be a Reason—Campbell, Connelly (April & Cromwell)
- Wanted—Harms, Connelly (Witmark)
- West of Zanzibar—Jumbo (Bluebird)
- Secret Love—Harms, Connelly (Remick)
- If I Give My Heart to You—Robbins (Miller)
- Make Her Mine—Bradbury Wood (Bregman, Voeco & Conn)
- Young at Heart—Victoria (Sunbeam)
- Heart of My Heart—Francis Day (Robbins)

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

PERRY COMO

THE BIG BALLAD HIT!



bb

THE BIG BALLAD HIT!

THE THINGS

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

I DIDN'T

THE BIG BALLAD HIT!

DO

99

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

20/47-5837

THE BIG BALLAD HIT!



THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

THE BIG BALLAD HIT!

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending September 29

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 ure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		13	HEY, THERE—R. Clooney	Col 40266—ASCAP
2		14	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3		6	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
4		10	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
5		7	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
6		5	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
7	11	6	SKOKIAAN—Four Lads	Col 40306—ASCAP
8		5	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
9		8	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI
10		15	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
11		10	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
12		8	CARA MIA—D. Whitfield	London 1486—ASCAP
13		6	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
14		10	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
15	30	2	PAPA LOVES MAMBO—P. Como	V 20-5857—ASCAP
16		3	SMILE—Nat (King) Cole	Cap 2897—ASCAP
17		11	HIGH AND THE MIGHTY—L. Holmes	M-G-M 11761—ASCAP
18		3	OOP SHOOP—Crew Cuts	Mercury 70443—BMI
19		13	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
20		13	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI
21		11	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
22		9	WHAT A DREAM—P. Page	Mercury 70416—BMI
23		7	SKOKIAAN—Bulawayo Sweet Rhythm Boys	London 1491—ASCAP
24		1	IF I GIVE MY HEART TO YOU—C. Boswell	Dec 29148—ASCAP
25		26	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
26		8	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
27		3	SKOKIAAN—R. Anthony	Cap 2896—ASCAP
28		14	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
29		1	TEACH ME TONIGHT—DeCastro Sisters	Abbott 3001—ASCAP
29		14	SH-BOOM—Chords	Cat 104—BMI

This Week's Best Buys

TEACH ME TONIGHT (Hub, ASCAP) — De Castro Sisters—Abbott 3001

A "sleeper" that is now established as a strong seller. This week it zoomed into the No. 29 spot on the national retail chart and also placed on the Seattle and Pittsburgh territorial charts. Other areas where it has strength include New York, Philadelphia, Buffalo, Cleveland and St. Louis. Flip is "It's Love" (Dandelion, BMI).

IT'S A WOMAN'S WORLD (Robbins, ASCAP) —Four Aces—Decca 29269

Already on the Buffalo territorial chart, this disk is moving out very quickly. Good and strong reports were also received from Philadelphia, Cleveland, Chicago, Milwaukee, St. Louis, Dallas, Atlanta and Nashville. Flip is "The Cuckoo Bird in the Pickle Tree" (Halsey, ASCAP). A previous Billboard "Spotlight" pick.

COUNT YOUR BLESSINGS (Berlin, ASCAP) FANNY (Chappell, ASCAP)—Eddie Fisher—RCA Victor 20-5871

Reaction to a new Fisher release still seems to be something near automatic acceptance. In its second week, it has racked up strong sales in New York, Philadelphia, Buffalo, Milwaukee, St. Louis, Atlanta, Durham and

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

Nashville. The majority of retailers report "Blessings" to be the top side, but "Fanny" is also doing well in some areas. A previous Billboard "Spotlight" pick.

MAMA DOLL SONG (Lear, ASCAP) I CAN'T TELL A WALTZ FROM A TANGO (Harman, ASCAP)—Patti Page—Mercury 70458

Another chart stalwart who is surging ahead rapidly with her latest release. The disk kicked off strongly in Chicago, St. Louis, Milwaukee, Cleveland, Nashville, Durham, Philadelphia and Boston. "Mama" has a clear edge at this point as far as tune preference is concerned, with "Waltz" seeing action in a few key areas. A previous Billboard "Spotlight" pick.

I WANT YOU ALL TO MYSELF (Shapiro-Bernstein, ASCAP)—Kitty Kallen—Decca 29268

with her last two smashes still comfortably riding on the charts, Miss Kallen has come forward with another disk that is shaping up as one likely to repeat the performance. Strongest early reports came from Boston, New York, Philadelphia, Buffalo, Cleveland, St. Louis, Nashville, Durham and Atlanta. Flip is "Don't Let the Kiddy Geddin" (Sherwin, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending September 29

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

This Week	Last Week	Weeks on Chart	Title	Label
1		12	SH-BOOM—Crew Cuts	Mercury 70404—BMI
2		10	HEY, THERE—R. Clooney	Col 40266—ASCAP
3		9	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
4		6	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
5		6	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
6		13	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
7		8	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
8		11	I'M A FOOL TO CARE—L. Paul & M. Ford	Cap 2839—BMI
9		11	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
9		3	SKOKIAAN—Four Lads	Col 40306—ASCAP
11		2	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
12		22	LITTLE THINGS MEAN A LOT—K. Kallen	Dec 29037—ASCAP
13		3	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
14		11	GOODNIGHT, SWEETHEART, GOODNIGHT—McGuire Sisters	Coral 61187—BMI
14		7	HIGH AND THE MIGHTY—V. Young	Dec 29203—ASCAP
14		13	SH-BOOM—Chords	Cat 104—BMI
17		3	SHAKE, RATTLE AND ROLL—B. Haley	Dec 29204—BMI
18		4	WHAT A DREAM—P. Page	Mercury 70416—BMI
19		7	I CRIED—P. Page	Mercury 70416—BMI
20		1	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP

Most Played by Jockeys

For survey week ending September 29

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

This Week	Last Week	Weeks on Chart	Title	Label
1		12	HEY, THERE—R. Clooney	Col 40266—ASCAP
2		14	SH-BOOM—Crew Cuts	Mercury 70404—BMI
3		7	SKOKIAAN—R. Marterie	Mercury 70432—ASCAP
4		5	I NEED YOU NOW—E. Fisher	V 20-5830—ASCAP
5		10	THIS OLE HOUSE—R. Clooney	Col 40266—BMI
6		4	IF I GIVE MY HEART TO YOU—Doris Day	Col 40300—ASCAP
7		3	HOLD MY HAND—D. Cornell	Coral 61206—ASCAP
8		10	HIGH AND THE MIGHTY—L. Baxter	Cap 2845—ASCAP
9		5	SKOKIAAN—Four Lads	Col 40306—ASCAP
10		4	SMILE—Nat (King) Cole	Cap 2897—ASCAP
11		13	IN THE CHAPEL IN THE MOONLIGHT—K. Kallen	Dec 29130—ASCAP
12		4	IF I GIVE MY HEART TO YOU—D. Lor	Majar 27—ASCAP
13		15	LITTLE SHOEMAKER—Gaylords	Mercury 70403—ASCAP
14		4	IF I GIVE MY HEART TO YOU—C. Boswell	Dec 29148—ASCAP
15		8	THEY WERE DOING THE MAMBO—V. Monroe	V 20-5767—ASCAP
15		7	WHAT A DREAM—P. Page	Mercury 70416—BMI
17		5	HEY, THERE—S. Davis Jr.	Dec 29199—ASCAP
18		1	PAPA LOVES MAMBO—P. Como	V 20-5857—ASCAP
19		1	SMILE—S. Gale	V 20-5836—ASCAP
19		13	I'M A FOOL TO CARE—L. Paul-M. Ford	Cap 2839—BMI

**Capturing The Hearts Of
All America!
Young And Old Alike**

PATTI PAGE

sings

"The MAMA DOLL SONG"

MUSIC

THE BILLBOARD

The Billboard Music Popularity Charts

• **Review Spotlight on...**

RECORDS

PATTI PAGE

The Mama Doll Song (Lear, ASCAP)
I Can't Tell a Waltz From a Tango (Harmon, ASCAP)
—Mercury 70458—Patti could have a big one here with this sweet, nostalgic ditty about a doll that said "Mama." It's in the vein of "Doggie" and it could sell thru the holidays. Flip is another fine tune, featuring a wonderful vocal by the thrush. Strong wax.

Jocks, Jukes and Disks

By MIKE GROSS

Best Bets

PATTI PAGE.....THE MAMA DOLL SONG



MERCURY 70458 • 70458X45



The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

For survey week ending September 29

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

Atlanta

1. I Need You Now, E. Fisher, V.
2. Hold My Hand, D. Cornell, Cor.
3. Hey, There, R. Clooney, Col.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Smile, Nat (King) Cole, Cap.
7. I'm a Fool to Care, L. Paul & M. Ford, Cap.
8. Papa Loves Mambo, P. Como, V.
9. If I Give My Heart to You, C. Boswell, Dec.

Balti.-Wash.

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

Boston

1. This Ole House, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Sh-Boom, Crew Cuts, Mer.
4. Papa Loves Mambo, P. Como, V.
5. Hey, There, R. Clooney, Col.
6. Smile, Nat (King) Cole, Cap.
7. Skokiaan, Four Lads, Col.
8. If I Give My Heart to You, Doris Day, Col.
9. Because of You, S. Davis Jr., Dec.
10. Little Things Mean a Lot, K. Kallen, Dec.

Buffalo

1. Sh-Boom, Crew Cuts, Mer.
2. Hey, There, S. Davis Jr., Dec.
3. I Need You Now, E. Fisher, V.
4. If I Give My Heart to You, Doris Day, Col.
5. Papa Loves Mambo, P. Como, V.
6. Smile, Nat (King) Cole, Cap.
7. It's a Woman's World, Four Aces, Dec.
8. Because of You, S. Davis Jr., Dec.

Chicago

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

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. Skokiaan, Four Lads, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Sh-Boom, Crew Cuts, Mer.
7. This Ole House, R. Clooney, Col.
8. High and the Mighty, V. Young, Dec.
9. Skokiaan, R. Marterie, Mer.
10. In the Chapel in the Moonlight, K. Kallen, Dec.

Cleveland

1. Drink, Drink, Drink, M. Lanza, V.
2. Hey, There, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. This Ole House, R. Clooney, Col.
5. Sh-Boom, Crew Cuts, Mer.
6. Lonesome Polecat, McGuire Sisters, Cor.
7. We'll Be Married in the Church, Four Coins, Epi.
8. Smile, Nat (King) Cole, Cap.
9. Skokiaan, R. Marterie, Mer.
10. Skokiaan, Four Lads, Col.

Dallas-Fort Worth

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

Denver

1. Hey, There, R. Clooney, Col.
2. Sh-Boom, Crew Cuts, Mer.
3. Skokiaan, R. Marterie, Mer.
4. This Ole House, R. Clooney, Col.
5. Hold My Hand, D. Cornell, Cor.
6. What a Dream, P. Page, Mer.
7. High and the Mighty, L. Baxter, Cap.
8. Little Shoemaker, Gaylords, Mer.
9. Little Things Mean a Lot, K. Kallen, Dec.
10. What a Dream, P. Page, Mer.

San Francisco

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

Seattle

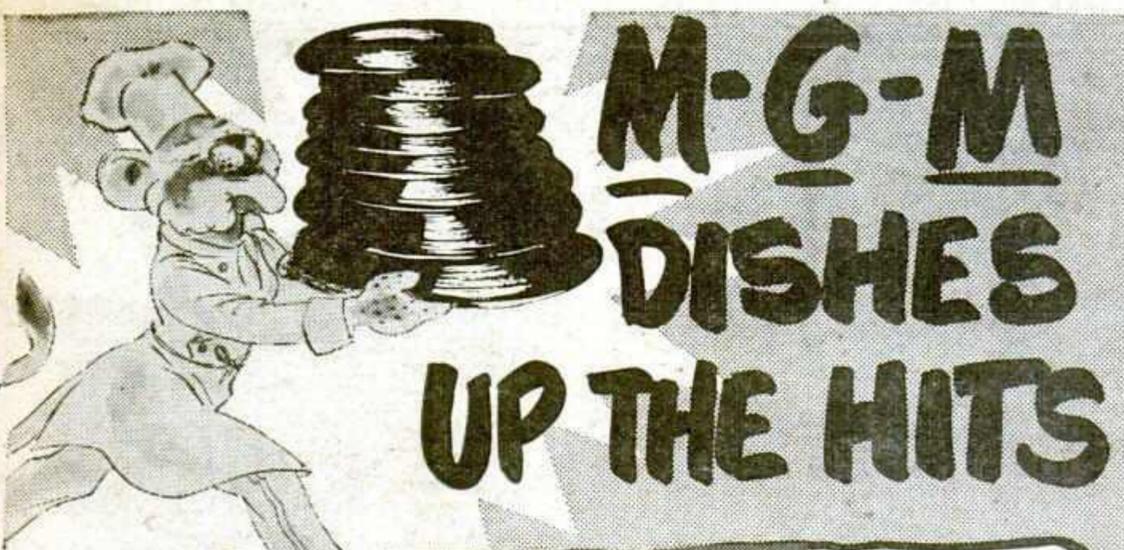
1. Teach Me Tonight, DeCastro Sisters, Abb.
2. This Ole House, R. Clooney, Col.
3. Hey, There, R. Clooney, Col.
4. Cara Mia, D. Whitfield, Lon.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Skokiaan, R. Marterie, Mer.
7. Skokiaan, Four Lads, Col.
8. I Need You Now, E. Fisher, V.
9. I Need Your Lovin', Cheers, Cap.
10. High and the Mighty, V. Young, Dec.

Detroit

1. Shake, Rattle and Roll, B. Haley, Dec.
2. Skokiaan, 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. Smile, Nat (King) Cole, Cap.
7. Hey, There, R. Clooney, Col.
8. Oop Shoop, Crew Cuts, Mer.
9. Skokiaan, Four Lads, Col.
10. If I Give My Heart to You, D. Lor, Mjr.

Kansas City

1. Skokiaan, R. Marterie, Mer.
2. Sh-Boom, Crew Cuts, Mer.
3. This Ole House, R. Clooney, Col.
4. Hey, There, R. Clooney, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. High and the Mighty, V. Young, Dec.



JONI JAMES sings
MAMA, DON'T CRY AT MY WEDDING
PA PA PA

MGM 11802 78 rpm
K 11802 45 rpm

Orchestra Conducted by David Terry with the Ray Charles Singers

RUSH ADAMS

LOVE CAN MAKE AN EARTHQUAKE

MGM 11834 78 rpm
K 11834 45 rpm

IT WAS SO BEAUTIFUL (And You Were Mine)

MITZI MASON

I DON'T WANT YOUR PITY

MGM 11823 78 rpm
K 11823 45 rpm

DON'T DROP IT

DICK HYMAN TRIO

CECILIA

MGM 11811 78 rpm
K 11811 45 rpm

EAST OF THE SUN

DIANA COUPLAND

from the sound track of the MGM film "BETRAYED"

JOHNNY COMES HOME

MGM 30859 78 rpm
K 30859 45 rpm

JOHNNY COMES HOME

BILLY FIELDS

THRILLED

MGM 11819 78 rpm
K 11819 45 rpm

DON'T LAUGH AT ME (CAUSE I'M A FOOL)

THE FOUR JOKERS

TELL ME NOW

MGM 11815 78 rpm
K 11815 45 rpm

CARING

DAVE DENNY

CRY, FOOL, CRY

MGM 11831 78 rpm
K 11831 45 rpm

STOP, YOU'RE BREAKING MY HEART

BOB WILLS

I'VE GOT A NEW ROAD UNDER MY WHEELS

MGM 11832 78 rpm
K 11832 45 rpm

ST. LOUIS BLUES

BILLY ECKSTINE

YOU LEAVE ME BREATHLESS

and OLAY, OLAY (The Bullfighter's Song)

MGM 11803 78 rpm
K 11803 45 rpm

MOOD INDIGO and DO NOTHIN' TILL YOU HEAR FROM ME

MGM 11845 78 rpm
K 11845 45 rpm

The "Joey" girl with another smash hit!

BETTY MADIGAN sings

THAT WAS MY HEART YOU HEARD ALWAYS YOU

MGM 11812 78 rpm
K 11812 45 rpm

BOB STEWART
IT'S A WOMAN'S WORLD

and WONDERFUL TO KNOW

MGM 11846 78 rpm
K 11846 45 rpm

GEORGE SHEARING QUINTET
LULLABY OF BIRDLAND and LOVE IS HERE TO STAY

MGM 11833 78 rpm
K 11833 45 rpm

LERROY HOLMES and his Orchestra

THE HIGH AND THE MIGHTY

MGM 11761 78 rpm
K 11761 45 rpm

LISA

JERRY (FISH HORN) JEROME
IN A LITTLE SPANISH TOWN and HONEY

MGM 11835 78 rpm
K 11835 45 rpm

TOMMY MARA
CHAMPAGNE (with my compliments) and LONELY AGAIN

MGM 11825 78 rpm
K 11825 45 rpm

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K 263 45 rpm extended play
MGM 263 78 rpm

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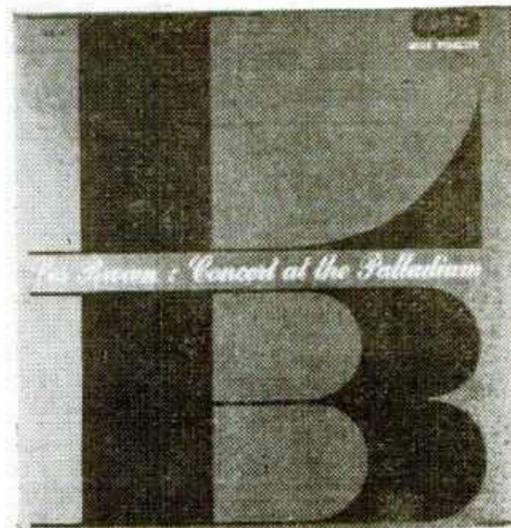
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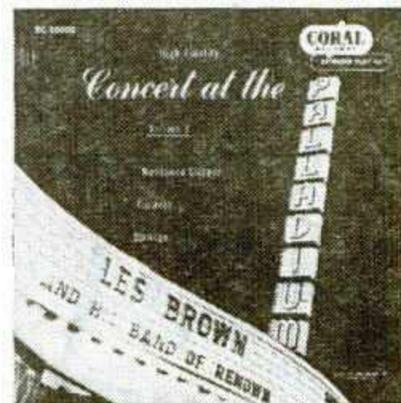
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The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on... RECORDS

JO STAFFORD

Teach Me Tonight (Hub, ASCAP)—Columbia 40351—Here is a sharp and punching version of the current hit, featuring a first rate vocal by the thrush over a smart Paul Weston backing. Fine wax here for the boxes. Flip is "Suddenly" (Brenner, BMI).

Reviews of New Pop Records

KITTY KALLEN

I Want You All to Myself87
DECCA 29268—A Billboard "Spotlight" 10-2-'54. (Shapiro - Bernstein, ASCAP)

Don't Let the Kiddy Geddin...78
Cute change of pace for Miss Kallen is a novelty ditty which jocks should hand plenty of spins. It's a happy disking. (Sherwin Music)

NAT COLE

Unbelievable82
CAPITOL 2949 — Mighty listenable performance by Cole on a warm and pretty new tune in the singer's regular vein. He is backed sweetly by the ork. The record is a good one, and it should pull a lot of loot and coins.

Hajji Baba...79
From the forthcoming flick "Arabian Nights" comes this king-sized musical effort. The warbler does the best he can with it, with a lot of help from a few choruses and a large ork. However, the material bogs down on this record, perhaps due to its intricacy.

MILLS BROTHERS

Ev'ry Second of80
DECCA 29276—The quartet warbles mightily effectively on a fine new tune with a clever lyric twist. A strong side by the boys for the boxes. (Jefferson, ASCAP)

You're Nobody Till
Somebody Loves You...80
The boys come thru with their usual sock vocal treatment on the oldie. It's one of their best, and should fare well with jocks and jukes. The Sy Oliver arrangements swing. (Southern, ASCAP)

HUGO WINTERHALTER ORK

Song of the Barefoot Contessa80
V 5888—What with all the publicity on the film and the sensuous bolero rhythm of the material at hand, this could create a lot of attention. Watch it. (Chappell, ASCAP)

Land of Dreams...76

Pianist Eddie Heywood solos with the ork on a concert-like reading of a lovely instrumental from his own pen. A lush effort this, which should get lot: of deejay action. (Meridian, BMI)

THE FOUR KNIGHTS

Saw Your Eyes79
CAPITOL 2938—This waxing should grab spins and plays and has a chance to break out. It's a very effective rhythm effort, and the boys sing it in their own fine style over solid ork backing. Potent wax here. Watch it. (Sherwin, ASCAP)

I Don't Wanna See You Cryin'...77
The Four Knights come thru with an easy, smooth vocal on a pleasant new effort, taking the second chorus in snappier tempo. The record is reminiscent of many fine Mills Brothers waxings, but it's still a good one. (Mayfair, ASCAP)

DIMITRI TIOMKIN ORK

Hajji Baba79
CORAL 61275—Theme from the title flicker has the sinuous rhythms of the East, and it's given an impressive treatment by the ork. Intricate ditty figures to grab a good share of the play that should be attracted by the opus.

Duel in the Sun...72
Background music from the film revival makes for good listening in this lush interpretation by the Tiomkin ork.

LOU MONTE

In My Dreams78
V 5883—Monte has a fine new ballad here. He sings it well, too. With a little luck, this one could grab plenty of action. Watch it. (Twilight, BMI)

When I Hold You in My Arms...73
Monte and a lush Winterhalter ork are teamed on a slick reading of an attractive item in tarantella style. Good for spins. (Broadcast, BMI)

ROSEMARY CLOONEY

(Let's Give) A Christmas Present to Santa Claus78
COLUMBIA 40317 — The companies are mailing their Christmas wax early this year, and this disk has a chance for plenty of plays from now until the holidays, both in the pop and children's market. The canary sings the cute tune with sweet sincerity. (Shapiro-Bernstein, ASCAP)

JOSE FERRER-THE QUARTONES

March of the Christmas Toys...69
The disk has a catchy march tempo but, as a kiddie artist, "Uncle Jose" just doesn't have the paternal touch to his warbling. (Ross Jungnickle, ASCAP)

DANNY KAYE

The Best Things Happen While You're Dancing77
DECCA 29290—Danny Kaye sings a ballad with more charm and genuine sales-savvy than many other singing comedians. The tune is from Irving Berlin's score for the new Kaye-Bing Crosby picture, "White Christmas," which is due for plenty of plugging. (Berlin, ASCAP)

Choreography...75
A bouncy piece of special material, also from the "White Christmas" movie. The lyrics take a satirical swipe at the show trend and are undoubtedly more effective backed by sight production. (Berlin, ASCAP)

BONNEMERE

Muskrat Ramble77
ROYAL ROOST 597 — Slick piano and rhythm section mambo reading of the oldie currently getting plenty of pop disk action. It's a good coin grabber, and should do well in the jazz and pop fields. (Geo. Simon, ASCAP)

Mambo in the Moonlight...74
Here the pianist comes thru with a slick reading—including a group vocal—on the current pop mambo item. (Southern, ASCAP)

THE TATTLE TALES

Far Away77
COLUMBIA 40349—This is a lovely new ballad which gets a solid reading from the new mixed-voice choral group over an Eddie Calvert type of trumpet solo. Could get plenty of action. Good debut wax. (Sherwin, ASCAP)

Boolya Botten
Botten Baby, Huh!...72
The group tackles a rhythm ditty here for good results. (Mills, ASCAP)

TENNESSEE ERNIE FORD

Somebody Bigger Than You and I76
CAPITOL 2939—The fine semi-sacred ditty is handed an impressive warble by Ford, backed in big style by the ork. Deejays should spin this a lot, in both the pop and country fields. (Bulls-Eye, ASCAP)

Beauty in Everything...75
Here's another warm reading by the chanter, again on an inspirational tune concerning the beauty of life and the world. Ford sings out on both sides, and deejays will spin both. (Opal, BMI)

JIMMY SAUNDERS

Daddy's Little Girl75
JAY DEE 890 — Jimmy Saunders comes thru with a sincere and meaningful reading of the melodic oldie, helped by the Phil Ellis choir. Side is a pretty one, and with exposure it has a chance for coins. (Beacon, BMI)

LENNY HERMAN QUINTET

Percy, the Pale-Faced Polar Bear...72
Cute gang-vocal on the kiddie tune by the Herman combo. Side should get attention for the Christmas season. (Beacon, BMI)

BILLY WILLIAMS QUARTET

The Honeydripper75
CORAL 61264—The boys let loose with an exciting rhythm reading. They sing in tune, tho, and that may be no recommendation in today's market. Fine juke box material, nevertheless. (Northern, ASCAP)

Love Me...70
The group's basso takes an important role in this ultra-smooth version of the ditty. Good listening here. (Quintet, BMI)

DINAH SHORE

Never Underestimate74
V 5863—Lilting new rhythm effort receives a happy vocal from Miss Shore, over attractive backing by the ork. Jocks could use this one. (Laurel, ASCAP)

I Have to Tell You...74
From the Broadway musical "Fanny" comes this pretty new ballad. The thrush sings it with feeling, and the ork and chorus supports her gracefully. Could get spins when the show opens. (Chappell, ASCAP)

THE FOUR ESCORTS

Loop-De-Loop Mambo74
V 20-47-5886—An enthusiastic vocal by a new group on a catchy tune, (Continued on page 58)



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

THE CHARMS
HEARTS OF STONE WHO KNOWS
DE LUXE 6062

RAY ALLEN TRIO
WHY SHOULD I LOVE YOU LOVE, MY LOVE
KING 1383

LUKE McDANIEL
MONEY BAG WOMAN HURTS ME SO
KING 1380

BILL DOGGETT
HIGH HEELS SWEET SLUMBER
KING 4732



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- DON'T DROP IT TRUCK DRIVING MAN**
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 - MOOD INDIGO**
PETTY'S LITTLE POLKA
Norman Petty Trio
"78" X-0040 "45" 4X-0040
 - ST. LOUIS BLUES MAMBO BELOVED, BE TRUE**
Richard Maltby & His Orch.
"78" X-0042 "45" 4X-0042
 - TEACH ME TONIGHT OOP-SHOOP**
Helen Grayco
"78" X-0051 "45" 4X-0051
 - DOWN IN THE BOTTOM OF THE WELL**
MOON OF MANAKOORA
Wildier Brothers
"78" X-0053 "45" 4X-0053
 - IN A LITTLE SPANISH TOWN IT WAS NICE KNOWING YOU**
Russ Carlyle & His Orch.
"78" X-0055 "45" 4X-0055

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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

HONEY LOVE	
RIOT IN CELL BLOCK NUMBER NINE	Vicki Young2865
I NEED YOUR LOVIN'	
ARIVEDERCI	The Cheers2921
I'M A FOOL TO CARE	
AUCTIONEER	Les Paul & Mary Ford2839
IT WORRIES ME	
WHEN I STOP LOVING YOU	Frank Sinatra2922
SH-BOOM	
WIDE-SCREEN MAMA BLUES	Stan Freberg2929
SMILE	
IT'S CRAZY	Nal (King) Cole2897
SWAY	
MONEY BURNS A HOLE IN MY POCKET	Dean Martin2818
TOY OR TREASURE	
FORTUNE IN DREAMS	Kay Starr2887
TRY AGAIN	
ONE MORE TIME	Dean Martin2911
WHITHER THOU GOEST	
MANDOLINO	Les Paul & Mary Ford2928

COMING UP FAST Listed Alphabetically

ALL I WANT IS ALL THERE IS AND THEN SOME	
CAN THIS BE LOVE	Margaret Whiting2913
CARA MIA	
COUNT YOUR BLESSINGS INSTEAD OF SHEEP	Gordon MacRae2927
EINS, ZWEI, DREI	"Tennessee"
LOSING YOU	Ernie Ford2876
HELP	
WALKIN' ALONG	Pee Wee Hunt2912
RIVER OF NO RETURN	"Tennessee"
GIVE ME YOUR WORD	Ernie Ford2810
SKOKIAAN	
SAY HEY	Ray Anthony2896
WOMAN'S WORLD	
JAMBO	Ray Anthony2936

LATEST RELEASES

Numbers
440 & 441

SH-BOOM	
WIDE-SCREEN MAMA BLUES	Stan Freberg2929
IF I GIVE MY HEART TO YOU	
SMILE	Duke Ellington2930
THAT'S WHAT YOU MADE ME	
I LOVE MY MAMA	Tommy Leonetti2931
EV'RY ROAD MUST HAVE A TURNING	
SHOW ME	Micki Marlo2932
LOVE ME	
PAPA'S PUTTIN' THE PRESSURE ON	Connie Russell2933
YOU'RE THE ONLY GOOD THING	
I GOTTA BE GETTIN' HOME	Billy Strange2934
IT'S NO WONDER	
YOU NAME IT	Gene O'Quin2935
WOMAN'S WORLD	
JAMBO	Ray Anthony2936
TAKE A CHANCE ON ME	
NO MORE LOVIN'	Annisteen Allen2937
SAW YOUR EYES	
I DON'T WANNA SEE YOU CRYIN'	The Four Knights2938
SOMEBODY BIGGER THAN YOU AND I	
THERE IS BEAUTY IN EVERYTHING	"Tennessee" Ernie Ford2939
SUGAR LUMP	
WATCH DOG	Patsy Ruth Elshire2940
WAIT A LITTLE LONGER PLEASE, JESUS	
I'M GONNA SERVE HIM	Chester Smith2941
MUSKRAT RAMBLE	
WOODCHOPPER'S MAMBO	Woody Herman2942

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	
ELLINGTON '55—Duke Ellington	
45 rpm "EP" No. EAP-1-2-3-4-5-21	
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	
MOODS FOR FIRELIGHT—Francis Scott	
45 rpm "EP" No. EBF-529	
33 1/2 rpm No. H-529	
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-1-2-3-4-5-09	
33 1/2 rpm No. W-509	
SATINS AND SPURS—Betty Hutton	
45 rpm "EP" No. FBF-547	
33 1/2 rpm No. L-547	
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 I—Starr, Sinatra, etc.	
45 rpm "EP" No. EAP-1-9117 & EAP-2-9117	
33 1/2 rpm No. H-9117	
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 Ritter2916	
CAUGHT AT LAST	
IT JUST DON'T SEEM LIKE HOME	Freddie Hart2873
DOGGIE HOUSE BOOGIE	
TEN, TEN A.M.	Merrill Moore2924
DON'T FALL IN LOVE WITH A MARRIED MAN	
YOU'LL COME CRAWLIN'	Jean Shepard2905
HOW COME Y'ALL COME	
WHEN YOU GIVE A ROSE TO A RED HEAD	Cousin Herb Henson2925
KING OF A LONELY CASTLE	
VERY SELDOM, FREQUENTLY EVER	Ferlin Huskey2914
NEVER	
FRIENDLY LOVE	Wesley & Marilyn Tuttle2850
THE NEW GREEN LIGHT	
A LONELY HEART KNOWS	Hank Thompson2920
A PLACE FOR GIRLS LIKE YOU	
IN THE CHAPEL IN THE MOONLIGHT	Faron Young2859
SHE DONE GIVE HER HEART TO ME	
OCEANS OF TEARS	Sonny James2906
STREAMLINE HEARTBREAKER	
I'M PLANTING A ROSE	Roy Acuff2901
WHATCHA GONNA DO NOW	
YOU'RE FOR ME	Tommy Collins2891

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	
I GET SO LONELY—The Four Knights	
45 rpm "EP" No. EAP-1-506	
MORE MAY!—Billy May	
45 rpm "EP" No. EAP-1-536	
POPULAR FAVORITES BY STAN KENTON	45 rpm "EP" No. EAP-1-421
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

BEST SELLING—CLASSICAL ALBUMS Listed Alphabetically

BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein, violin with The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8271
BRAHMS "QUINTET IN F MINOR, OP. 34"—The Hollywood String Quartet	33 1/2 rpm No. P-8269
CHOPIN "POLONAISE IN A FLAT," DEBUSSY "CLAIR DE LUNE," LISZT "LIEBESTRAUME"—Leonard Pennario, Piano	33 1/2 rpm No. H-8156
ECHOES OF SPAIN—Carmen Dragon conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8275
MEYERBEER "CONCERTO IN E MINOR, OP. 64," BRUCH "CONCERTO IN G MINOR, OP. 26"—Nathan Milstein, violin with The Pittsburgh Symphony Orchestra conducted by William Steinberg	33 1/2 rpm No. P-8243
MOUSSORGSKY "PICTURES AT AN EXHIBITION"—Leonard Pennario, Piano	33 1/2 rpm No. LAL-8266
PROKOFIEV "CHOUT BALLETT SUITE," FALLA "DANCES FROM THE THREE-CORNERED HAT"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8257
PROKOFIEV, BARTOK "CONCERTO No. 3 for Piano and Orchestra"—Leonard Pennario, Piano with Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8253
SHOSTAKOVICH "SYMPHONY No. 5 IN D MAJOR, OP. 47"—Vladimir Golschmann conducting The St. Louis Symphony Orchestra	33 1/2 rpm No. P-8268
SONGS OF STEPHEN FOSTER—Roger Wagner conducting The Roger Wagner Choral	33 1/2 rpm No. P-8267
STARLIGHT CONCERT—Carmen Dragon conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8276

Micki Marlo

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and
"SHOW ME"
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ANNISTEEN ALLEN
"TAKE A CHANCE ON ME"
"NO MORE LOVIN'"
Capitol record No. 2937



THE FIVE KEYS
"I'M ALONE"
and
"LING, TING, TONG"
Capitol record No. 2945



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Woody Herman

"MUSKRAT RAMBLE"
and
"WOODCHOPPER'S MAMBO"
Capitol record No. 2942

The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 56

which should get its share of plays from the mambo fans. It's their first disk for the label.

Love Me...72
A relaxed vocal treatment of a pleasant ballad with r.&b. type backing. Good debut by the boys.

CHRIS DANE

Stella by Starlight...72
CADENCE 1249—Dane debuts on the label with a warm reading of the lovely standard, backed quietly by the ork and chorus. Disk shows off Dane's attractive pipes neatly, and it could grab spins. (Famous, ASCAP)

Love, You Didn't

Do Right By Me...72
Chris Dane, newest addition to the label, does a good job here with one of the new Irving Berlin tunes from "White Christmas." The boy sings well, but the competition on this flick ditty is very severe. (Berlin, ASCAP)

JEAN WETZEL

The Touch...72

COLUMBIA 40343—This recording featuring harmonicist Jean Wetzel is taken from the sound track of the French flick "Touchez Pas Au Grisbi." It's an attractive mood piece which should grab much jockey programming, especially when the movie gets around. (Duchess, BMI)

Grisbi Blues...70

This side, too, is taken from the sound track of the French movie. It is a mood blues with Wetzel featured on harmonica. The pic may spur plays. (Duchess, BMI)

THE MODERNAIRES

Teach Me Tonight...74

CORAL 61265—Songstress Paula Kelly pleads for instruction in romance in an arrangement of the ballad that gives saxist Georgie Auld plenty of sweet tootling to do. And the group backs her neatly for a mighty attractive waxing. This could gain spins and loot. (Hub, ASCAP)

Mood Indigo...72

Shuffle-beat reading of the evergreen now enjoying a strong revival ought to snare some action. (Gotham, ASCAP)

FREDDIE MARTIN ORK

The Best Things Happen While You're Dancing...74

V 5865—Irving Berlin tune from the flick "White Christmas" is handled smoothly here by the ork. The vocal is contributed by Johnny Cochran. (Berlin, ASCAP)

It's a Shame...72

Listenable ballad is performed in the Martin manner by the ork while Johnny Cochran and the chorus handle the vocal. (Joy, ASCAP)

HAL THOMAS ORK

Glory, Glory...73

TREND 45-83—Hal Thomas and his ork bow on the label with a bright rendition of the traditional sacred tune, with Thomas himself on vocal supported by the sidemen. The band plays the tune in snappy fashion, and the disk is a good one for jock programming. (BMI)

Caravan...72

The ork turns in a pulsating performance of the Ellington-Tizol standard.

SERENADE RECORDS

PANORAMA OF MY HEART SMILING WITH YOU

Sunnysiders

I'M STANDING BY MELODY IN MY HEART

Kitty Carr

SANTA CLAUS FORGOT ME

Elena Marie

IT'S MERRY CHRISTMAS TIME ONCE AGAIN

Sunnysiders

THE TANGO ARGENTINE ONE MORE DREAM

Ray Arlo

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with Thomas featured on trumpet over an interesting arrangement. Listenable instrumental side the swing tradition. (Mills, ASCAP)

ALFREDITO ORK

Papa Loves Mambo...73

RAINBOW 264—A swinging instrumental version of the tune currently moving up. Alfreddito gets a pleasant sound by pitting bright vibes solo against a rocking, authentic Latin rhythm section. Good for many metropolitan boxes.

Nocturnando...69

Here the pace is slowed down to an almost draggy beat. The rhythmic pattern is that of the bolero-mambo. It lacks the excitement of the flip.

EARTHA KITT

If I Was a Boy...73

V 5882—Jocks should get lots of use out of this single release from Miss Kitt's legit play "Mrs. Patterson." Material is a bit too special for widespread pop consumption in big quantities, but it's a good, cute reading. (Garland, ASCAP)

Tea in Chicago...68

This is another tune written for one of the play's dream sequences. It's much more special—and much less commercial. (Garland, ASCAP)

TOMMY MARA

Champagne...73

Here again the warbler does a good job with a new story ballad.

Lonely Again...72

M-G-M 11825—A Sinatra-like reading of a warm new ballad by Mara over good ork support. The guy sings well.

VAL VALENTE

Till You're Mine...72

COLUMBIA 40316—Valente debuts on the label with a Mario Lanza-type reading of a lovely new ballad. Could get spins. (Joy, ASCAP)

That's Where You Are...70

This new tune, adapted from a Tchaikovsky theme, is sung competently by the warbler over an involved choral backing. (Joy, ASCAP)

JOE FOLEY

More Than Anyone Else...72

Jubilee 5160—Foley, a smooth practitioner in the Sinatra tradition, warbles the pretty ballad with warmth, a listenable effort. (Jubilee, ASCAP)

Day in, Day Out...70

Another example of vocal smoothness by Foley. (Bregman, Vocco & Conn)

MALCOLM LOCKYER

On the Waterfront...72

MERCURY 70465—This quiet, highly atmospheric instrumental has fog horns, puddling motors and other harbor sounds. Even without all this, there is a pretty tune here that would do all right on its own.

Athena...70

Another quiet, charming instrumental with a nostalgic melody played by trumpet against strings, flute and subdued rhythm section.

ART LOWRY & ORK

Rain on the Roof...72

COLUMBIA 40320—A liting nostalgic treatment of the oldie, with a pleasant group vocal. Nice mood music for late-night deejays. (Famous, ASCAP)

Royal Palm Rhapsody...65

An exotic instrumental with a haunting rhythm. However, flip is more commercial. (Emperor, BMI)

ROBERTA LINN

The Music Goes 'Round and 'Round...71

EKKO 110—This is a somewhat cool mambo arrangement of the venerable novelty. Miss Linn contributes a bright warble against the bouncy ork backing. (Joy, ASCAP)

I'm Going Out on the Front Porch and Cry...69

Sad but tuneful weeper is awarded a heartfelt performance by Miss Linn. This side, too, could win satisfactory listener response. (American Music, BMI)

LORRY RAINE

Love Me Tonight...71

DOT 15224—A pleasant vocal job on a melodic ballad, with excellent South American rhythm backing by Russ Garcia's ork. (Mills, ASCAP)

What Would I Do?...69

The canary contributes a bright vocal on a bouncy novelty, with deliberately corny Dixieland backing and a swingy beat. However, the thrush has a better showcase on the flip. (Gillo, BMI)

RED PRYSOCK

Hey! There...71

MERCURY 70460—A tasteful instrumental version of the current hit, with interesting sax work. It should get some juke play. (Frank, ASCAP)

Fat's Place...66

Same comment. (Brent, BMI)

JACK GANDY TRIO

Paper Love...70

KING 1388—The trio harmonizes pleasantly on this lightweight ballad referring to a fickle love. The boys achieve a fresh, listenable sound. (Howard Marks, BMI)

Isn't It a Shame!...67

The lead singer is spotlighted here, with the rest of the group providing a restrained, closely harmonized backing. (Howard Marks, BMI)

GUS BIVONA ORK

Organ Grinders Swing...69

EKKO 108—The ork is heard in a smart arrangement of the oldie, swinging out a performance that will appeal to jitterbugs. (American Academy, ASCAP)

Querida...64

Another bright rendition by the ork with a good dance beat. (Jarl, BMI)

DAN TERRY ORK

Jelly Bean...68

COLUMBIA 40312—A spirited swing arrangement with a danceable beat by the ork. It should get teen-age juke play and spins. (Terrier, BMI)

Teen-Ager...68

Same comment. (Terrier, BMI)

THE LARKS

Forget It...68

LLOYDS 114—Jump item built on a rhythmic riff is chanted effectively by the group. Could do some juke box business. (Bess, BMI)

Os-Ca-Lu-Ski-O...64

The larks work hard to sustain interest on this passable novelty. (Bess, BMI)

BUNNY PAUL

You Are Always in My Heart...65

ESSEX 371—The gal throws in some Joni James-type phrasing on this oldie. An okay vocal job. (Southern, ASCAP)

You Came a Long Way From St. Louis...65

The canary warbles another oldie with sincerity over a catchy tempo. (Jewel, ASCAP)

POPPA JOHN GORDY ORK

Fortune in Dreams...65

V 5862—Bary Bob Lamm handles the vocal in a quick cover on the current Kay Starr disk. The hokey piano, noodlin' saxophone and steady beat should get some op action for this. (Starston, BMI)

Muskat Rumble...65

Good, hokey, two-beat reading of the oldie currently in its revival cycle. Boy-girl quartet handles the lyrics. Ops might like it for some markets. (Geo. Simon, ASCAP)

AL COLELLA

I Can't Find the Girl of My Dreams...50

ANTHRACITE 104—Al Colella does a capable job with the okay ballad.

Don't Start the Day Without a Prayer...50

Same comment.

• Number of Releases This Week

Label	Pop	C&W	R&B
ABBOTT	1	1	—
ANTHRACITE	1	—	—
APOLLO	—	—	1
ATLANTIC	—	—	2
CADENCE	1	—	—
CAPITOL	3	4	1
COLUMBIA	6	3	—
CORAL	3	—	—
DECCA	4	3	—
DOOTONE	—	—	1
DOT	1	1	—
DUKE	—	—	2
EKKO	2	—	—
ESSEX	1	—	—
FABOR	—	1	—
HOLLYWOOD	—	—	1
IMPERIAL	—	—	3
JAY DEE	1	—	—
JUBILEE	2	—	1
KING	1	3	2
LLOYDS	1	—	—
MERCURY	3	2	—
MODERN	—	—	1
OKEH	—	—	1
RAINBOW	1	—	—
RPM	—	—	1
ROYAL ROOST	1	—	—
STARDAY	—	—	1
TREND	1	—	—
RCA VICTOR	7	7	—
TOTALS	40	26	17

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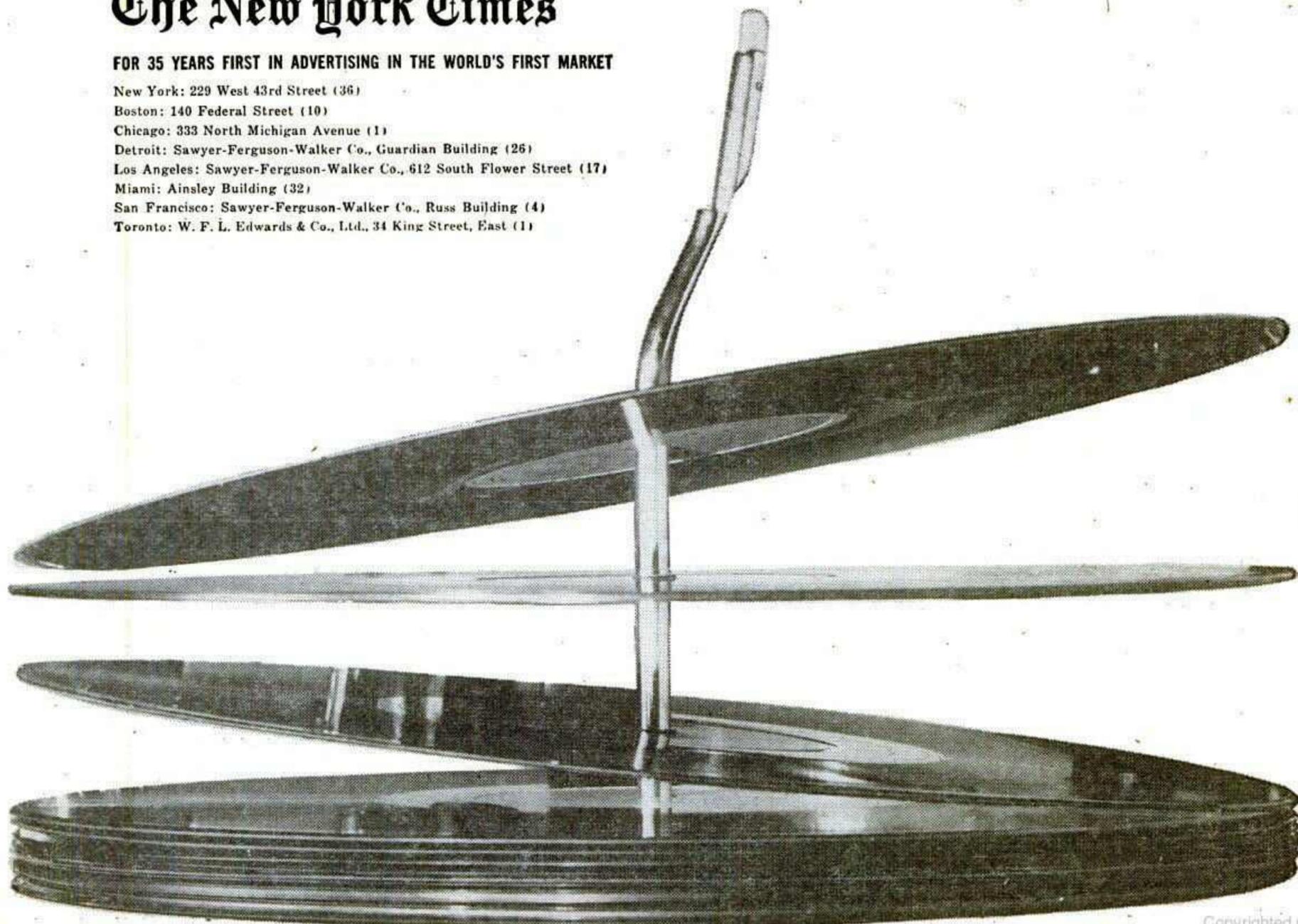
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The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• **Best Sellers in Stores**

For survey week ending September 29

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throught the country with a high volume of sales in country and western records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, My Arabian Baby—V 20-5698—BMI	1	20
2. ONE BY ONE—K. Wells & R. Foley, I'm a Stranger in My Home—Dec 29065—BMI	2	21
3. EVEN THO—W. Pierce, Sparkling Brown Eyes—Dec 29107—BMI	3	19
4. THIS IS THE THANKS I GET—E. Arnold, Hep Cat Baby—V 20-5805—BMI	4	6
5. THIS OLE HOUSE—S. Hamblen, When My Lord Picks Up the Phone—V 20-5739—BMI	5	8
6. MORE AND MORE—W. Pierce, You're Not Mine Anymore—Dec 29252—BMI	—	1
7. LOOKING BACK TO SEE—J. Tubb-G. Hill, I Miss You So—Dec 29145—BMI	6	15
7. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny, I'm Beginning to Remember—Chess 4859—BMI	8	3
9. HEP CAT BABY—E. Arnold, This Is the Thanks I Get—V 20-5805—BMI	10	8
10. WHATCHA GONNA DO NOW?—T. Collins, You're for Me—Cap 2891—BMI	7	3
11. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack, Honey I Need You—V 20-5775—BMI	12	12
12. RIVER OF NO RETURN—Tennessee Ernie Ford, Give Me Your Word—Cap 2810—BMI	10	7
13. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers, Even Tho—Dec 29107—BMI	9	18
13. SLOWLY—W. Pierce, You Just Can't Be True—Dec 28991—BMI	13	36
15. YOU'RE NOT MINE ANYMORE—W. Pierce, More and More—Dec 29252—BMI	—	1

• **Most Played in Juke Boxes**

For survey week ending September 29

RECORDS are ranked in order of the greatest number of plays in juke boxes throught the country. Results are based on The Billboard's weekly survey among operators throught the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, V 20-5698—BMI	1	19
2. ONE BY ONE—K. Wells-R. Foley, Dec 29065—BMI	2	18
3. EVEN THO—W. Pierce, Dec 29107—BMI	3	18
4. COURTIN' IN THE RAIN—T. T. Tyler, Four Star 1660—BMI	7	6
4. DON'T DROP IT—T. Fell, LBX 0010—BMI	8	8
6. LOOKING BACK TO SEE—J. Tubb-G. Hill, Dec 29145—BMI	4	12
7. THIS IS THE THANKS I GET—E. Arnold, V 20-5805—BMI	5	2
8. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack, V 20-5775—BMI	6	9
9. HEP CAT BABY—E. Arnold, V 20-5805—ASCAP	—	3
10. THIS OLE HOUSE—S. Hamblen, V 20-5739—BMI	—	1

• **Most Played by Jockeys**

For survey week ending September 29

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. I DON'T HURT ANYMORE—H. Snow, V 20-5698—BMI	1	18
2. ONE BY ONE—K. Wells-R. Foley, Dec 29065—BMI	2	18
3. THIS OLE HOUSE—S. Hamblen, V 20-5739—BMI	4	6
4. WHATCHA GONNA DO NOW?—T. Collins, Cap 2891—BMI	6	6
5. EVEN THO—W. Pierce, Dec 29107—BMI	3	19
6. THIS IS THE THANKS I GET—E. Arnold, V 20-5805—BMI	8	7
7. MORE AND MORE—W. Pierce, Dec 29252—BMI	—	1
8. COURTIN' IN THE RAIN—T. T. Tyler, Four Star 1660—BMI	7	13
8. PLACE FOR GIRLS LIKE YOU—F. Young, Cap 2859—BMI	—	4
10. GOODNIGHT, SWEETHEART, GOODNIGHT—Johnnie & Jack, V 20-5775—BMI	5	13
11. IF YOU DON'T SOMEONE ELSE WILL—Jimmy & Johnny, Chess 4859—BMI	10	2
12. YOU CAN'T HAVE MY LOVE—W. Jackson & B. Gray, Dec 29410—BMI	11	5
13. SPARKLING BROWN EYES—W. Pierce-Wilburn Brothers, Dec 29107—BMI	14	16
14. HEP CAT BABY—E. Arnold, V 20-5805—ASCAP	—	2
15. HONEY LOVE—Carlises, Mercury 70434—BMI	—	1
15. GO, BOY, GO—C. Smith, Col 21266—BMI	8	8

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending September 29

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 rhythm and blues records. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. WHAT A DREAM—Ruth Brown.....	1	7
Atlantic 1036—BMI		
2. HONEY LOVE—Drifters.....	2	16
Atlantic 1029—BMI		
3. ANNIE HAD A BABY—Midnighters.....	3	3
Federal 12195—BMI		
4. HURTS ME TO MY HEART—F. Adams.....	4	5
Herald 435—BMI		
5. SEXY WAYS—Midnighters.....	6	12
Federal 12185—BMI		
6. WORK WITH ME ANNIE—Midnighters.....	5	21
Federal 12169—BMI		
7. SH-BOOM—Chords.....	7	14
Cat 104—BMI		
8. SHAKE, RATTLE AND ROLL—J. Turner.....	8	22
Atlantic 1026—BMI		
9. YOU BETTER WATCH YOURSELF—Little Walter.....	10	3
Checker 799—BMI		
10. YOUR CASH AIN'T NOTHIN' BUT TRASH—Clovers.....	9	7
Atlantic 1035—BMI		

Most Played in Juke Boxes

For survey week ending September 29

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 throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. WHAT A DREAM—R. Brown.....	2	10
Please Don't Freeze—Atlantic 1036—BMI		
2. HURTS ME TO MY HEART—F. Adams.....	3	8
Ain't Gonna Tell—Herald 434—BMI		
3. ANNIE HAD A BABY—Midnighters.....	1	6
She's the One—Federal 12195—BMI		
4. HONEY LOVE—Drifters.....	4	17
Warm Your Heart—Atlantic 1029—BMI		
5. EBB TIDE—R. Hamilton.....	6	5
Beware—Epic 9068—ASCAP		
6. SHAKE, RATTLE AND ROLL—J. Turner.....	7	23
You Know I Love You—Atlantic 1026—BMI		
7. WORK WITH ME ANNIE—Midnighters.....	8	25
Sinner's Prayer—Federal 12169—BMI		
8. SEXY WAYS—Midnighters.....	5	14
Don't Say Your Last Goodbye—Federal 12185—BMI		
9. I DON'T HURT ANYMORE—D. Washington.....	—	1
Dream—Mercury 70439—BMI		
10. OOP SHOOP—S. Gunter.....	—	1
It's You—Flair 1050—BMI		

R & B Territorial Best Sellers

For survey week ending September 29

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
- Annie Had a Baby, Midnighters, Fed.
 - What a Dream, R. Brown, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Honey Love, Drifters, Atl.
 - Shake, Rattle and Roll, J. Turner, Atl.
 - You Better Watch Yourself, L. Walter, Che.
 - Evil Is Going On, H. Wolf, Chs.
 - Sexy Ways, Midnighters, Fed.
 - She's the One, Midnighters, Fed.
 - Please Don't Freeze, R. Brown, Atl.
- Balti.-Wash.**
- Annie Had a Baby, Midnighters, Fed.
 - Hurts Me to My Heart, F. Adams, Her.
 - What a Dream, R. Brown, Atl.
 - Ebb Tide, R. Hamilton, Epi.
 - Tick Tock, Marvin & Johnny, Mod.
 - Honey Love, Drifters, Atl.
 - Sexy Ways, Midnighters, Fed.
 - When the Lights Go Out, J. Witherspoon, Che.
 - God Only Knows, Capris, Got.
- Charlotte**
- Annie Had a Baby, Midnighters, Fed.
 - What a Dream, R. Brown, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Tick Tock, Marvin & Johnny, Mod.
 - Honey Love, Drifters, Atl.
 - I've Got My Eyes on You, Clovers, Atl.
 - Shake, Rattle and Roll, J. Turner, Atl.
 - Sexy Ways, Midnighters, Fed.
 - Ebb Tide, R. Hamilton, Epi.
 - Well All Right, J. Turner, Atl.
- Chicago**
- Honey Love, Drifters, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - What a Dream, R. Brown, Atl.
 - I'm Ready, M. Waters, Chs.
 - When the Lights Go Out, J. Witherspoon, Che.
 - Sexy Ways, Midnighters, Fed.
 - Dream, D. Washington, Mer.
- Cincinnati**
- What a Dream, R. Brown, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Shake, Rattle and Roll, J. Turner, Atl.
 - Ebb Tide, R. Hamilton, Epi.
 - Your Cash Ain't Nothin' But Trash, Clovers, Atl.
 - Work With Me Annie, Midnighters, Fed.
- Detroit**
- Shake, Rattle and Roll, J. Turner, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Annie Had a Baby, Midnighters, Fed.
 - What a Dream, R. Brown, Atl.
 - Ebb Tide, R. Hamilton, Epi.
 - Shake, Rattle and Roll, B. Haley, Dec.
- Los Angeles**
- Oop Shoop, S. Gunter, Fla.
 - Earth Angel, Penguins, Dtn.
 - Hurts Me to My Heart, F. Adams, Her.
 - What a Dream, R. Brown, Atl.
 - Bulck 59, Medallions, Dtn.
 - Ebb Tide, R. Hamilton, Epi.
 - Bye, Bye, Dreamers, Fla.
 - Love All Night, Platters, Fed.
 - Dream, D. Washington, Mer.
 - Zippity Zum, Chords, Cat
- New Orleans**
- Honey Love, Drifters, Atl.
 - What a Dream, R. Brown, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Annie Had a Baby, Midnighters, Fed.
 - Shake, Rattle and Roll, J. Turner, Atl.
 - You Can Pack Your Suitcase, Fats Domino, Imp.
 - My Dear, My Darling, Counts, Dot
- New York**
- What a Dream, R. Brown, Atl.
 - Honey Love, Drifters, Atl.
 - Annie Had a Baby, Midnighters, Fed.
 - Ebb Tide, R. Hamilton, Epi.
 - Hurts Me to My Heart, F. Adams, Her.
 - Work With Me Annie, Midnighters, Fed.
 - Sh-Boom, Chords, Cat
 - Smile, Nat (King) Cole, Cap.
 - Shake, Rattle and Roll, J. Turner, Atl.
 - Hey, There, S. Davis Jr., Dec.
- Philadelphia**
- What a Dream, R. Brown, Atl.
 - Hurts Me to My Heart, F. Adams, Her.
 - Annie Had a Baby, Midnighters, Fed.
 - Ebb Tide, R. Hamilton, Epi.
 - God Only Knows, Capris, Got.
 - Smile, Nat (King) Cole, Cap.
 - I'm a Fool to Care, Castelles, Gra.
 - I Don't Hurt Anymore, D. Washington, Mer.
 - High Heels, B. Doggett, Kng.
- St. Louis**
- I Don't Hurt Anymore, D. Washington, Mer.
 - Annie Had a Baby, Midnighters, Fed.
 - Hurts Me to My Heart, F. Adams, Her.
 - Dream, D. Washington, Mer.
 - Four Years of Torment, M. Stim, Uni.
 - What a Dream, R. Brown, Atl.
 - Work With Me Annie, Midnighters, Fed.
 - Ebb Tide, R. Hamilton, Epi.
 - When My Heart Beats Like a Hammer, B. B. King, RPM
 - Mama Took the Baby, L. Gordon, Che.

This Week's Best Buys

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

No selections this week

Review Spotlight on... RECORDS

FATS DOMINO

Love Me (Commodore, BMI) — Imperial 5313 — Fats Domino, one of the finest blues singers in the business, sells the heck out of this one over a pounding ork backing. It builds all the way. Flip is "Don't You Hear Me Calling You" (Commodore, BMI).

MUDDY WATERS

I'm Ready (Arc, BMI)—Chess 1579—The blues warbler turns in a sock reading of a down home blues effort, over a mighty intriguing backing. The song is in the real folk music vein. Flip is "I Don't Know Why" (Arc, BMI).

TALENT

RICHARD BERRY

Richard Berry, a talking warbler, does a sensational job here with a powerful piece of material. The tune "The Big Break" (Flair, BMI) is almost a follow-up to "Cell Block Number 9." It's funny, yet with a moral. Flip is "What You Do to Me" (Flair, BMI), on Flair 2055.

THE PENGUINS

In spite of the many groups that now crowd the r.&b. field, this new quartet has a chance for action. They come thru with a rhythmic performance of a new ballad "Earth Angel" on Dootone 348. Flip is "Hey, Senorita." (Dootsie Williams, BMI).

Reviews of New R & B Records

RUTH BROWN

Mambo Baby.....84
Atlantic 1044 — A Billboard "Spotlight" 10-2-'54. (M. & M., BMI)
Somebody Touched Me.....84
A Billboard "Spotlight" 10-2-'54. (Progressive, BMI)

THE DRIFTERS

Someday You'll Want Me to Want You.....85
ATLANTIC 1043—A Billboard "Spotlight" 10-2-'54. (Duchess, BMI)
Bip Bam.....84
A Billboard "Spotlight" 10-2-'54. (Progressive, BMI)

EARL BOSTIC ORK

Ubangi Stomp.....82
KING 4741—The Earl Bostic crew has a live one here with this exciting instrumental riff effort which it plays with a solid beat and a lot of fire. Bostic, of course, is featured on a wild, swinging sax solo. Strong platter for the market. (Armo, BMI)
Time on My Hands.....81
The fine standard is dressed up in an attractive Latin-American tempo here, and it receives a sock instrumental performance from the ork. Bostic on sax over some lively bongo work makes this another potent side. A first-rate release. (Miller, ASCAP)

THE ORIOLES-SID BASS ORK

If You Believe.....82
JUBILEE 5161—This is one of the Orioles' outstanding records this year. The tune is a semi-sacred tune on the "I Believe" kick, and the group sings it in sock fashion. It has a chance for the big time in both the r.&b. and pop fields. Fine wax. (Chappell, ASCAP)
Longing.....80
Pretty pop-style ditty is handed a rhythmic vocal by the group over smooth backing. The boys sell the tune with a lot of spirit. It's a better-than-average side, too, but the flip has a bit more power. (Tee Pee, ASCAP)

BILLY WARD AND HIS DOMINOES

Gimmie, Gimmie, Gimmie.....79
JUBILEE 5163—Billy Ward and His Dominoes bow on the label with a swinging novelty effort which they sing in jump tempo and in harmony. It's a good reading by the boys and it should grab juke loot. (Ward-Mark, BMI)
Come to Me, Baby.....79
On this side the Dominoes return somewhat to their old style, with the lead shouting out while the boys sing harmony behind him. They do it well, too, sparked by a solid lead vocal. This side, too, should get coins. Watch both sides. (Ward-Mark, BMI)

THE EAGLES

(Will You, Won't You, Can't You)
Don't You Wanna Be Mine?.....79
MERCURY 70464—The Eagles, who created some excitement on their first release for the label, have another good one here with this rocking effort. They sing the rhythmic effort with a beat, and it adds up to good juke wax. (Brent, BMI)
Such a Fool.....77
Another good side by the boys. This is another rocker, tho taken at a slightly slower tempo than the flip. Again the group sings it well, and the beat is there, too. (Munson, BMI)

BILL DOGGETT

Honey.....78
KING 4738 — Bill Doggett, assisted here by unidentified alto sax and drummer, belts out a highly syncopated version of the lovely oldie.

There is a solid beat here for dancing. (Feist, ASCAP)
The Nearness of You.....76
A quiet, sensitive reading of the standard by Doggett alone. For relaxed dancing or late-evening listening, this is hard to beat. (Famous, ASCAP)

OSCAR McLOLLIE ORK

Love Me Tonight.....78
MODERN 940—Good gang vocal by the ork here on a snappy new piece of material. The ork swings behind the chorus all the way. Side could get much coin on the boxes, as the riff is a very catchy one. Watch it. (Rene, ASCAP)
Take Your Shoes Off, Pop.....75
The sidemen come thru with another vocal on this side as they tell Pop it's time to start the party. Material is coolish and not as melodic as the flip. (Rene, ASCAP)

BIG MAYBELLE

I'm Getting 'Long Alright.....77
OKEH 7042—At first Maybelle cries because her boy friend left her, but it doesn't take long for her to make some interesting new connections. The lyrics are very funny, and the singer belts them out in her vigorous manner. Her best in some time. (Marvin, ASCAP)
My Big Mistake.....76
Maybelle met a handsome stranger and from that moment her troubles really began. She shouts out her indignation over a slow blues figure. (Crestwood, BMI)

GUITAR SLIM AND HIS PLAYBOYS

Standin' at the Station.....77
IMPERIAL 5310—The Southern blues chanting style stands out as usual on this Guitar Slim reading. The guy's many fans will want this. Good wax here. (Commodore, BMI)
New Arrival.....74
This is standard blues on which Slim's guitar solos take top honors. (Commodore, BMI)

ANNISTEEN ALLEN

Take a Chance on Me.....76
CAPITOL 2937—Rumba blues receives a solid reading from the canary, backed by a solid ork support. This is really a wild side, and the (Continued on page 64)

THE CASTILLE'S GREATEST "I'M A FOOL TO CARE" and "MARCELLA" Grand 114

★

THE ANGELS "WEDDING BELLS" and "TIMES HAVE CHANGED" Grand 115

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending September 29

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. River of No Return Tennessee Ernie, Cap.
3. Lookin' Back to See G. Hill & J. Tubb, Dec.
4. One By One, K. Wells & R. Foley, Dec.
5. Hep Cat Baby, E. Arnold, V.

Charlotte

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. This Is the Thanks I Get, E. Arnold, V.
4. Your Not Mine Anymore W. Pierce, Dec.
5. Whatcha Gonna Do Now? T. Collins, Cap.
6. This Ole House, S. Hamblen, V.
7. More and More, W. Pierce, Dec.
8. Even Tho, W. Pierce, Dec.
9. Honey Love, Carlisles, Mer.
10. Goodnight, Sweetheart, Goodnight Johnny & Jack, V.

Cincinnati

1. I Don't Hurt Anymore, H. Snow, V.
2. One By One, K. Wells & R. Foley, Dec.
3. Lookin' Back to See G. Hill & J. Tubb, Dec.
4. Whatcha Gonna Do Now? T. Collins, Cap.
5. Place for Girls Like You F. Young, Cap.
6. River of No Return Tennessee Ernie, Cap.
7. This Is the Thanks I Get E. Arnold, V.

Dallas-Fort Worth

1. I Don't Hurt Anymore, H. Snow, V.
2. Your Not Mine Anymore W. Pierce, Dec.
3. This Ole House, S. Hamblen, V.
4. One By One, K. Wells & R. Foley, Dec.
5. This Is the Thanks I Get E. Arnold, V.
6. Oceans of Tears, S. James, Cap.
7. This Ole House, Statesmen, V.
8. Goodnight, Sweetheart, Goodnight Johnnie & Jack, V.
9. Sparkling Brown Eyes, W. Pierce, Dec.

Houston

1. I Don't Hurt Anymore, H. Snow, V.
2. If You Don't Someone Else Will Jimmy & Johnny, Chs.
3. One By One, K. Wells & R. Foley, Dec.
4. Whatcha Gonna Do Now? T. Collins, Cap.
5. More and More, W. Pierce, Dec.
6. This Is the Thanks I Get E. Arnold, V.
7. You Can't Have My Love W. Jackson & B. Gray, Dec.
8. Penny Candy, J. Reeves, Abb.
9. Even Tho, W. Pierce, Dec.

Knoxville

1. I Don't Hurt Anymore, H. Snow, V.
2. More and More, W. Pierce, Dec.
3. Mr. Misery, C. Atkins, V.
4. Good and the Bad, C. Arthur, V.
5. One By One, K. Wells & R. Foley, Dec.
6. This Ole House, S. Hamblen, V.
7. Lookin' Back to See G. Hill & J. Tubb, Dec.
8. This Is the Thanks I Get E. Arnold, V.
9. Two Glasses, Joe, E. Tubb, Dec.

Memphis

1. One By One, K. Wells & R. Foley, Dec.
2. I Don't Hurt Anymore, H. Snow, V.
3. If You Don't Someone Else Will Jimmy & Johnny, Chs.
4. More and More, W. Pierce, Dec.
5. Lookin' Back to See G. Hill & J. Tubb, Dec.
6. Blue Moon of Kentucky, E. Presley, Sun
7. That's All Right, E. Presley, Sun

Nashville

1. If You Don't Someone Else Will Jimmy & Johnny, Chs.
2. I Don't Hurt Anymore, H. Snow, V.
3. More and More, W. Pierce, Dec.
4. Lookin' Back to See G. Hill & J. Tubb, Dec.
5. Two Glasses, Joe, E. Tubb, Dec.
6. We've Gone Too Far H. Thompson, Cap.
7. Even Tho, W. Pierce, Dec.
8. This Ole House, S. Hamblen, V.
9. Call Me Up, M. Robbins, Col.
10. One By One, K. Wells & R. Foley, Dec.

New Orleans

1. Two Glasses, Joe, E. Tubb, Dec.
2. You Can't Have My Love W. Jackson & B. Gray, Dec.
3. This Is the Thanks I Get E. Arnold, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. Hep Cat Baby, E. Arnold, V.
6. More and More, W. Pierce, Dec.
7. If You Don't Someone Else Will Jimmy & Johnny, Chs.
8. Goodnight, Sweetheart, Goodnight Johnny & Jack, V.

Richmond, Va.

1. If You Don't Someone Else Will Jimmy & Johnny, Chs.
2. Honey Love, Carlisles, Mer.
3. Place for Girls Like You F. Young, Cap.
4. This Ole House, S. Hamblen, V.
5. This Is the Thanks I Get E. Arnold, V.
6. One By One, K. Wells & R. Foley, Dec.

in a contest held recently at Valley View Park, Hellam, Pa. . . . Alvin Mullenax, staffer and folk music deejay at WSWA, Harrisonburg, Va., recently took on a new title, that of program director. Meanwhile, he stays with his afternoon record seg. . . . Bob Strack, biscuit whirler at KTEM, Temple, Tex., has cut two sides for the Blue Ribbon label, with release slated for sometime in December. . . . Tennessee Gene now spinning five and a half hours of country music each Sunday over WILY, Pittsburgh. Smokey Miller, doing the hour-long "Old Corral Show" six mornings a week over KGLC, Miami, Okla., writes: "Much of the music I'm spinning is more or less stale, and if western and hillbilly artists want me to spin more late recordings they should send d.j. stampings to me here and I'll be glad to give them all I have in the way of energy, which is 1,000 watts at 910 kilocycles. Will be glad to use them on my own show as well as the other c.&w. schedules thruout the week." . . . Billy Bentley, hillbilly deejay and program director at KALT, Atlanta, Tex., has switched to KSTV, Stephenville, Tex., where he will handle the major c.&w. shows. . . . Willie Jones, of KCFH, Cuero, Tex., recently held interview sessions with Jim Reeves, Jimmie Lee, Johnny Mathis, Tibby Edwards and Dotti Jones, of the "Louisiana Hayride" cast, and also accompanied them on several "Hayride" engagements in the Texas territory. . . . Happy Holly Honfburg, who spins 'em on KLIX, Twin Falls, Idaho, scribbles that the Faber Robinson-String Music Show, the Maddox Brothers and Rose and Little Jimmie Dickens played to capacity crowds at his Midway Dance Pavilion in Twin Falls recently. . . . Sammy Lillibridge, of KFRO, Longview, Tex., reports that the East Texas Hillbilly Jamboree will be aired for an hour over his station when the unit plays a personal there Tuesday (5). Jimmy Littlejohn will guest with the unit on the date.

A. J. Winn, deejay at WTAW, College Station, Tex., says he has his name up for a tryout in M-G-M's forthcoming Hank Williams picture. Winn reports further that Tex Ritter played a dance recently in Bryan, Tex., with Charlie Adams and His Western All-Stars.

Hollywood

The "Jimmy Wakely Show," starring the singing-emsee, Jimmy Wakely, and featuring the Dreamers Trio, returns to the Columbia Network following its summer hiatus. Bristol-Myers Company will sponsor the 13-week series. . . . Rex and Bonnie Allen learned of the birth of their seventh god-child last week. He is Rex Allen Worthy, born to Ben and Gerry Worthy at Mercy Hospital, Jackson, Mich., on September 21. . . . Smiley Burnette set for 21 ballroom dates, starting October 15, with Holly Honfburg, Twin Falls, Idaho, and Ivan Marx, Burney, Calif. Smiley will work his way to these dates with theater bookings in Iowa, South Dakota, Wyoming and Idaho. The veteran c.&w. performer also has seven days with Gene Johnson, WWVA, Wheeling, W. Va., starting November 15. . . . Roy Rogers and Dale Evans resume production of their television series in December, following their Madison Square Garden rodeo engagement in New York. . . . Jim Reeves' "Penny Candy" on Abbott Records being talked about as another "Mexican Joe" locally. . . . Jimmy Boyd back in Los Angeles and school after a summer of rodeo and theater dates in Canada. . . . Doye O'Dell, Eddie Cletro and Homer Garrett's square dancers appearing at the reopened Casino Gardens, Ocean Park, Calif. . . . Gretsch Guitar Company now marketing a Chet Atkins electric guitar model. . . . "Mamma Don't Cry at My Wedding," the popular disk hit by Joni James on M-G-M, was penned by Nashville's Helen Hudgins.

making regular guest appearances on the "Conastoga Trail Riders" show originating each Wednesday night on CKCO-TV, Kitchener, Ont. In addition to his daily radio shows on CKNX, Wingham, Ont., Earl has recently taken on a night jockey show on that station, spinning c.&w. stuff exclusively. . . . Bob and Wanda Wolfe have joined the "All-Star Country Roadshow" on WBAP, Fort Worth. . . . Arlene Wright has begun an extended tour with the Sons of the Purple Sage. After fair dates in Gettysburg, Pa., and Petersburg, Va., the unit has a week in Seattle, to be followed by three weeks in Alaska, a four-week return in Seattle, three weeks in California, a fortnight in Nevada, a two-week run in California, and then back to New York. . . . Billy Joe Decker, steel guitarist, is back with Edditt Potts Blue-Sky Playboys on KSIL, Silver City, N. M., after a brief stint of TV and night club appearances with the Bill Stroud org around Brownsville, Tex.

With the Jockeys

Tom Alden, formerly of KOLS, Pryor, Okla., is now the country spinner at KCRB, Chanute, Kan. . . . Rex Lawrence, c.&w. deejay at KOCA, Kilgore, Tex., was a recent visitor on "Louisiana Hayride" in Shreveport, La. Well known in the Texas and Louisiana sector, Rex makes up his programs solely from listener requests and bases his popularity data on artists by the same method. . . . Glenn Michael, western and hillbilly spinner on WGSB, Red Lion, Pa., reports that Donn Reynolds, heard in songs over that station, Monday thru Friday, 7:35-8 a.m., was named State yodeling champ

This Week's Best Buys

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

No selections this week

Review Spotlight on . . . RECORDS

RAY PRICE

If You Don't Somebody Else Will—Columbia 21315—Tune now making progress in the country field is handed a sock rendition here by Price in his usual meaningful style. It should make it in spite of the competition. Flip is "Oh, Yes, Darling!"

CARL SMITH

More Than Anything Else in the World (Hill & Range, BMI) Loose Talk (Central Songs, BMI)—Columbia 21317—Carl Smith again comes thru with smooth professional renditions on listenable country items. The top side is a poignant ballad and the flip a bouncy opus. Both are potent and could break thru.

TALENT

PETER PIKE

Here's a new boy on the coral label who could make a name for himself. He has a touch of Lefty Frizzell and a bit of Webb Pierce too, but he manages to convey an original sound. He does a bright job with "I Can See an Angel" and "House of the Lord" (Four Star Sales, BMI) on Coral 64186.

Reviews of New C & W Records

HOMER & JETHRO

Hey! There . . . 80
V 5867—Homer and Jethro continue their parodies of current hits with this funny version of the big pop hit from "Pajama Game." They have had better material in the past, but their fans will want this one, too. (Frank, ASCAP)
They Were Doin' the Mambo . . . 79
Same comment. (Mayfair, ASCAP)

GEORGE MORGAN-ANITA KERR SINGERS

Whither Thou Goest . . . 79
COLUMBIA 21318—The current pop ballad is handed a lovely reading by Morgan, with fine help from the Kerr group. This could build into a big one in both the country and sacred markets. (Hill & Range, BMI)
Oh! Gentle Shepherd . . . 75
Another fine reading by Morgan and the girls, this time on a pretty sacred effort.

BONNIE LOU

Tell the World . . . 79
KING 1384—One of the top gals in this field has a top-bracket tune here that has good potential for both the country and pop markets. Tearfully sentimental, it has a slow, bouncy beat. This could be a big one for Bonnie Lou. (Wildwood, BMI)
Darlin' Why . . . 76
A piece of slick material with bright, tongue-in-cheek lyrics and a snappy beat. The singer turns in an impressive reading. (Lois, BMI)

BILLY STRANGE

You're the Only Good Thing . . . 77
CAPITOL 2934 — Strange sings a pretty ballad with warmth and sincerity. Good wax here that could pull spins. (Speed, BMI)
I Gotta Be Gettin' Home . . . 76
A gay arrangement of a bouncy little ditty, with an okay vocal job and spirited backing. (Southern, ASCAP)

DARRELL GLENN

We'll Be Married . . . 76
V 5859—The young singer warbles a pretty ballad with becoming simplicity and feeling. The backing and vocal style lean toward pop. (Hamilton, ASCAP)
Mister Cuckoo Bird . . . 71
An okay vocal on an upbeat novelty with effective backing. (Valley, BMI)

CHUCK MURPHY

Riding the Sunshine Special . . . 76
COLUMBIA 21305—Rapid-beat train song tells the usual story, but the beat is bright and infectious. Good jockey material. (Driftwood, BMI)
Rhythm Hall . . . 70
Murphy puts lots of energy behind this cheerful reading of the happy rhythm opus. Teen-age juke patrons should show interest. (Driftwood, BMI)

HANK LOCKLIN

Whispering Scandal . . . 76
DECCA 29270—Weeper about irresponsible gossip is handed a sympathetic reading by Locklin. His fans and many others will like it. Good wax. (Copar, BMI)
Baby, You Can Count Me In . . . 68
Bouncy and cute, the opus is sung pleasantly. Good two-step wax. (Copar, BMI)

TOM BEARDEN

Tangle Tongue . . . 75
FABOR 116—A most unusual novelty effort receives a strong reading from Bearden on this new release as he sings of his puzzlement over many things. The lyrics don't make much sense, but the effort is effective

enough to help this one. Watch it. (Fairway, BMI)
So Afraid . . . 75
Bearden comes thru with an impressive reading of a touching new weeper which he sings with the appropriate dolefulness. It's a powerful piece of material, and it could get attention. Two good sides here. (American, BMI)

ELTON BRITT

To You Sweetheart Alhoa . . . 75
V 5868—The oldie gets a slick reading from Britt, one of the best yodelers in the business. Ops and jocks could get plenty of action with this in pop and country markets. (Joy, ASCAP)
The Singing Hills . . . 74
Another goldie gets another fine Britt reading. Good listening this. (Joy, ASCAP)

PHIL GULLEY

Blue Moon of Kentucky . . . 75
DECCA 29288—There's a really brisk swing backing to Gulley's fine chanting of the attractive ballad. This one appears likely to pull strong juke box and deejay action. Bears watching. (Peer, BMI)
Framed . . . 71
This one is a blues whose conversion to c.&w. includes a growly alto sax in the backing. Gulley talks and chants the opus well. (Quintet, BMI)

COWBOY COPAS

I'm Glad for Your Sake . . . 75
KING 1386—The pop standard is handed a first-rate country reading by Copas. Jocks and ops could make good use of the disk. (De Sylva, Brown & Henderson, ASCAP)
Carbon Copy . . . 70
Good chanting here on somewhat routine material. (Harphill Hills, BMI)

HARVIE JUNE VAN

I'm Just Not That Kind . . . 74
KING 1387 — The country thrush warbles quite well on a sad ditty about an ill-fated romance. The material is fine. (Lois, BMI)
The Lights Are Growing Dim . . . 72
Again the gal is impressive, and the material is, too. (Mar-Kay, BMI)

JERRY BYRD ORK

Sugar Blues . . . 74
MERCURY 70466 — Electric guitar and harmonica shape the evergreen prettily. The listening is mighty easy, and deejays will probably hand it lots of spins. (Pickwick, ASCAP)
Texas Playboy Rag . . . 70
The group also performs ably, but in brisker tempo here for good contrast to flip. (Hill & Range, BMI)

COUSIN HERB HENSON

How Come Y' All Come . . . 73
CAPITOL 2925 — Follow up to "Y' All Come" receives a listenable interpretation from Henson that should help it get some coins and deejay spins. (Beechwood, BMI)
When You Give a Rose to a Red Head . . . 73
Cute novelty with a rancho beat is sung nicely by Henson on this side as he gives advice as how to handle a red-headed woman. (Central, BMI)

GENE AUTRY

It Just Don't Seem Like Home When You're Gone . . . 73
COLUMBIA 21304—Gene Autry warbles a lonely weeper as he laments a walkout by his mate. Good merchandise for Autry fans. (Golden West, BMI)
When He Grows Tired of You . . . 69
Another typical weeper warmly sung by Autry. (Satherly, BMI)

Folk Talent and Tunes

Continued from page 20

Pioneers, of WNEM-TV, Bay City, Mich., are being featured in a new Thursday night show on that station, from 10:30-11. Meanwhile, Tex and the boys continue on "Country Crossroads Jamboree" over the same station on Saturday nights, 8-8:30. Tex's new fan club president is Loraine Earle, 1901 Brockway, Saginaw.

Jim Reeves is heading up another tour of Abbott and Faber artists, including J. E. and Maxine Brown and Dido and Jerry Rowley plus Jim's own band boys, all of KWKH's "Louisiana Hayride," Shreveport, La., on a swing that will take the unit thru Oklahoma, Colorado, Utah, Oregon, Washington and into Canada, winding up around November 15. . . . Faber Robison was in Shreveport recently to supervise a session with Ginny Wright. . . . Carolyn Bradshaw, of "Louisiana Hayride," has her first release on the Chess label, "Ooh! I Like It," backed by "Now Is the Time to Cry." . . . Tillman Franks, who recently returned to his home in Shreveport from Nashville, where he managed the Carlisles, is now personal manager for Jimmy Lee and Johnny Maphis. Jimmy and Johnny are reported getting a lot of action with their latest waxing, "If You Don't Someone Else Will." . . . Johnny Horton, the Singing Fisherman, is back on KWKH's "Louisiana Hayride" after a three-week tour of California, Arizona and New Mexico. Johnny has a new release on Mercury, "No True Love" and "There'll Never Be Another Mary." . . . Dave Chase has left the "Red River Round-Up," Shreveport to go on television in Oklahoma City. . . . Earl Heywood, Canadian county artist and RCA Victor waxer, is

BURLESQUE BITS

By UNO

Babe Patricia Powers, whose start in burly was during the season 1913-'14 with the "Star and Garter" show, managed by Issy Weingarten, was a New York visitor last week from her Chicago home and a guest of a former co-worker, Kitty Woods, in Fairlawn, N. J. . . . For the first time in the history of the locale, burlesk is to make its debut at Leonard Yates' Puerto Rico Theater in San Juan, Puerto Rico, heretofore playing Spanish movies. All talent will be flown there from the U. S. thru the New York office of the Eddie Kaplan agency, exclusive booker. The date set for the opener is the middle of this month. . . . Marion Russell is recovering from an operation in Mercy Hospital, Baltimore. . . . Jack Hayes is at the Gayety, Norfolk, for a five-week stay. . . . Arthur Clamage is currently switching from stock to road shows at his Gayety, Detroit, and looking forward to a marked pick-up in biz in anticipation of an increase of work in the local auto plants. . . . Sequin has signed for a five-week tour of the Ohio circuit to start following her October 1 week at the Empire, Newark, N. J. . . . Ellye O'Connell and Lori Andrews left the chorus line of the Hudson, Union City, N. J., September 25 to join a similar group at the Melody Club in the same town. This leaves other Morokoffettes at the Hudson Dolore Fisher (captain), Connie Rankine, Ora May, Ann Downs, Rita Wilson, Jean Allen, Annie Armend, Marie Wieber, Beverly Laurell, Joan

Stiffler, Barbara Kemp, Rose Giordano and Blackie Delmar. . . . Irving Harmon and Buddy Bryant continue at the Gayety, Columbus, O. Vivian Morgan, spot-booked feature on the Hirst circuit, after her week-end engagement at the 202 Club, Mount Ivy, N. Y., moves to the Gayety, Norfolk, with her "How about it?" song lyrics. The Ivy booking was thru Al Barbierie of the Croyden agency of New York. . . . The Stone, Detroit, operated by Milton Jacobson, was damaged on September 21 when a car ran right into the front. When the debris was cleared, posters of the cast were used to cover the damage and the house was able to reopen within a few hours. . . . Rita Ravell, who moved her mother and two sisters from San Antonio to Los Angeles in a permanent home, is now featured at the local Zambanitory where other principals are Billy Reed, Wally Blair, Lanny Bruce, Chile Pepper, Joy Davis and Margo Love all placements thru the Fred O'Brien agency which books most of the night club circuit in the Los Angeles and Hollywood areas. . . . Blaze Starr is closing a 28-week run at Steve Brodie's niter in Philadelphia on October 9. Replacement is Dorian Denis, exclusively booked by Eddie Kaplan. . . . Photo of Rose LaRose adorns the front cover of the December 1954 edition of Cavalcade of Burlesque mag. Virginia Kinn has the back cover; Andria Blake, the inside front; Lynn Storm, the inside back, and Taika, the Flame Girl, the editorial page. Harry Richman wrote the introductory article. Patti Waggin and Sateene

DRAMATIC & MUSICAL ROUTES

Fanny: (Shubert) Boston.
Fragile Fox: (Cox) Cincinnati.
Gentlemen Prefer Blondes: (Shubert) Detroit.
Getting Gertie's Garter: (Majestic) Boston.
King and I: (Kiel Aud.) St. Louis 4-6; (Fair) Dallas 8-9.
Moon Is Blue: (Hanna) Cleveland.
Mrs. Patterson: (Cass) Detroit.
My Three Angels: (Royal Alexandra) Toronto.
Picnic: (Erlanger) Chicago.
Rainmaker: (Playhouse) Wilmington, Del., 7-9.
St. Joan of Arc: (Nixon) Pittsburgh.
Seven-Year Itch: (Metropolitan) Seattle 5-9.
South Pacific: (Forrest) Philadelphia.
Tender Trap: (Wilbur) Boston.
What Every Woman Knows (Helen Hayes): (Huntington Hartford) Los Angeles.
Wonderful Town: (Shubert) Chicago.

occupy the two middle sections. An extra feature shows five pages of seven poses of Sequin. . . . Bobb Lang moved from 11 weeks at the Carnival Club, Hurley, Wis., to the Flame Bar in Minneapolis, thru Bob Goodman. . . . Joe Kalif, caricaturist, threw a surprise birthday party for Jeanne Koelsch, another pencil expert, in his New York office on September 17. Attending were the Labnon Twins, new male singing and comedy duo; magician Harry Szerlip, and Martha Phillips, Bern Sharfman, Marion Koelsch, Paul DeWitt, Frank Lohman, Shelly Korman and Max Rosey. . . . Lana Richards is held over indefinitely at the Frolics, Minneapolis. . . . Mrs. Tommy Manville, now at the El Rey, Oakland, Calif., is working for the first time in many years with her sister, Juanita, on the bill with her. . . . Camille, the most talked about new star in burly this year, opened with a road show on the Midwest circuit in Kansas City, Mo., at the Folly on September 17.

VOX JOX

Continued from page 16

And another man to join Uncle Sam's Air Force is Bruce Talford of WTSV, Claremont, N. H. Robin Bonneau moved in from Concord, N. H., to take over Talford's spot. . . . A note received from KGMB, Honolulu, tells us that they are presenting one of the local industry's most unusual personalities in its new disk jockey, Ernest Kurlansky. Kurlansky, of Polish and Russian descent, born in Siberia and raised in Shanghai, does his across-the-board show in Japanese, three Chinese dialects and English. Can you top that?

Jack Stant is leaving TV Station WSEE, Erie, Pa., to take over as night jockey for WJET in the same city. . . . Bill Miller, WMON, Montgomery, W. Va., reports: "Have a new boy on our staff, Ted Wolfe, formerly of WCAW, Charleston, W. Va. He replaces Smilin' Carl McAfee who is going to Florida on a business venture. . . . Art Ford, WNEW, New York, has signed a new four-year contract to do three new shows in the afternoon and early evening with rec-

ords and a live ork. He writes, "Off the lobster shift after 12 straight years and into greener fields is exciting for me, and as one of my old friends, I wanted you to know about it."

THIS 'N' THAT: Jack Pinto, WBUD, Trenton, N. J., tells us that his show based on The Billboard's "Honor Roll of Hits" scored the highest listener rating in the Trenton, N. J., area in a recent Advertiser survey. . . . Bill Miller, WMON, Montgomery, W. Va., sees a trend in his area toward the "cool" sounds. . . . Ray Ramsey, WHIR, Danville, Ky., wants to thank the record companies "for their continued interest in our station." . . . Jim Allday, WOWL, Florence, Ala., would like to get in touch with Alan Dean.

Ted Crays of KDBC, Mansfield, La., would like to say "thanks" to Sol Handwerker of M-G-M Records and Marilyn Hammond of Capitol for the voice tracks for his "Stardial." . . . An unsigned deejay at KTBC, Austin, Tex., writes, "We-e Ha-ave Rebe-ll-ed an-nd do-o no-ot inte-end to-o play-ay any mo-ore spl-it syllable styl-ists." . . . Brad Harris, WHOP, Bellefontaine, O., is still trying to find out whose bass voice is on Rosemary Clooney's disk, "This Ole House."

YESTERYEAR'S TOPS—

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

- October 7, 1944
1. You Always Hurt the One You Love
 2. Swinging on a Star
 3. I'll Walk Alone
 4. Is You Is, or Is You Ain't
 5. It Had to Be You
 6. Time Waits for No One
 7. Her Tears Flowed Like Wine
 8. I'll Be Seeing You
 9. There'll Be a Hot Time in the Town of Berlin
 10. C.I. Jive
- October 8, 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. Maybe It's Because
 6. Some Enchanted Evening
 7. Jealous Heart
 8. Slipping Around
 9. Let's Take an Old-Fashioned Walk
 10. Hop Scotch Polka

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HOCUS-POCUS

By BILL SACHS

P. C. SORCAR, India's top professional necromancer, typewrites from Calcutta under date of September 10: "Our party has just returned by chartered plane from Tokyo, after finishing our tour of South East Asian countries. Upon our return here we saw the Great Virgil, American illusionist, playing with his "Magicana" at the New Empire Theater. We opened our "Ind-Dra-Jal" Extravaganza July 23, at the same theater. We were scheduled to run only one week but remained seven. We had to close there after 43 days, due to the fact that the theater had other commitments. Our weekly grosses were more than double those of any other magician ever to play the house. While others could not fill the house at rupees seven top, we had full houses in advance at rupees 20 (nearly six U. S. dollars) top. We also broke records in all principal cities of the East. At the New Empire, no other stagemagician ever ran for more than three weeks continuously. Virgil and his company saw our show several times. Edward Perkins, California agent, also caught us at the New Empire. He was here in search of a suitable theater for our mutual friend, Melbourne Christopher. He liked our show very much and thought it an ideal production for Broadway. He also said the show could create a sensation if produced in Germany. Perkins is now in Europe, and we may play there soon. Our show has everything—20 tons of equipment, gorgeous sets and sceneries, 40 assistants, own orchestra of 10, own electrician to handle lighting, a carpenter, technician, lovely girls, lovely costumes, everything that a really first-class show should have. However we will cut our personnel a bit to make the forthcoming U. S. and European tours. To be frank, our show needs the real boost and publicity from you all."

GERRIE LARSEN, the magic lady from Los Angeles, has been signed to appear on the headliner show at the New York State and Canada Convention of Magicians to be held in Utica, N. Y., October 14-16. Gerrie will replace Larry Weeks, magician-juggler, who was to have appeared on the bill but who sailed last week for Germany for a 20-week USO Camps Shows tour. Miss Larsen will present her old-fashioned magic turn which, incidentally, is booked for Las Vegas, Nev., in January. Also on the convention show will be Silent Mora, Nardini and Nadyne, LuBrent, Jimmy Lake, Ken Allen, Molly Rembrant, Les Gilbert and 10 other acts. . . . Bob Faust (The Amazing Mr. Faust) posts from Reading, Pa., that Wally Parker is doing well thru Eastern Pennsylvania with his comedy magic. Also in the territory are the Magical Asburys, Danny and Margie, with their magic, vent and puppets. . . . Walter Kuhl, Cincinnati trixster, has just left the hospital following

a second stroke and is now reported on the mend at his home, 337 Erckenbrecker Avenue, Cincy. . . . Charlie RossKam reports that advance registrations for the New England Convention of Magicians to be held in Providence, October 23-24 have already hit the 200 mark, with some 500 expected to attend. Among those engaged for the various convention shows are Don Sweet and Company, Fred Elwood, Walter Coleman and Company, R. Gilbert Vitale, William Breenough, Nardini and Nadyne, Bob Lewis, Neil Foster, Irving Weiner, Derek and Rene Davey, Senor Carlos and Company, Elwyn Shaw, Bob and Ginny Lewis, Bill Gourd, Ray and Judy Colby, Bill Dexter and Terry O'Brien. Lecturers will be Satan, Irving Weiner, James C. Wobensmith and Irving Desfor.

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IN LOVING MEMORY
Of My Dear Husband
WAYNE DeWALDO
Who Died October 2, 1952
Hanna DeWaldo & DeWaldo Attractions

In Memoriam

MARGIE CETLIN

OCTOBER 5, 1947

*The passing years oftentimes efface
Events by which we measure,
But even time will never erase
The memories we treasure.*

JACK—WILSON—SADIE

In Loving Memory
of
My Wife

MARGIE CETLIN

OCTOBER 5, 1947

*These written words can but recall
The sadness of that year,
Within my heart I say the words
That you alone can hear*

Issy Cetlin

ATLAS—Leopold, 46, playwright and screenwriter, September 30 in North Hollywood, Calif. He authored, among other motion pictures, "The Story of G.I. Joe" for which he received an Oscar nomination.

BARNES—Floyd, veteran concessionaire, recently in Eads, Colo., of a heart attack. Survived by his widow; his mother, Mrs. Olive Francis, and a sister, Mrs. Lottie Hofmann, Omaha. Burial in Omaha.

BASCHE—Edward S., 57, assistant director of plant protection at Warner Bros. Studios, September 29 in St. Joseph's Hospital, Burbank, Calif., of a heart attack. He had been a member of the studio unit since 1933. Survived by his widow, Elizabeth, and a son, with the U. S. Army overseas.

BLAKE—Richard, 48, former newspaper man and author of television plays, September 24 in New York. He had been with The Cincinnati Times-Star, later becoming a motion picture scenario writer in Hollywood and then moving to TV plays in Hollywood and New York. A brother survives.

BRANDON—J. W. (Happy), 66, recently in San Gabriel, Calif. A native of Decatur, Ill., he had the privileges on Sells-Floto Circus before serving in World War I. He managed the Cavalcade of Texas at the Texas Centennial Fair and the Cavalcade of the Golden West at the 1939 San Francisco Fair. In recent years he operated a motel at San Gabriel. Survived by his widow, Anne. Burial in Dallas.

BUSSE—Starling H., 81, former veepee and a director of the Batten, Barton, Durstine & Osborn advertising agency, September 25 in Pittsburgh. He had been with the agency from 1902 until 1935. A daughter survives.

CAMPBELL—Robert, 84, veteran theatrical manager and secretary of the Actors' Fund of America since 1924, September 29 in New York. He had been a trustee of the fund since 1922. He was the son of dramatist and author Bartley Campbell. His widow, former actress Lillian Lee Campbell, and a son, Bartley Campbell, survive. Burial in St. Mary's Cemetery, Pittsburgh.

COHN—Bessie Cooke, wife of J. J. Cohn, M-G-M studio executive and vice-president of Loew's, Inc., September 29 in Los Angeles. Interment in Forest Lawn Cemetery, Los Angeles.

DUNLAP—Archie, 73, former animal trainer for Barnum & Bailey, Ringling and Forepaugh-Sells, recently in Newberry, Mich. He worked cats and elephants for many circuses. His wife, who died in 1943, was a tattooed woman and snake charmer. Survived by a brother, Eugene, Manistique, Mich. Burial in Newberry.

FERGUSON—Mrs. E. F., mother of Al (Jerry) Wallace, September 23 in Richmond, Va.

GARDEN—William, 61, owner of Garden Bros. Circus, Canadian indoor show, recently in Toronto. Survived by his widow and five children. (Details in Circus section.)

GORE—Edward L. H., 79, former singer in European and American opera companies, September 24 in Beverly Hills, Calif. He was the son of the late May Robson, the actress. For 10 years he sang on the musical stage in the U. S., including an engagement with the original company of the Florodora Sextet. His widow and a son survive.

HARTMAN—Joe, 32, a veteran salesman for National Screen Service and more recently with the Walt Disney organization, September 24 in Los Angeles. Services at Little Church of the Flowers, Forest Lawn Cemetery, Los Angeles.

HOWARD—Harry, 70, veteran outdoor showman formerly with the Bunding and Pearson shows, September 9 in Salem, Ill., of a heart attack. Survived by his widow and a daughter. Burial in Salem.

HUNT—Edward, 42, co-owner of Hunt Bros. Circus, September 25 in Harrington, Del., of a heart attack. (Details in Circus department.)

KARSON—Nat, 46, theatrical and TV producer, director and scenic designer, September 27 in New York. He first began designing for a little group in Chicago and later designed such Broadway shows as "Calling All Stars," "Hot Mikado," "Horse Eats Hat," "High Kickers," "Sing for

Your Supper," "Dr. Faustus" and a revival of "The Connecticut Yankee." As a producer, he was associated with the all-Negro "Hamlet" and the musical "Nellie Bly," of which he and Eddie Cantor were co-producers. From 1936 to 1943 he was art director of the Radio City Music Hall productions. He had been producing the NBC-TV "Comedy Hour," and at the time of his death was making preparations to do a Broadway show. A sister and a brother survive.

KEARNEY—Mark A., 56, member of sales staff of Station WPON, Pontiac, Mich. Survived by his widow, Virginia M., and three children.

KNIGHT—Bill, vice-president of Make-Up Artists and Hair Stylists' Union, Local 706, September 29 in Los Angeles. Burial in Forest Lawn Cemetery, Los Angeles.

LEARY—John Patrick, 68, for 29 years connected with projection department of Loew's, Inc., and a charter member of Local 89, IATSE, September 23 in Richmond, Va. Survived by two daughters, Mrs. Jerry D. Mannix and Mrs. Robert L. Riddle, and a half brother, A. L. (Tony) Dementi, theatrical photographer.

LYTELL—Bert, 69, star of stage, motion pictures and radio and TV, September 28 in New York. As a major star in silent films he was best known for roles in "Alias Jimmy Valentine," "To Have and to Hold," "Lady Windermere's Fan" and the "Lone Wolf" series. With the advent of talkies, Lytell became a director and producer as well as actor. On radio he appeared in the "Jimmy Valentine" series and on TV he became master of ceremonies of one of the early variety shows, the Philco Theater. He was also the original Father Harbour in the TV version of "One Man's Family." In the theater Lytell made an appearance as an infant in his mother's arms in "The Lights of London," later becoming a call boy in a Newark, N. J., stock company and then working as an actor in various stock companies. His Broad-

way debut came in 1914 in "The Mix-Up," which he followed up with roles in "Mary's Ankle," "The Brothers," "Bad Manners," "Good-Bye Again," "The First Legion," "Margin for Error," "Return Engagement," "Lady in the Dark," "The Wind Is Ninety," "I Like It Here" and others. Lytell was president of the Actors' Equity Association and was the Shepherd of the Lambs from 1947 to 1952. His widow survives.

McCAFFERY—J. C., 70, veteran owner and general agent for various carnivals, September 28 in Chicago. (Details in Outdoor section.)

POTTS—Mrs. Buzzie, wife of Buzzie Potts, former clown on the Ringling Bros. and Barnum & Bailey Circus, September 17 in Durham, N. C. In addition to her husband, she is survived by a daughter, Mrs. Christine Williams, Durham, and a brother, Percy H. Brown, Burlington, N. C.

REYNOLDS—Earl, 85, former noted professional ice and roller skater who had appeared on the stage with such celebrities as Lillian Russell and Ann Held, October 1 in Rensselaer, Ind. (Details in Rink department.)

RICH—Mrs. L. M., 89, grandmother of Lew Rich (Bozo Kelly the clown), September 24 in Stratford, Conn. She was the daughter of the late Capt. William H. May, associate of P. T. Barnum and editor of weekly newspapers in Bridgeport, Conn. She illustrated several children's books. Survived by a son, William S. Rich, Stratford.

ROYCE—Rosita, 36, night club entertainer who was best known for her "Dove Dance," September 24 in Miami. Since 1951 she had performed mainly in clubs around the Miami area. Survived by her mother, Mrs. Bertha Corrington, Burial in Southern Memorial Park, Miami.

SMITH—Grace Alyn, 26, dancer, September 25 in Alexandria, Va. She had recently formed the Alyn Dancing School. Survived by her husband, John, and a son, Sergel.

TRICE—Lee A., 79, veteran stage manager, September 21 in Jonesboro, Ark. He had also been co-owner of the Jonesboro Foster & Advertising Company for many years. Survivors include his widow; a son, Warren Trice, Two Rivers, Wis.; a brother, Jim Trice, Detroit, and a sister, Mrs. Cecil Eddington, Milwaukee.

DEALER DOINGS

Continued from page 16

In a move to cash in on the approaching opera season here, J. L. Hudson's downtown Detroit department store is devoting an entire window display this month to opera albums. The window features opera LP's in both their de luxe and popular-priced editions, with the colorful covers of the latter lending a festive air to the setting. The store's music department buyer, Albert Newman, also reports that plans are in the works for Hudson to stage a special promotion on RCA Victor's second de luxe (\$24.95) Glenn Miller album which was released locally this week.

Joseph J. Rogers, of the television-radio department, is being currently honored by the J. L. Hudson Company, Detroit, in recognition of his 40 years with the same firm. The September issue of the firm's Hudsonian carries his picture at the head of several pages of employee citations, in tribute to his long service.

Rhythm & Blues Notes

Continued from page 20

Just to prove that the girl singers really intend to show the guys and the groups a thing or two, Ruth Brown is in first place on the best selling with "What a Dream," Faye Adams is next with "It Hurts Me to My Heart" and Dinah Washington jumped into the chart this week with "I Don't Hurt Anymore." . . . Lou Krefetz, genial manager of the Clovers and the Chords, is in New York for a few days. . . . Irving Marcus, manager of Peacock and Duke, Don Robey's twin labels, is also in New York for a visit. Marcus was ill a few months ago, but he's now in good shape and working on the new Johnny Ace record of "Never Let Me Go."

Chuck Willis and Joe Turner are pulling in the customers on their current Eastern one-nighter swing. . . . Amos Milburn will play Gleason's in Cleveland for one week starting October 1. . . . Fats Domino is now recovering from having his tonsils removed and will be ready to resume work about October 10. . . . The Five Keys will be at the Apollo, New York, starting October 15. The Clovers will follow. . . . Memphis Slim is now doing one-nighters in Texas. . . . The Earl Bostic ork is now at the Basin Street in New York.

MARRIAGES

AMANDIS-ANSON— Finn Amandis, of the Five Amandis, Danish springboard act, and Ella Anson, of Lansdale, Pa., formerly of the O'Connor Twins act, September 25.

FERRER-HEPBURN— Mel Ferrer, actor and director, and Audrey Hepburn, stage and film star, September 25 in Burgenstock, Switzerland.

Reviews of New R & B Records

Continued from page 61

boxes could get coins with it. Impressive debut wax for the thrush. (St. Louis, BMI)

No More Lovin' . . . 75
The thrush bows on the label with a mighty effective vocal on a weeper blues as she sings of the troubles she has with her man. The beat is a good one, and the side has a chance for some coins. Good wax here. (Danby, BMI)

LESTER WILLIAMS
Don't Take Your Love From Me . . . 73
DUKE 131—Lester Williams shouts his plea convincingly as the ork pounds a powerful beat behind him. Good sound on this wax. (Lion, BMI)

Crazy 'Bout You Baby . . . 72
Blues with an intriguing beat is chanted impressively. Another good side. Disk should do right fine on the coin boxes. (Lion, BMI)

THE SULTANS
I Cried My Heart Out . . . 73
DUKE 133—The group weaves a smooth pattern of sound as they chant the weeper ballad with warm understanding. (Lion, BMI)

Baby, Don't Put Me Down . . . 70
Routine jump opus is sung out strongly by the group. Backing has a good beat. (Lion, BMI)

THE OPALS
Oh, But She Did . . . 72
APOLLO 462—Group originally worked as the Crystals. Only the name has changed—not the style. Latter is smooth and listenable. Material is okay, too. (Bess, BMI)

My Heart's Desire . . . 72
The boys tackle a nice ballad for another good side. (Bess, BMI)

LIL' SON JACKSON
Good Ole Wagon . . . 71
IMPERIAL 5312—A good slow blues item gets a meaningful reading from Jackson. (Commodore, BMI)

How Long . . . 71
Jackson tackles a boogie blues opus done in talk-sing fashion for another good side. (Commodore, BMI)

THE CHANTERS
Tell Me, Thrill Me . . . 70
RPM 415—Good lead chanter fronts the group on a neat blues opus. (Modern, BMI)

She Wants to Mambo . . . 68
This is a talk-sing piece of material which the group does in okay fashion. (Modern, BMI)

T-BONE WALKER
Love Is Just a Gamble . . . 69
IMPERIAL 5311—Walker muses philosophically here about love. This is old-fashioned blues material served tastily by one of the top singers of the idiom. Excellent guitar and piano backing. (Commodore, BMI)

High Society . . . 68
Another routine blues. (Commodore, BMI)

In Loving Memory
Of My Dear Wife

CLEONE IRMA CROWE



Born March 8, 1908
Died October 10, 1953
Gone But Not Forgotten

James E. Crowe
HUSBAND

In Memory of My Beloved Husband



J. C. (Jimmie) SIMPSON
Who passed away
OCTOBER 6, 1943

MARIE SIMPSON

IN MEMORY
Of Our Precious Mother

MRS. WALTER LONG

Who passed away
October 7, 1952

MILDRED & ELIZABETH

Pomona Builds Big Lead 1st 12 Days as Gate Hits 847,807

'Waters' Tabs 10,000 in a Day; Record \$967,754 Wagered on Big Sat.

POMONA, Calif., Oct. 2.—An increased attendance of 12,329 over '53 was shown by the Los Angeles County Fair here during the first 12 of its 17-day run, C. B. (Jack) Afflerbaugh, president and general manager, said. The event has had six days ahead and that many behind last year with the total for that period hitting 847,807 as against 835,478 a year ago. Total 1953 gate was 1,063,149.

Starting Friday (17), the fair beat its opening 1953 day by 1,776 when 45,470 attended. The next

three days the fair's turnstiles dropped behind but exceeded last year's figures on the fifth, seventh, eighth, 11th and 12th days. Largest increase came on the second Saturday (25) when the event chalked up a gain of 8,510 when it pulled 141,605 patrons. A new pari-mutuel record of \$967,754 was set that day.

Several innovations were seen. "Dancing Waters," in the General Exhibit Building, came from behind in its attendance and chalked up its biggest day Saturday (25) with over 10,000 admissions during its 11 presentations.

Two free attractions claimed interest in the vicinity of the Mexican Village. One was the Duck Derby, originated by Dick Day of the fair's staff. It featured racing ducks that run a 70-foot track to food at the other end. Fulton Shaw had the "Barnyard Performers," chickens, pigs, goats, and rabbits trained by Mr. and Mrs. Keller Breland of Hot Springs and presented by Animal Behavior Enterprises of that city. This is first time the attraction has played a fair altho some of its trained animals have appeared at fairs under the sponsorship of feed companies. "Barnyard Performers" runs from 10 a.m. to 8 p.m. on weekends and 12 to 8 p.m. on week days.

Thrill Act

A feature of the grandstand show was the European thrill act booked personally by Afflerbaugh and billed as The Kings of the Sky.

The grandstand show for the concluding eight evenings was "Fair Follies of 1954," booked by Barnes-Carruthers and personally supervised by Fred H. Kressman. The B-C office also had the European Olympic Circus in front of the grandstand for the first nine evenings and two Sunday matinees.

The midway attraction, for the third straight year, was the Harry A. Illions-directed World's Fair Midway. Supplemental rides in this fun zone and two kiddielands were furnished by the Frank W. Babcock United Shows, managed by Larry Ferris. Cecchini & Levaggi had 29 game concessions in the fun zone and Patty Treanor and Son had the novelties on the independent midway.

CNE MULLS EXTENSION, DATE SWITCH

TORONTO, Oct. 2.—A proposal by Mayor Leslie Saunders that the Canadian National Exhibition extend its operation of two weeks by an extra week is to be discussed by the CNE Board of Directors.

Another proposal now under discussion by the CNE is to advance the CNE by one week, so that the expo would end on Labor Day. This proposal would avoid the cold weather which the CNE runs into each year, and the loss of the kids who return to school the day after Labor Day.

There are a number of problems in connection with all these proposals as there is a considerable amount of interference with the scheduling of exhibitions in the province, particularly that of the Central Canada Exhibition at Ottawa.

Albemarle, N. C., Cracks Gate Mark

ALBEMARLE, N. C., Oct. 2.—The Stanly County Fair wound up its run here Saturday (25) after pulling a total of 28,000 thru its gates, a new all-time high for the annual. Weather was good with the exception of a slight shower on one afternoon, which did little or no damage. Free acts included the Flying Valentinos and Allan Johansson Troupe.

Beatty to End Trek Early; Cuts 3 Weeks

October 11 Set; Will Winter at Deming; Beatty to India for Movie Filming

DUNCAN, Okla., Oct. 2.—Clyde Beatty Circus has changed earlier plans and now will close its current season at Pecos, Tex., on Monday (11). The show will go into winter quarters at Deming, N. M. Several other circuses also have closed early.

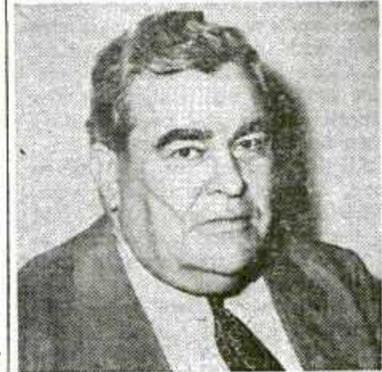
Clyde Beatty will leave on November 22 for India, where he is scheduled to make a motion picture, "Ringo," for Wayne-Fellows Productions. That is the same company which made his current film, "Ring of Fear."

Between the closing of his own show and his trip to India, the animal trainer is booked to appear with the Orrin Davenport show at

Funeral Rites Held In Chicago for J. C. McCaffery

250 Show People, Friends Honor Veteran Show Owner, General Agent

CHICAGO, Oct. 2.—Impressive funeral rites were held here Friday (1) for J. C. McCaffery, 70, veteran carnival owner and general agent, who died in a Chicago hospital Tuesday (28) following a brain operation several weeks ago.



J. C. McCAFFERY

Over 250 show people, friends and relatives were on hand in Sbarbaro Funeral Chapel, to pay homage to the veteran showman who had spent practically all his life in the outdoor entertainment industry.

Following Catholic services in the funeral home, Lou Dufour, a friend of long standing, spoke briefly. George B. Flint, chaplain of the Showmen's League of America, delivered a prayer at the grave, which was in the League's Showmen's Rest, Woodlawn Cemetery.

Active pall bearers included S. T. Jessop, Paul Olson, R. H. McIntosh, William Carsky, Frank Duffield and Maurice (Lefty) Ohren. Honorary pall bearers were Stillman Stannard, who represented Illinois Governor William C. Stratton; Mayor Martin Kennelly, A. Horan, Herbert Bye, Lloyd Cunningham, Dufour, Mike Doolan, Harry Hennies, Robert K. Parker, Lou Leonard, Sam J. Levy Sr., Eddie Murphy, Frank Joerling, Archie Putman, C. J. Sedlmayr Jr., Al Sweeney, Ned Torti and Max Goodman.

Notre Dame Grad

McCaffery was born in Chicago, February 17, 1884, the son of a prominent physician. He attended public schools, South Division High School and graduated from the University of Notre Dame where he was on the football squad.

His first position in the outdoor amusement field was with the U. S. Tent & Awning Company, Chicago, where he served as treasurer from 1905 to 1912. McCaffery joined the James Patterson Shows in 1913, was with C. A. Wortham in 1914, Doc Allman Shows during the season of 1915, and with Felice Bernardi Shows the following season.

He left the road following the 1916 season and became manager of the Grand Opera House and other theaters in Topeka, where he remained until 1921. Concurrently with his theatrical business, he served as manager of the Topeka Elk's Club.

Services Fairs

From 1921-1923, McCaffery served as assistant manager of the (Continued on page 68)

2 UNITS USED

Free Rides in Grocery Lots No Big Deal

NEW YORK, Oct. 2.—The Safeway supermarket chain, which set up a free kiddie ride in a store parking lot last spring, has bought a second ride and is operating it the same way.

Both units are Locomotive Trains, a circular ride put out by Max Gruberg's Standard Kiddie Rides Company of Long Island, but it has not decided whether any additional devices will be bought for next year.

"We're not overly enthused over the results so far," Safeway exec Earle W. Young commented this week, but added that summertime brings a slack shopping season which is an unfair time to judge the merits of the ride promotion.

Rides in Car Lots

As operated, the train ride is moved into a Safeway lot and run in one of three methods. Either rides are offered free to all kid visitors, or they are offered as a premium when a certain amount of groceries is purchased, or rides are obtained for any size purchase.

The intent last spring was to move the ride from store to store and use it as an inducement for mothers, who oft-times take their youngsters shopping with them, to go to Safeway stores. There has been no benefit noted so far, it was reported, from the appearance of a kiddie ride in a parking lot.

The rides have been used in Jersey City, Hempstead and one is now in Fairless Hills, Pa. At the end of this month they will be returned to storage for the winter.

Insurance Firm To Establish Own Weather Research

HARTFORD, Conn., Oct. 2.—Travelers Insurance Company, hit hard by damage claims resulting from recent East Coast hurricanes, has decided to set up its own weather bureau to "study, investigate, evaluate and analyze weather phenomena."

To be known as the Travelers Weather Research Center, it will be headed up by Dr. Thomas F. Malone, associate professor of meteorology at Massachusetts Institute of Technology.

J. Doyle Dewitt, Travelers' president, said the company is "astounded at the possibilities we see where gaps in weather knowledge might be filled if facilities, money and time were more available to researchers." Findings of the center will be available to the government, private industry and the public.

Big Stars Nibble Fairs' \$10,000,000 Melon

Continued from page 1

\$20,000 asked for Liberace or the \$15,000 price tag on Johnnie Ray.

Ray this week worked the New Jersey State Fair, along with Phil Spitalny and his all girl orchestra, but it is unlikely that he is earning the \$15,000 figure. More likely it has to do with an exchange of favors since Ray has long been a summer feature at the Atlantic City Steel Pier, owned and operated by George A. Hamid, outdoor booker, who also owns and operates the New Jersey State Fair.

The Michigan State Fair loaded its coliseum with big names. Patti Page was in for four days, Nat (King) Cole for two days and Bill Darnell for one. Additionally, the Four Lads, Three Suns and Bill Ward's Dominoes were featured. The Jan Garber band was featured for two nights in the Coliseum at the Kentucky State Fair.

While almost any name personality known to be available might receive a bid from a fair, the preference among the one-a-year buyers of talent is for the top disk artists.

The Mills Brothers worked Du Quoin and later Indianapolis along with Fisher and Julius La Rosa. The former Godfrey protege last week jammed the Coliseum nightly at the Eastern States Exposition, Springfield, Mass., appearing with the rodeo. Howard Barlow and the Firestone orchestra was another feature.

The Reading (Pa.) Fair returned to names this year with Lanry Ross and the Fontane Sisters headlining the opening Sunday bill. Reading last year abandoned the expensive stars in favor of its own beauty contest when the names thru the years, including such potent performers as Eddie Cantor, failed to boom box-office business beyond ordinary proportions.

Fairs buying talent which appears regularly on television or radio stand an excellent chance of getting some super publicity for free. A case in point is the appearance of the Mariners at York. Godfrey plugged their appearance on (Continued on page 68)

indoor dates in Kansas City and Wichita, Kan.

Business for the show has been only fair thruout the season. Until only a few days ago, the circus was expecting to troupe until November 1. One of the results of the change is that the show will not be making three towns in Texas where it would have been in opposition with King Bros.

Trouble at Ponca City

Meanwhile, show personnel ran into difficulties at Ponca City, Okla., where the show Sundayed and where it appeared on Monday (27).

Unofficial sources said that police picked up numerous show people who were on the city streets Sunday. Acting Police Chief H. C. Alexander acknowledged that "about 10" working men had been jailed for "investigation" Sunday and that they were released without charge or fine on Monday. He specifically denied that the Beatty family, John Cline, Coleen Alpaugh and her mother, and several con- (Continued on page 66)

Stan Callaway Killed in Race

TAMPA, Oct. 2.—Monday (4) funeral services were scheduled here for Stanley Callaway, Miami auto race driver, who was killed in a Wednesday (29) race crash at the Oklahoma State Fair, Oklahoma City. Callaway was a veteran IMCA driver and came from a family that had been famous for a quarter of a century in the auto race game. He was a lieutenant in the U. S. Army Air Force during World War II. His widow survives.

Charter Stock Car Org

GREENVILLE, Miss., Oct. 2.—Stock Cars, Inc., with principal office here, has obtained a charter from the secretary of state. Authorized capital stock is \$2,000.

'Waters' Wins 23G in 11 Days At Pomona Fair

POMONA, Calif., Oct. 2.—"Dancing Waters," playing its fifth engagement in the State and the first in a theater for admission, clocked 44,964 people and grossed over \$23,000 in the first 11 days of the 17-day Los Angeles County Fair here. Getting off to a slow start, business soon started on the upgrade with the peak day hitting 10,521 patrons and the take \$4,868.50.

This unit of "Dancing Waters" appeared as a free attraction earlier this year at the Los Angeles Home Show in the Pan-Pacific Auditorium; the Southern California Exposition and San Diego County Fair Combined in Del Mar; Sonja Henie's party, and the California State Fair and Exposition in Sacramento. The Home Show and State Fair presentations were indoors.

The attraction here was in the General Exhibit building, which formerly was designated as the Radio-Television hall. Benches seating about 1,800 were used. Eleven shows a day on the hour are given.

The attraction opened with the fair Friday (17) with an attendance of 695 and a take of a little over \$300 at the going admission rate of 50 cents for adults and 25 cents for children under 12. However, in (Continued on page 68)

Cisco Kid Sparks Memphis Gate Highs

Appearance Aids in Chalking Up 60,329 Attendance Peak, Doubles Rodeo Crowds

MEMPHIS, Oct. 2.—The Cisco Kid (Duncan Renaldo) helped the Mid-South Fair here chalk up the biggest single day's gate in its history, 60,329, Friday (1), but thru the close of the day, the seventh of the nine-day run, the event trailed the 1953 attendance for the same period.

The Cisco Kid also was credited with doubling by about 6,000 attendance at the rodeo's matinee and night show. An estimated 3,200 would-be rodeo patrons were turned away.

Rodeo Up 20 Per Cent

The rodeo, in for 15 shows, thru Thursday, was up 20 per cent over 1953, with the publicity attendant the Cisco Kid's scheduled appearance credited with building rodeo interest and its gate even on days when he was not on hand.

At the end of the first seven days, the fair's attendance was 252,956, as compared to 258,834 for the same period last year. Rain Wednesday (29) took a big bite out of the gate.

The ride-and-show operation supervised by Cliff Wilson on the midway turned in a slightly higher gross than last year. G. W. (Bill)

Wynne, fair manager, estimated the increase at about 7 per cent at the end of the first seven days.

Games concessions, the exclusive contract for which is held by Chuck Moss, also were up over last year. Moss is operating 52 concessions, a dozen more than in '53, and the higher yield is attributed to that increase.

Color TV Clicks

A demonstration of color TV, in which the local outlet, WMCT, tied in with RCA, has proved a big hit with fair patrons. Given strong advance publicity, it played to capacity in a large tent and drew many viewers at other sets spotted thruout the grounds.

The Sportsmen's Show ran behind last year in attendance during the first seven days. Off slightly were commercial exhibitors, with fair secretary Wynne estimating that they would yield about 5 per cent less than last year.

New feature was the use of a steam calliope owned by Harry Shell, of Farmington, Mo., for bally. It was used alternately in front of the Sports Show, the rodeo and to the rear of the Rotor Ride on the midway.

257,969 Sets New Timonium Turnout Mark

TIMONIUM, Md., Oct. 2.—An increase of better than 13 per cent was marked up by the Maryland State Fair, whose attendance for 11 running days reached 257,969. Last year's total, which was an all-time record, was 223,078.

The attendance is in two parts, separate admission being charged for the fair proper and for the pari-mutuel running races. Both elements showed strong hikes over the previous attendances, however. The fair gate, at which entry is for 50 cents, was 20 per cent over 1953, the figures being 166,014, compared with 133,363. At the track 91,955 attended at \$1.50 a head, compared with last season's 89,715.

As a Labor Day date Timonium enjoyed perfect weather for its holiday run. Opening on Wednesday, September 1, the annual proceeded to roll up turnstile increases for eight of its 11 days. There was a mid-week slump on Tuesday and Wednesday (7-8), and another on Friday (10), which was caused by the threat of Hurricane Edna.

Officials were elated at this year's results, made in the face of competition for the first time with Baltimore's new major league team which was playing a vital series at home against the Cleveland Indians.

Total mutuel handle for the 10 days of racing—none on Sunday (5)—was \$3,909,804, or about 6 per cent below that of last year.

There were no discouraging economic factors to curb attendance, general manager John M. Heil reported, and the betting decline was layed to extreme heat and humidity which set in following Labor Day. Children under 12 were admitted to the fair free every day.

Hillsdale Gate Cut 20% by Showers

HILLSDALE, Mich., Oct. 2.—The Hillsdale County Fair moved into the final day of its seven-day run here today after rain had cut into attendance and receipts. For the most part the grandstand shows were saved, but traffic thru the outside gate was off an estimated 20 per cent, according to Harry B. Kelley, who this year celebrated his 25th year as secretary of the annual.

First two days of the run were good, and Tuesday (28), which was

Kid's Day, saw a record number of moppets swarm over the grounds and give the midway a busy time. Rain on Wednesday hurt, but the harness race program and the Gertrude Avery night show went on as usual.

Thursday's races were postponed and a variety show, using Avery acts, was put on as a substitute. The rained-out race program was run off on Friday, however, with a double program. A big advance sale of reserved grandstand seats helped ease the financial cut.

A Gooding Amusement Company unit, managed by Gerald and Lee France, provided the midway attractions here, Midway takes on the rides, shows and concessions were off comparably with the fair's decline. In addition to six major rides, Ingall's kid rides and a dark ride, there were two shows in the line-up, Amos Youngblood's Funhouse and Fred Worther's Carving Show.

Beatty Cuts Tour

Continued from page 65
cession people were detained by the police.

Business in recent stands included Concordia, Kan. (25), three-quarters and half houses; Ponca City (27), three-fourths and near-full, Enid (28) two-thirds and two-thirds, and Duncan (29), one-quarter and one-half, with severe storm warnings in the morning and a blow-down of the top while it was being put up in the morning.

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Allentown, Trenton Pay Off for WOM

Bingo Return Aids Pennsy Earnings; Weather Break Helps With Jersey Date

TRENTON, Oct. 2.—Frank Bergen's World of Mirth Shows is getting its first break in weather in a long time this week at the New Jersey State Fair. If this fortune continues thru today's closing with its planned turnout of thousands of firemen, the date should wind up a good one.

Bergen dropped off five cars of show equipment here last week en route to the Allentown (Pa.) Fair. The lack of sufficient space at the latter event made it possible to get a number of units up here in time for the Sunday (25) opening. Additionally some 11 tractor-trailer units hauled in additional equipment from Allentown in time to make the Sunday play.

With near-perfect weather prevailing, the crowd on Sunday hit near-record proportions. The weather since then has continued good and attendance is announced as well ahead of last year even though the annual is fighting for interest in the face of the World Series.

Bingo Aids Allentown

The return of bingo to Allentown sparked the operation for operators and public alike. The operation of the stands earned considerable publicity, including page one art treatment, and promised an even better than average gross for the Bergen organization which had two of the five operating units under its command.

Except for the virtual loss of Tuesday (21) to the elements, the show had a good week. Even with the wash-out it is unlikely that the show earnings dipped under those of previous years.

Sufficient show units were up in time for the preview, free gate opening of the event on Monday night (20). The crowds and spending for that session were reported among the best ever. Importantly, the weather was clear and brisk for Big Thursday, the day of the traditional big turnout, and earnings were reported good all around.

Concessions Okay

Earnings of the concession units operated by Bernard (Bucky) Allen were also reported good. This lineup remained about the same as in the past with parakeets featured at many of the stands.

Charley Cooper's Coaster and Round-Up rides have been doing very well. The Allentown ride gross, once negligible, has been built up thru the years with the

advantageous placement of new and appealing units.

As in the past, however, the shows were the most popular units with Dixie Gordon's Club 18 in the forefront. Getting their share of capacity turnouts were the minstrel show, "Dancing Waters" and the Dick Best presentation of Betty Lou Williams.

Additional attention was being attracted to the midway units by the giving away of bicycles. The giveaways were timed for the moppet trade and helped to stimulate interest.

"Dancing Waters" continues to get heavy publicity treatment. Added recently, a stilt-walker works the downtown streets and later the midway to attract attention to the water spec.

Two of the bingos at Allentown were operated by Bill Jones with the World of Mirth. The others were operated by Big Hearted Bennie Weiss, Jack Hornfeld and Jack Gaffney. The units were well spaced.

Betty Williams, Noted Feature, Passes at 22

TRENTON, N. J., Oct. 2.—Betty Lou Williams, 22, famed double-bodied midway attraction, died of heart failure here Wednesday (29). Altho afflicted with asthma, she was not known to be seriously ill and her death came as a shock to her managers, Mr. and Mrs. Dick Best who had supervised her show business activities from the time she was three years old.

She is survived by her parents and 13 brothers and sisters. Burial will take place in Leary, Ga., where she was born and her parents still reside.

Generally considered the most powerful attraction in the human oddity field, the Negro girl had a second, or twin torso growing from her chest. In all she had three arms and four legs.

Betty Lou was always exhibited separately as a featured attraction. She had been exhibited by the Bests at most of the continent's largest fairs, including Toronto and Dallas, and had been seen by literally hundreds of thousands of persons.

Schafer Hits Red One at Longview Fair

LONGVIEW, Tex., Oct. 2.—W. A. Schafer's Just for Fun Shows hit a red one here this week at the Gregg County Fair and thru Friday, next to the final day of the run, ride and show grosses were a whopping 40 per cent ahead of last year.

Annual, which is in its sixth year, is operated by the Junior Chamber of Commerce. The Sky Kings, high act, was the free attraction on the Schafer midway.

Schafer announced here that he had booked his fat boy, Robert Earl Hughes, into the Cliff Wilson midway at the Texas State Fair, Dallas. The Schafer org's Wisconsin tour this year topped '53 and business at the recent Ardmore, Okla., fair was close to 20 per cent ahead of last year.

Pomona Up for Illions, Down for Babcock Rides

POMONA, Calif., Oct. 2.—A 10.25 per cent increase in revenue was shown by the Harry A. Illions directed World's Fair Midway at the Los Angeles County Fair during the first 12 of the 17-day run. The fair closes tomorrow (3). Illions had 14 rides, most of them permanent, in the fun zone.

These rides were supplemented by those of the Frank W. Babcock United Shows, managed by Larry Ferris. The show also has the equipment in the two kiddielands.

Prices on the rides was dropped this year to give the patrons the benefit of the tax formerly charged. Actually the reduction amounts to the tax money plus 1 cent.

Ferris said that the gross from the rides the Babcock interest operated were below that of two years ago when this equipment was on the grounds. He added that the gross was falling behind that period when the show used fewer pieces.

Babcock declared that the revenue was not up to expectations in view of the added equipment and increase in the area's population. The estimated gross, considered conservative, will be off between 20 and 25 per cent. Of the money checked during the first 12 days of the run, the kiddielands were turning in 65 per cent of it. Babcock has 10 major rides on

the World's Fair Midway, 14 kiddie rides in the south lot and 11 in the moppet land near the Mexican Village.

The revenue drop was attributed to hot days curtailing ride patrons. Altho evenings have been cool, the peak business time is not considered sufficient to cover the loss of the daytime patrons.

Babcock started moving equipment into the fairgrounds three weeks before opening. There was an extensive repainting program and the replacement of rides with new ones at a cost of about \$30,000. Rides bought for the date include Bulgy, Midge-O-Racer, baby Merry-Go-Round, cart ride, and a dark ride. Show also brought in four power wagons and made up extra junction boxes. Ferris strung about 5,000 feet of electric wire on the midway.

George Bodo of the Bounding Bodos was in charge of the George A. Hamid unit playing the Sportsmen's Show & Fall Fair in the Stadium at Moncton, N. B., week of September 13-18. Kinsmen Club were sponsors. With the Bodos were Alphonse Linon, the tramp clown on the bounding rope, and Sandy the Seal. Two other turns, Rene and Jim and the chimps Koko and Bongo, were on the bill.

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Okla. State Fair's \$5,000,000 Plant Is Dream Come True

Record 92,943 Kids' Day Attendance Marks First Run at 480-Acre Plant

OKLAHOMA CITY, Oct. 2.—The dream come true—the new 480-acre \$5,000,000 plant of Oklahoma State Fair—was unveiled here Saturday (25) to the accompaniment of lusty praise, chorused alike by the public, press, showmen, exhibitors and visiting fair executives.

The praise carried strong tones of amazement at the speed in which C. G. (Pete) Baker, the fair's secretary-manager, and his associates had made the dream come true.

Ready for Opening

Five months before the opening the site was rough terrain. In the intervening months it was transformed into a level, well laid-out exposition site and provided with eight large major buildings, representing the last word in fair design.

At the opening virtually all of the planned construction was completed. Only a few finishing touches remained to be done. Landscaping, of necessity, had been confined to levelling the ground and to planting some small areas with rye. Black-topping, too, had been limited by time. The only jarring note to an otherwise highly successful first run came when high winds struck Tuesday and Wednesday (28-29), unleashing a dust storm, and when rain fell Thursday night (30) and during the daytime Friday (1) to turn the midway area into a sea of mud, inches deep.

Crowds Enthused

But the dust and mud failed to dim the enthusiasm of fairgoers, and when the weather was right, as it was Monday (27), Kids' Day, 92,943 turned out for the biggest single day's gate in the fair's history.

Sunday (26), when weather was also with it, 84,124 poured thru the gates.

Until rain hit Thursday, the fair appeared well on its way to topping its all-time record attendance of 398,365 set in 1952, but even with the rain Thursday and Friday, officials saw the possibility of a sufficiently big crowd today that would enable the event to close with a new high.

Sock Early Business

On the midway, where the Royal American Shows hold forth, receipts were racing ahead of any previous year. On Kids' Day the ride and show gross was the biggest single day's take ever registered here. At the close of business Thursday night (30), with three days to go, the Royal American was already breathing on the previous record for a full nine-day run here.

Grandstand business thru the early days was far ahead of last year, both afternoon and night. For the night grandstand Barnes-Carruthers revue, the 9,800-capacity grandstand was augmented by more than 3,000 chairs placed on the race track. On several nights these seats, as well as the grandstand, were filled.

Stand Empties Fast

The 360-foot-long grandstand is notable on several counts, not the least of which is its series of ramps that enable speedy emptying of the stands. On one night when 13,020 paid to see the show, the stand was cleared in nine minutes.

The stand is set back from a street and area fronting the entire length of the stand. The area to the street is black-topped, enabling better handling of crowds and providing an attractive entrance to the stand.

The grandstand also houses the fair's offices, a press room and an outstanding photo laboratory. Next year it will have a large air-conditioned second-floor restaurant. The stage is 90 by 170 feet and beneath it are well-lighted commodious dressing rooms connected by tunnel to the grandstand.

Track Is Fast

For a new track, the half-mile dirt oval proved one of the fastest in the country for stock cars, with Herschel Buchanan, Shreveport, La., turning it in 30.39 seconds. The track is unusual in that it and the inside guard rail dip at the turns.

One auto fatality marred the racing Wednesday (29), Stanley M. Callaway, 29, Hialeah, Fla., dying a short time after his car struck a fence, veered out of control and overturned.

In all, three afternoons of big car races, Monday thru Wednesday, and as many afternoons of stock cars, Thursday thru Saturday, were scheduled, all under the direction of Frank Winkley. Aut Swenson's Thrillcade was in Saturday and Sunday afternoon (25-26) and is to show again tonight, the Barnes-Carruthers revue having closed its six-night stand Friday. Fireworks by Thearle-Duffield Fireworks Company, repped by Jack Duffield, were a nightly feature.

On opening night the grandstand was thrown open free and was jammed for an impressive military review at which Secretary of the Army Stevens returned the colors, back from Korea, to the 45th Division of the National Guard.

Eight Contractors

To have all of the construction completed for the opening, the fair had awarded bids to eight contractors. Five architects were employed to design the buildings, and the result is mirrored in a wide assortment of design and construction.

McCaffery Rites in Chicago

Continued from page 65

Con T. Kennedy Shows and from 1923-'26 was manager of the fair department of the Western Vaudeville Managers' Association.

He returned to the carnival business in 1926 as manager of Rubin & Cherry Shows, where he moved to Beckmann & Gerety Shows as general agent. During the middle and late 1930's, he owned and operated a dozen frozen custard stands on various midways and fairs.

In 1938, when the Amusement Corporation of America was formed, McCaffery became a vice-president and general manager, positions he held until the organization was dissolved in 1942. He became associated with Hennies Bros.' Shows in 1943 and that same year, along with R. H. McIntosh and Joe McDavid, bought the Alabama State Fair in Birmingham. The trio operated the annual until 1948, when it was purchased by the City of Birmingham. McCaffery had been fair concession manager since then.

Buys Wonder Shows

In 1947, McCaffery, along with Martin Arthur and Herbert Bye, bought the Goodman Wonder Shows from Max Goodman. They renamed it Imperial Shows and operated it until 1950, when it was taken off the road and its equipment sold.

He was president of the Showmen's League of America from 1937 to 1939, and had served on

the organization's board of trustees since that time. He was a member of the Chicago Lodge of Elks since 1905, belonged to the Variety Club, Illinois Athletic Club and served on the Amusement and Recreation Division of the Chicago Commission on National Defense during World War II.

While McCaffery made his home in Chicago, he also owned a home in Miami Beach, Fla., where he spent part of each winter.

He is survived by his widow, Sara Mae.

Others attending the funeral here included Mr. and Mrs. M. H. (Mike) Barnes, Chick Schloss, Harry Kaplan, Mel Harris, Harry Greben, Hadji Delgarian, Bob Hughey, Fred Smith, Gene Wilton, Bill Wolper, Mike Clark, Floyd E. Gooding, Sam Cohen, Charles Zemater Sr., Strother Jones, Jack Nelson, Morris Haft, Nat S. Green, F. A. (Babe) Boudinot, Frank W. Bering, Al Bering, James Hart, Harry Duncan, Frank Feinberg, Charles V. Turner, Ben Young, Max D. Hirsch, Jim Campbell, Chick Bohdan, Paul Huedepohl, Phil and Mike Shepard, T. Dwight Pepple, Norman Schlossberg, Fots Middleton, Ida Cohen, Max Brantmann, Nieman Eisman, Phil Tyrrell, Charles McBride, Frank Rick, Viola McLeod, Joseph Streibich, Silent O'Brien, Mr. and Mrs. Carl Amrhein, Ed Sopenar, William T. Collins, E. W. (Slim) Wells, John Lempart, Al Carsky, Benedict Garmisa, Joe McDavid, Ernie Young, Douglas K. Baldwin, Bernie Mendelson, Nellie Vaughn and Mrs. Louis Berger.

Big Stars at Fairs

Continued from page 65

morning and night shows in advance. Upon their return he urged them on to recount their happy experience and recite a glowing account of the fair.

Some Untempted

Not all fairs that can afford to will buy names, preferring to stick to the time honored and proven grandstand revue produced and peddled exclusively by the outdoor booking specialists who will provide a line of 18 girls, a carload of scenery, special lighting and numerous specialty acts, including the indispensable thrillers, for maybe as little as \$10,000—the cost of one curly-haired warbler.

For upward of \$30,000, and again sans names, a fair can buy itself a trainload of grandstand entertainment that would look well on the Radio City Music Hall stage, providing it all could fit there. What's more, the happy fair board will have this package all week, plus sufficient features to make for a different performance in the afternoon.

'Dancing Waters'

Continued from page 65

the beginning signs now used were not installed and there was no outside bally, William H. Kelly, in charge of the unit, said. Happy Long, in charge of transportation, took over as front door announcer Sunday (19) and the proper signs were up.

Souvenir books sales ran from 500 to 1,000 a day at 25 cents each. On the peak Saturday, this output was 875 copies.

Kelly estimated that the total gross at the close of the fair should be upward of \$35,000. He added that the patronage was built, he felt, thru word-of-mouth advertising as the display had not been televised.

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Gratz Blank, I. T. Eyes Danbury-Mineola Finale

DANBURY, Conn., Oct. 2.—I. T. Shows layed over this week as it set up for its next-to-closing fair of the season. The Isser-Trebish organization opens today at the Great Danbury Fair and next week plays the Mineola Fair & Industrial Exposition, being held at Roosevelt Raceway in Westbury, N. Y.

The shows' first journey out of its New York-Jersey-Connecticut area proved disastrous last week, when a blank was the outcome in Gratz, Pa. It was reported that the fair was selling real estate in huge chunks altho having promised it would take on only three or four independent concessions.

A good windup is expected to put the show over last year's grosses, with two poor dates having to be overcome. Gratz cost about \$3,000 and a Northern Boulevard still date in the Queens section of New York was also reportedly a \$3,000 bloomer.

Overlapping dates on the closing

week-end here will result in enough equipment being hustled to Westbury for its opening on Saturday (9) to provide midways at both fairs. After Danbury closes on the 10th the remainder of the rides will be trucked to Long Island so the show will be complete on the following morning.

Better Mineola Deal

I. T. is getting a better deal out in Westbury than it did in 1953, first time for the fair at the race track. With all exhibits being concentrated around the grandstand, the carnival was spotted on the far side of the track and the long and dusty hike proved discouraging to numerous fairgoers. In addition, on the opening Saturday night the track's union electricians took over the lighting installation and half of concession row was dark, since the show's men were prevented from doing the wiring.

Both problems have been overcome this year. The midway has been relocated in the center of the exhibit area, and the electrical argument has been settled amicably.

Hot Springs Home Nears Completion

HOT SPRINGS, Oct. 2.—Construction work on the new clubhouse of the Hot Springs Showmen's Association is in its final stages and the building is scheduled to be completed by October 15. Harry W. Hennies, building committee chairman, announced. Dedication of the new structure is set for November 15.

A crew of carpenters, tile and floor men, under the direction of Hennies, were to finish up this week to be followed by plumbing and electrical operations.

The entrance is a round foyer with all rooms leading off this entrance-way. The building has over 5,000 square feet of floor space and includes men's and women's meeting rooms, kitchen, business office, cloak room and rest rooms. The pavilion, with dance floor, is 24 by 40 feet and the rooms are paneled in mahogany and character oak.

The structure is of steel and concrete block construction, has a car port and covered canopy entrance and ample parking facilities are provided along Whittington Avenue.

Fredericton Holiday Date Okay for Lynch

FREDERICTON, N. B., Oct. 2.—A rainy weekend closer took the cream off the Fredericton Exhibition for Bill Lynch Shows, but the outfit had already experienced a good week, and Lynch sloshed off the grounds with next year's contract.

Disappointment was due to Hurricane Edna which kept the farm folks from turning out in big numbers as usual on the Saturday (11) night finale. Teardown started at 5 p.m. when it was obvious things weren't going to clear up.

Lynch put in 21 rides, a Side Show, Trained Animal Show, Freak Animal Show, Motordrome and Girl Show. Business was satisfactory, altho threatening rain and sudden cold weather caused cancellation of the Tuesday (7) grandstand revue, and the unhappy radio weather forecasts kept crowds down.

Labor Day itself did better than 20,000 at the ex gates and the show pulled very good earnings in excellent weather.

Vivonas Win Despite Rain In Lumberton

SANFORD, N. C., Oct. 2.—Heavy rains and a near blowdown marred the early part of Vivona Bros.' Shows appearance at the annual in Lumberton, but a satisfactory week followed as both kids' days came off without weather interruptions.

Monday afternoon (20) was wet and windy, but it cleared up in time for a good night to be had. More rain fell on Tuesday morning, but again it cleared, this time for the first kids' day.

Wednesday was also okay, and the fair drew heavily on Thursday with the Kochman thrill show being featured. The second kids' day on Friday was better than expected. The annual's biggest one-day turnout was recorded on Saturday (26) with the midway opening at 9 a.m. The fair committee reported attendance as 35 per cent over any previous season, and signed the show to play it again in 1955, the fourth straight year.

Midway had 18 rides, 10 shows and 52 concessions, with three Ferris Wheels in use.

Also signed for next year, according to Morris Vivona, is Sandy Creek, N. Y., making a total of five New York fairs so far, including Rochester.

Carnival Routes

Send to
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(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A-1 Amusements: Truman, Ark.; Steele, Mo., 11-16.
- A. C. of A.: Birmingham, Ala.
- Alamo: Nacogdoches, Tex.
- American Beauty: (Fair) East Prairie, Mo. A.M.P.: (Fair) King, N. C.; (Fair) High Point 11-16.
- Baker United: Toledo, Ill.
- Beam's Attrs.: (Fair) Brookneal, Va.; (Fair) Roxboro, N. C., 11-16.
- Big Four Am.: Leachville, Ark.; Manila 11-16.
- B. & H.: (Fair) Orangeburg, S. C.; (Fair) Chester 11-16.
- Big State: Hillsboro, Tex.
- Big Town: Leachville, Ark.; Manila 11-16.
- Blue Grass: Childersburg, Ala.; (Fair) Dothan 11-16.
- Blue Valley: Marston, Mo.
- Bogle, F. C.: (Fair) Hedley, Tex.
- Borderland: Ralls, Tex.; Floydada 11-17.
- Buck, O. C.-Model: (Fair) Atlanta, Ga., 4-10; Athens 11-16.
- Burke, Harry: (Fair) New Roads, La., 7-10; (Fair) Abbeville 14-17.
- Burkhart: Manila, Ark.; Keiser 11-16.
- Capital City: Thomson, Ga.; Fitzgerald 11-16.
- Central Am. Co.: (Fair) Lewiston, N. C.; Taber City 11-16.
- Clinch & Wilson: (Fair) Greenwood, S. C.; (Fair) Spartanburg 11-16.
- Cherokee Am. Co.: Osawatomia, Kan., 3-7; Fredonia 8-9.
- Crafts Expo.: (Fair) Fresno, Calif.
- Crafts 20 Big: (Fair) Fresno, Calif., 4-10; (Fair) Hanford 13-17.
- Cumberland Valley: (Fair) Summerville, Ga. (season ends).
- Dickson United: Rule, Tex.
- Drew, James H.: Lavonia, Ga.; (Fair) Swainsboro 11-16.
- Dumont: (Fair) Littleton, N. C.
- Dyer's Greater: Marianna, Ark.; West Helena 11-16.
- Ferris, Carl D.: Beaufort, N. C.
- Franklin, Don, No. 1: (Fair) Angleton, Tex., 5-9; Refugio 12-14.
- Franklin, Don, No. 2: Huntsville, Tex.; Victoria 13-23.
- Gem City: (Fair) Vicksburg, Miss.; Albany, Ga., 11-16.
- Gentsch, J. A.: Natchez, Miss.
- Georgia Am. Co.: (Fair) Jackson, Ga.; (Fair) Springfield 11-16.
- Gladstone Expo.: (Fair) Charleston, Miss.; (Fair) Brownsville, Tenn., 11-16.
- Gold Medal: (Fair) Petersburg, Va.; (Fair) Rome, Ga., 11-16.
- Gooding Am. Co., No. 1: (Fair) Loudonville, O.
- Gooding Am. Co., No. 2: (Fair) Hartford, Mich.
- Gooding Am. Co., No. 3: (Fair) Tupelo, Miss.
- Gooding Am. Co., No. 5: (Fair) Georgetown, O.
- Gooding Am. Co., No. 6: Columbus, Ind.
- Gooding Am. Co., No. 8: Campbell, O.
- Greater Dixieland Expo.: (Fair) Marksville, La., 4-10; (Fair) Winnfield 13-16.
- Groves Greater: (Fair) Pitkin, La.; (Fair) Many 11-15.
- Hames, Bill: (Fair) Waco, Tex.; (Fair) Paris 11-16.
- Hammond, Bob: (Fair) Baytown, Tex.; (Fair) Bryan 11-16.
- Happy Attrs.: Coshocton, O.; Johnstown 11-16.
- Hartsock, Roy: Canalou, Mo.
- Helman United: Centerville, Miss.
- Heth, L. J.: Monroe, Ga.; Covington 11-16.
- Hill's Greater: (Fair) Roswell, N. M.
- Holly Am. Co.: (Fair) Crawfordville, Ga.; Claxton 11-16.
- Hottel, Buff, No. 1: (Fair) Franklinton, La., 6-9; (Fair) West Monroe 11-17.
- Howard Bros.: Ironton, O., 6-9.
- Interstate: (Fair) Camilla, Ga.; (Fair) Enterprise, Ala., 11-16.
- I. T.: (Fair) Danbury, Conn., 4-10.
- Johnny's United: (Fair) Scottsboro, Ala.; Roanoke 11-16; (Fair) Wisner, La., 11-16.
- Kile, Floyd O.: Gould, Ark.; (Fair) Metter 11-16.
- Lane, Leo: (Fair) Millen, Ga.; (Fair) Metter 11-16.
- Lee Am. Co.: Atmore, Ala.; Quincy, Fla.
- Lewis, Ted: Maccleenny, Fla.; South Jacksonville 11-16.
- Manning, Ross: Laurens, S. C.
- Marion Greater: (Fair) Shelby, N. C.; Moncks Corner, S. C., 11-16.
- Marks, John H.: (Fair) Fayetteville, N. C.; (Fair) Clinton 11-16.
- Metropolitan: Meridian, Miss.; Tuscaloosa, Ala., 11-16.
- Midway of Mirth: Marked Tree, Ark.
- Mighty Page: (Fair) Mebane, N. C.; (Fair) Ahoskie 11-16.
- Milliken Bros.: (Fair) Hinesville, Ga.
- Moore's Modern: Osceola, Ark.
- Mound City, No. 1: Ilmo, Mo.
- Myers, Sonny: Holden, Mo., 5-7.
- Nolan Am. Co.: Nelsonville, O.
- Norton's Rides: Seminole, Tex.
- Palmetto Expo.: Orangeburg, S. C.; Ridgeville 11-16.
- Penn Premier: (Fair) Henderson, N. C.; Chase City, Va., 11-16.
- Prell's Broadway, No. 1: Frederick, Md.; Greenville, N. C., 11-16.
- Prell's Broadway, No. 2: Frederick, Md.
- Priddy: (Fair) Three River, Tex., 7-9.
- Raines Am.: Ringold, La.
- Raley Bros. Expo.: (Fair) Pembroke, N. C.; (Fair) Pageland, S. C., 11-16.
- Red Ribbon: (Fair) Waynesboro, Miss.; (Fair) Yazoo City 11-16.
- Red Ribbon, No. 2: (Fair) Louisville, Miss.; (Fair) Philadelphia 11-16.
- Rocky Mountain Empire: Plainview, Tex., 7-9.
- Rose City Rides: Parma, Mo.
- Royal American: Little Rock, Ark.
- Royal Expo.: (Fair) Vidalia, Ga.; (Fair) Louisville 11-16.
- Schafer's Just for Fun: Center, Tex.
- Shamrock: (Fair) Sequin, Tex., 7-9; (Fair) La Grange 14-16.
- Shan Bros.: (Fair) Sandersville, Ga.
- Smith, George Clyde: (Fair) Pittsboro, N. C.; (Fair) Henderson 11-16.
- Southern: Rule, Tex.
- Snapp Greater: Haynesville, La.
- Southern States: Crestview, Fla.; Arlington, Ga., 11-16.
- Southern Valley: (Fair) Olla, La.; (Fair) Natchitoches 10-16.
- Star Am. Co.: (Fair) Stamps, Ark.
- State Fair: Stephensville, Tex.
- Stephens, C. A.: (Fair) Manchester, Ga.; (Fair) Barnesville 11-16.
- Sterling Crown: (Fair) Alexander City, Ala.; Montezuma, Ga., 11-16.
- Strates, James E.: Charlotte, N. C.
- Sunset Am. Co.: (Fair) Caruthersville, Mo. (season ends).
- Tassell, Barney: (Birchland Park) Paces, Va.; Smithfield, N. C., 11-16.
- Tennessee Valley Am.: Rogersville, Ala.
- Tinsley, Johnny T.: (Fair) La Grange, Ga.
- Tivoli: Greenville, Miss., 4-8; (Fair) Eunice, La., 11-17.
- 20th Century: Tulsa, Okla. (season ends).
- United States: (Fair) Bamberg, S. C.
- Val's Expo.: Augusta, Ga., 6-13; Barnwell, S. C., 14-21.
- Valley Expo.: Rockdale, Tex.

- Velare Bros.' Rotor Ride: (Fair) Dallas, Tex., 9-24.
- Virginia Greater: Aulander, N. C.
- Vivona Bros.: (Fair) Newberry, S. C.; Rock Hill 11-16.
- Volunteer: Trenton, Tenn.; Humboldt 10-16.
- Wallace Bros.: Yazoo City, Miss.
- Wallace Bros. of Canada: Simcoe, Ont.
- Wallace, I. K.: Cumberland, Va.
- Ward, John R.: (Fair) Starkville, Miss.; (Fair) Blakely, Ga., 11-16.
- West Coast: Delano, Calif., 4-10.
- Wilber's Wolverine: New Carlisle, Ind.
- Wolf Am. Co.: (Fair) York, S. C.; (Fair) Hamlet, N. C., 11-16.
- World of Mirth: Greensboro, N. C.

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- Beatty, Clyde: Sweetwater, Tex., 7.
- Carl Van Amburg-Joe Mix: Elkhart, Ind., 11-15; Muskegon, Mich., 18-22.
- Gainesville Community: Plano, Tex., 7.
- Kelly-Miller: Harrisonville, Mo., 5; Butler 6; Garnett, Kan., 7; Burlington 8; Eureka 9; Yates Center 10; Chanute 11; Fort Scott 12; Baxter Springs 13; Parsons 14; Coffeyville 15; Independence 16.
- Kelly-Morris: Kingston, Tenn.
- King Bros.: Tuscaloosa, Ala., 5; Russellville 6; Florence 7; Decatur 8; Huntsville 9; Columbia, Tenn., 11; Clarksville 12; Mayfield, Ky., 13; Union City, Tenn., 14; Dyersburg 15; Jackson 16.
- Polack Bros. Eastern: Augusta, Ga., 5; Toledo, O., 13-16; Utica, N. Y., 20-23; Johnstown, Pa., 26-28.
- Polack Bros. Western: Denver 5-10; Enid, Okla., 13-14; San Antonio 18-24; Harlingen, Tex., 26-28.
- Ringling Bros. and Barnum & Bailey: Jackson, Tenn., 5; Nashville 6; Chattanooga 7; Knoxville 8; Johnson City 9; Roanoke, Va., 11; Staunton 12; Charlottesville 13; Richmond 14-15; Norfolk 16-17.
- Von Bros.: Yadkinville, N. C., 6; Elkin 7; North Wilkesboro 8; Taylorsville 9; Granite Falls 11; Landis 12.

Miscellaneous

- Hitler's Car: (Fair) Danbury, Conn., 5-10; (Fair) Mineola, N. Y., 11-16.
- Marie O'Day's Palace Car: Lenoir City, Tenn., 5; Athens 6-7; Cleveland 8-9; Chattanooga 11-14; Dayton 15-16.
- Oddities of the Jungle: (Fair) Dalton, Ga., 5.

Yee Acquires Redondo Gear

HONOLULU, Oct. 2.—Island Amusements has taken over all midway equipment owned by Frank Redondo, according to Wally Yee, owner-manager of the Island organization.

Line-up of the Yee show will now include a No. 12 Ferris Wheel, two Merry-Go-Rounds, Caterpillar, Rolloplane, Flying Scooters, Spitfire and three Merry Mix devices. In the kid line-up will be a Miniature Train, a steam train, ponies, two Boat rides, two Kiddie Ferris Wheels, Trolley, miniature Octopus, Autos, Airplanes and three Rockets.

In addition, the show will carry upward of 25 concessions and four shows, Yee said. Power is supplied by show-owned diesel plants.

Ben S. Allen, head man of Posters, Inc., Philadelphia, is back at his desk after a nine-week convalescence following surgery. He immediately plunged into plans for next year.

W. E. Page To Winter in New Orleans

LEIGHTON, Ala., Oct. 2.—Page Bros.' Shows will remain out for eight more weeks, will close in New Orleans in early December and establish winter quarters in that city this year. W. E. Page, manager, announced. Volunteer Shows, also owned by Page, and managed by Elmer Reed, will take over the Springfield, Tenn., winter base owned by the Page org.

Fair here was sponsored by the schools, and show enjoyed good business. Frank Hunter's monkey unit has been topping the back-end consistently with Dan Riley's Side Show in second place. W. O. McKeay and Joe McNight both joined with concessions.

Manager Page visited Buff Hottel Shows at the nearby Florence, Ala., fair, where he cut up jackpots with Buff Hottel, Charles Criggs, Mac McKee and Dolly Young, and Frank Joerling, of The Billboard.

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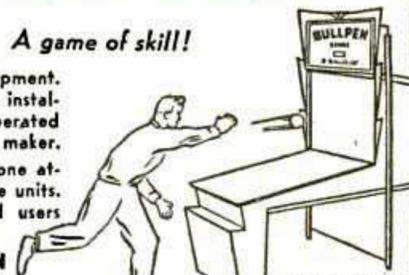
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412,465 in Rains Is Decline of 12% At Eastern States

Two Auto Race Days Washed Out; Rodeo, Car Events Prove Popular

SPRINGFIELD, Mass., Oct. 2.—The most persistent visitor to the Eastern States Exposition which closed Sunday (26) was the unwelcome rainfall which played hob with gate and outdoor show attendances. At one time the rain caused refunding of more than 9,000 auto race tickets then cleared up after the money was paid out. Outcome of the weather woes was a turnstile count of 412,465 which was considerably lower for

nine days than the 1953 event racked up in eight. Last year's figure was a record 456,370 or 12 per cent higher than this year.

It was the first time the Jack Reynolds-managed event has run nine full days, and successes were noted in all departments except the rain-soaked front gate. For the past two years ESE had gone to eight days after 30 years of seven-day showings.

No Half Million

Reasonably early in the week it became evident that the annual's first half-million gate would not be achieved this time. It wasn't until Wednesday (22), halfway thru the run, that it saw the sun, but the break wasn't long enough to permit a recouping at the gate. By Thursday night (23) the paid attendance was trailing that of last year by some 31,000 and the deficit continued to mount as the rain fell.

Best days were children's day on Monday (20) and Saturday (25), each of which drew around 70,000 customers. The entire run counted six days of rain, with scattered showers and unseasonably chilly breezes the other three days. The final day Sunday (26) drew 41,000.

The Saturday weather drenched the grounds during the afternoon and continued thru race time for the Nunis Speedways big cars. Racing was called off and Reynolds ordered refunds on 9,654 tickets, each being a \$1 ducat. Racing being illegal on Sundays, Reynolds made the refunds rather than reschedule the event, due to the heavy number of out-of-State visitors who were not expected to be able to return to the grounds.

Rodeo Smash Hit

Even with the poor weather the annual's business was exceptionally good. Unexpected popular was the nightly rodeo presentation in the Coliseum. Sellout crowds were the custom to view the horse opera which featured singer Julius La Rosa. Produced by George A. Hamid, the show featured three

(Continued on page 82)

San Jose Event Tabs 235,926 For New Mark

SAN JOSE, Calif., October 2.—With an increase in attendance of 11,299 for a total of 235,926, the tenth annual Santa Clara County Fair chalked up a new day as well as a run record, final compilation of figures revealed. The fair closed its seven-day run here Sunday (26).

According to Russell E. Pettit, secretary-manager, the new day record was set Friday (24) when 55,229 attended. The total for that day in 1953 was 49,368. The fair opened with a 2,500 lead and maintained it thru the run. The peak day was followed by a close record breaking 54,286.

The grandstand show with presentations both afternoon and evening was booked by Lane Productions of Oakland and supervised personally by Earle Caldwell.

The Mike Krekos Shows, West Coast and West Coast Exposition, were combined for the date. Shows moved in here from the California State Fair and Exposition in Sacramento. After individually appearing in Madera and Walnut Creek, the shows joined again for the Kern County Fair in Bakersfield.

Heat, Clear Skies Aid Atlanta Preem

ATLANTA, Oct. 2.—The 40th annual Southeastern Fair-a-Ganza got off to a fast start on Thursday (30) with the best colored children's day in recent years. The Lakewood Park grounds for the first time had Pinkerton women selling tickets and Pinkerton men at entrances,

all uniformed. This is the first running of the 11-day event under the presidency of E. S. Papy, successor to Mike Benton. The first two days were torrid and humid, but no rain was in sight.

Several other revisions were in evidence under the new regime. For the three children's days, instead of throwing open the gates there were numbered tickets distributed thru the school systems. Gate admission was left at 65 cents for adults but was cut from 35 cents to a quarter for kids. And stock car racing was eliminated.

With the layout of the grounds as it is, promoters have pointed out that people can watch the races in comfort while sitting under trees on nearby hillsides, which has dug into the race crowds in the past. The Sunday afternoon slack will be taken up by the Jack Kochman thrill show, in for 10 performances.

A stage 40 feet by 60 has been built before the grandstand, and on it there are Hamid acts to be offered as a show twice nightly

(Continued on page 82)

ESE 'ROLLED' FOR \$7,726 IN GATE FEES

SPRINGFIELD, Mass., Oct. 2.—An enterprising publicity stunt took an unexpected turn last week at the Eastern States Exposition, costing the annual \$7,726.25 in revenue. The plan was for anyone presenting an old player piano roll to get free admission. A total of 6,181 rolls were presented in lieu of the \$1.25 gate fee. Too late to do anything about it, the fair discovered a couple of music shops had taken to selling the rolls at 25 cents each.

\$2 MILLION COLISEUM VOWED FOR ALLENTOWN

ALLENTOWN, Pa., Oct. 2.—A \$2 million combination sports arena-coliseum has been promised by President Howard Singmaster as the next step in Great Allentown Fair improvements. It would be built by an independent local group on the Chew Street side of the fairgrounds, on land leased from the Fair Association. Singmaster first posed the idea when he became head of the fair group in 1949. As envisioned now, it would seat 8,500 for sports events and 10,000 for conventions. Facilities would be included for basketball, ice hockey, horse shows and other indoor sporting events. Singmaster cited \$150,000 in improvements during his regime, and "now we've come to the big step in the program." He has instituted widening of the midway, rebuilding of the track, canopy for the outdoor stage, new and renovated rest rooms, display space bringing an added \$4,000 in grandstand rentals, and other changes.

WEATHER CURBS ALLENTOWN 12%

106,336 at Turnstiles; Exhibit Space Jammed; Bingo Returns

ALLENTOWN, Pa., Oct. 2.—Final totals for the Great Allentown Fair revealed a 12 per cent drop in paid admissions for an event alternately smitten by cold and rain. The figure of 106,336 was down 14,803 from last year's result of 121,139, according to Harley Stewart, in charge of admissions.

Encouragement was taken from the fact that thousands more patrons partook of the fair's relatively liberal issuance of passes. Thousands of school kids attended on their days, and those under 14 were admitted free at other times it accompanied by their parents.

The final day's business was slow in building on Saturday (25) due to the threat of a wet day, but the sun broke thru and a turnout of 23,372 was registered at the turnstiles. On Friday (24) there were 10,571 on hand for Lehigh County

and Children's Day, a slight increase over last year.

First Day Washed Out

In large measure the decline in attendance stemmed from the loss to weather of the first full day, Tuesday (21), but otherwise a success story was recorded for all departments. Altho loss of even a single day in the compact staging of Allentown can be serious, the fair was much better off weatherwise than the neighboring annuals at York and Reading the previous week.

President Howard Singmaster reported exhibit and show space jammed. The George A. Hamid night grandstand presentation was reported the best ever and crowds were typical of this spot and of overflow proportions. The Irish Horan Hell Drivers got the event off to a good start. Harness and running racing was featured afternoons thru Friday (24). Closing day featured big car races staged by Sam Nunis.

On the midway the World of Mirth Shows reported business good even tho Tuesday's rain held down activity. Everything was in readiness for the Monday night (20) opening, a preview session featuring a free gate.

Bingo Resumes

Big news locally was the resumption of bingo after a two-year lapse. Five games were in operation from Tuesday on. Considerable publicity, including front-page treatment, was given the re-

(Continued on page 82)

Fort Smith Gate Down 25 Per Cent

FORT SMITH, Ark., Oct. 2.—The Arkansas-Oklahoma Livestock Exposition and Free Fair this week was hit by rain which cut into attendance but was greeted by the drought-stricken farmers in the area.

Annual, which operates with a free gate, opened with a big crowd on Sunday (26) and the turnout on Monday was also sizable. Tuesday was hurt by tornado warnings and rain Wednesday and Thursday kept patrons away from the grounds.

Up to Friday, next to the final day, Pat Condren, manager, estimated attendance thru the free outside gate was off 25 per cent.

Grandstand business was also hit by the rains, welcome tho they were. An amateur rodeo drew well the first three nights of the run but professional wrestling on Wednesday evening was rained out after the first bout.

Featured attraction, Rex Allen and a company of entertainers, was also hurt by the weather. The opening performance on Thursday evening was moved to a high school auditorium in town and played to a two-thirds house. The Allen show was also set for Friday and Saturday nights.

World of Today Shows were down at the midway. Not only did the rain curtail attendance there but economic conditions, as a result of the drought, have tightened money in the area.

Despite conditions, Condren said the fair had an excellent cattle and horse show, indicating continued interest in rural zones.

COVERS SAVE \$\$

Eastern Grandstands Okay Despite Weather

NEW YORK, Oct. 2.—Eastern fairs generally seem to have made out all right with their grandstand shows despite one of the worst sieges of bad weather in memory. The ones that fared best were those with covers for their stages and principal stands.

With few exceptions the fairs in the Northeast were pelted by rain. Reading, Pa., was practically inundated on Wednesday, Thursday and Sunday and the shows on these days were lost since the grandstand offers only partial protection for patrons and the stage is uncovered.

Rutland, Vt., and Rochester, N. H., also bucked three days of rain but, according to booker George A. Hamid, the final results were not judged bad.

York, Pa., has made notable progress in providing protection for patrons and talent alike and, altho considerable bad weather prevailed none of the shows at this event were lost.

At London, Ont., an event that

Tenn. State Pulls 203,000 To Beat 1953

66,603 Jam Plant On Final Saturday; Gooding Gross Big

NASHVILLE, Oct. 2.—Despite rain early in its run, the Tennessee State Fair closed here Saturday (25) with a total gate of over 203,000, a substantial increase over last year. The fair wound up with a big Saturday, when 66,603 people came into the grounds, to set a new one-day record.

So heavy was the crowd on the final day the fair was forced to close its automobile gates at 1 p.m. as the parking facilities were already taxed.

The Gooding Amusement Company, the midway attraction, racked up a whopping gross on the big day reported at \$35,600. "Dancing Waters" was one of the attractions that helped build this total take. The show, which did little during the daytime, played to big crowds and long waiting lines in the evenings.

Main grandstand attraction on the final day was a program of big car races produced by Al Sweeney's National Speedways, Inc. The stand was packed and crowds around the infield were standing 20 deep in most places. State police were called in this year to patrol the oval and prior to the races they toured the track with a sound car, warning the people to stay off the racing surface.

Regina Ex Plows 157G Back Into Plant, Buildings

REGINA, Sask., Oct. 2.—Progress is being made on construction of a \$57,000 administration building at the fairgrounds to house year round offices of Regina Exhibition Association.

The building will be on the site of the Red Cross hospital, which has been moved to a new location on the grounds.

In the grain show building, more than \$100,000 worth of alterations are being made. The concrete floor has been ripped up for installation of artificial ice piping to provide 14 sheets of ice for curling. The Caledonian Curling Club's lease has been extended another 20 years.

ESE JAMS EXTRA RODEO AT MIDNIGHT

SPRINGFIELD, Mass., Oct. 2.—Overflow business caused the Eastern States Exposition to stage a second, midnight, showing of its Dalton Bros. Rodeo featuring Julius LaRosa Saturday night (25). The second showing wound up after 2 a.m. The rodeo, which succeeded a variety-type presentation, caught on at the very start. The midnight showing, which also drew a capacity house, may become a scheduled feature in the future, fair manager Jack Reynolds said.

Richmond Trailing; 190,127 in 7 Days

RICHMOND, Va., Oct. 2.—Perfect weather for the first seven days of Virginia's State Fair produced an announced 20 per cent attendance hike, to 190,127. The better than 115,000 for the first three days set a new mark, and Saturday's (25) 72,381 was an all-time one-day record. The event ends tonight. It appeared that 1953's total of 340,000 would not be reached, however.

Attendance breakdown is as follows:
Friday (24)11,943
Saturday72,381
Sunday33,987
Monday21,255
Tuesday42,581
Wednesday40,980
Thursday37,000

A windstorm on Wednesday (29) caused considerable rushing around and staking down by concessionaires, but no damage was done and the blow went over quickly. Only weather casualty for the week was the nightly fireworks which were discontinued due to dryness. Small brush fires had been started Tuesday night (28) by falling sparks in the dry grass and trees near the grounds.

Plenty of Entertainment
The Irish Horan thrill show drew a half-house on Friday night for the opener (24) and a near capacity crowd on Saturday. Also on Saturday, at the matinee, stock car races were near capacity, with 1,500 in the stands.

Big grandstand attraction for the early part of the run was the hillbilly show of Sunday night, which drew a full house for one show, then a half-house for a repeat performance. Featured was Ernest Tubbs.
There were 1,200 at Sunday's

Eye High Run At Bloomsburg If Heat Quits

BLOOMSBURG, Pa., Oct. 2.—The 100th Bloomsburg Fair was approaching a record paid attendance of better than 165,000 paid admissions thru yesterday, and hopes for the new mark rested on whether it would cool off enough to encourage more gate activity. One of the largest Kids' Day crowds of recent years was in evidence yesterday.

The week has been hot and humid for the six-day event, which inaugurated a new grandstand policy in offering two shows by the Hamid Revue from Wednesday thru Saturday nights. Manager Harry Correll said good turnouts in the past had prompted the added showings, and added that the experiment has worked in satisfactory fashion so far.

Several prices were shaved due to federal tax relaxation, including drops of from \$1.60 to \$1.50 for Marshman midget racing, harness racing and Hamid revue, and from \$3.50 to \$3 for today's stock car events, always a big draw here.

The Prell-booked midway was the largest seen here in years, Correll reported, consisting of several independent units including Reithoffer rides.

Bluffton, Ind., Defies State Authorities

BLUFFTON, Ind., Oct. 2.—The Bluffton Street Fair wound up its run here Saturday (25) despite attempts of Governor Craig and the State Highway Department to block its operation. The authorities ordered the fair to remain off the two highways running thru the town. The fair board got a restraining order to keep the State officials from interfering and the Indiana Supreme Court upheld the order. A hearing on the Circuit Court ruling was held on Saturday—the day the fair ended.

CHURCH AIDS MAINE EVENT

BLUE HILL, Me., Oct. 2.—When a Maine fair overcomes church opposition to Sunday operations and even receives help from the church, that's an accomplishment. It happened this year to the Blue Hill Fair, sponsored by the Hancock County Agricultural Society.

About six years ago the fair board included Sundays in its run despite considerable opposition from local churches. Since that time the fair has worked to overcome this handicap and this year succeeded in a big way. The Blue Hills Congregational Church, in its regular postal card reminder to its congregation, carried a line: "Go-to-Church-Before the Fair Sunday."

locally promoted motorcycle races.

The regular grandstand show opened on Monday, an innovation with Cooke & Rose supplying a list of circus acts for two shows daily. Receipts were far ahead of any in recent years, general manager J. A. Mitchell said. On the bill were 14 acts including Will Hill's elephants, the Torellis, Lilian Wittmark, George Moore, Harrison Duo, Great Danico, and the Lucky Walters human bomb act.

Premiums neared \$40,000 for this year's event. Admission to the fair is 50 cents for adults and 25 for kids, with school children holding passes getting in free from Monday thru Thursday (27-30). Parking charge is 50 cents. Cetlin & Wilson Shows has the midway.

Puyallup Draws 324,163 Despite Tighter Economy

PUYALLUP, Wash., Oct. 2.—The 51st Western Washington Fair ended its nine-day run here Sunday (26) with a total of 324,163 admissions, 4,259 less than for 1953, a decrease of slightly over 1 per cent.

Fair officials considered the attendance remarkable this year in the face of tightened economic conditions in the Puget Sound region. The territory has suffered from lengthy strikes and weather has hurt the harvesting of small fruits and beans.

The run closed with a rush, with both Saturday and Sunday (25-26) registering healthy increases in attendance over last year. Saturday's turnstiles went up 6,174, while the closing day showed a climb of 8,222 over its comparative 1953 day.

The final Saturday was the best since 1949, while the closing day was the best since 1947. An all-time high of 40,555 for Children's Day was set Monday (20).

All but two days, the opening Saturday and Sunday (18-19), favored the 51st fair with good, sunny weather. Threatening weather opening day and the first Sunday, which usually brings in the bumper crowds of the run, brought an attendance deficit of 21,384, compared with the same two days in 1953. Even the good weather of the remaining week did not entirely wipe out the attendance drop.

Tibbs Wins

Sunday evening (26) the rodeo championship buckles were presented in front of the grandstand with Rodeo Announcer George Prescott making the introductions. Cy Taillon, Great Falls announcer for the grandstand shows, presented the Justin boot award to Casey Tibbs, of Fort Pierre, S. D., the fourth time this year that Tibbs has won that trophy.

Happy Kellems, clown, raised more than \$100 from performers for the injured Rick Roy, who fell from his trapeze on Thursday night.

Trenton Running Big With Weather Break

TRENTON, N. J., Oct. 2.—The New Jersey State Fair was building to a healthy run this week, having gotten off to a fast start Sunday (26) in good weather which has held up thruout the week. A reported 235,000 persons attended for the first four days.

With the exception of the New York State Fair at Syracuse, all other major Eastern annuals this season have been beset by poor weather conditions. Officials were hopeful that last year's attendance, reportedly a 473,000 all-time record, could at least be equaled this time.

The eight-day event is again

Roy is still in the Tacoma General Hospital. The high aerialist was to have opened at the Fresno, Calif., District Fair yesterday (1). The accident, Roy falling 34 feet from his bar and suffering fractures of legs, hips and pelvis, was the fair's first accident since 1938 when Bunny Dryden was killed in a fall from his high wire in front of the grandstand.

Business was spotty thruout the grounds this year. Reservations in the grandstand fell below 1953; soft drink concessionaires, program hawkers, fairgrounds checkrooms and restaurants reported less business than in 1953.

Bright spots were found, however, with Earl O. Douglas' Greater Shows reporting a 22 per cent increase on Monday (22), Children's Day; Minnesota Woolens' booth in the Merchants Building reported \$1,000 a day volume on woolen shirts, jackets and workmen's woolen underwear, and the Hopper-Kelley Company of Tacoma, music dealers and electrical appliances, reported the sale of a piano a day from their booth.

The start of the second-half century for the fair saw the inauguration of the new grandstand section, built of concrete and steel at a cost of \$500,000. Fair officials said the new stands were greatly appreciated by the customers and the acts, who drew new dressing facilities.

Warrenton, N. C., Gate Totals 25,163

WARRENTON, N. C., Oct. 2.—The Warren County Fair closed its six-day run here Saturday (25) after drawing 25,163 thru its gate, an increase over last year's 20,491. Carl Ferris Shows on the midway were up a reported 30 per cent over last year and the org was re-contracted for next year.

Free acts were replaced this year with money going for gate prizes. Next year the fair will run September 26-October 1.

New Mexico State Nears '53 Gate Pace

ALBUQUERQUE, N. M., Oct. 2.—The New Mexico State Fair went into the seventh day of its nine-day run here Friday (1) with attendance and pari-mutuel figures only slightly below those of last year. And this strong showing was accomplished despite rain on the fair's opening days, Saturday and Sunday (25-26).

Had good weather prevailed from the start, Leon H. Harms, secretary, said he felt they would

have surpassed last year's totals and said with a big week-end ahead, they still might do just that.

Total attendance thru Thursday night (30), was 235,000, slightly below the 245,759 that came in during the same period a year ago. Pari-mutuel handle for the daily running races was \$1,439,429 for the first six sessions compared with \$1,458,778 last year.

Despite this slight drop-off in gate and wagering, Siebrand Bros. Circus and Carnival, the midway attraction, was garnering good takes and grosses for the six-day period were up 3/4 per cent over last year.

Among the attractions, "Dancing Waters" did just fair this week. The rodeo, produced by Buetler Bros., of Elk City, Okla., was the night grandstand attractions and did its usual strong business here. Nightly fireworks were presented by Thearle-Duffield Fireworks, Inc., with Art Briese doing the firing.

Another factor in the fair's favor was a big pay day on Friday at both the Atomic Energy Commission's big layout here and at the nearby Air Force Base.

Utah State Counts Record 223,120 Gate

Icer Tabs All-Time 134G in 15 Shows; Add Day to '55 Run

SALT LAKE CITY, Oct. 2.—The Utah State Fair brought its '54 run to a close here Sunday (26) after setting a new attendance record and a new all-time gross figure in its Coliseum. Total traffic thru the outside gates was 223,120, topping the previous mark of 217,239 set two years ago and shading last year's 210,787 by a comfortable margin.

"Holiday on Ice," perennial favorite here in the Coliseum, racked up a record \$134,000 in its 15 performances, beating the '53 gross of \$127,000. Icer was in for its sixth consecutive year.

J. A. Theobald, manager, announced this week that the fair would run an extra day next year, opening on a Friday, one day earlier than heretofore. Dates for '55 were set at September 16-25. Theobald also said that "Holiday on Ice" was again signed before it left the fairgrounds.

Crafts Shows, playing the mid- (Continued on page 82)

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Rocky Point Plans 4,000-Seat Hall

Project Is Result of 500G Storm Loss; Coaster Building Necessarily Delayed

WARWICK, R. I., Oct. 2.—Plans for a new dinner hall replacing the massive unit wrecked by Hurricane Carol have been readied for Rocky Point Park. Owner Vincent Ferla said that the new unit will accommodate 4,000 persons, an increase of some 600 in capacity.

Construction of a new dinner hall will mean the postponement of plans to build the largest Roller Coaster in New England, a unit originally scheduled for operation next season. However, Ferla said, if all goes well the Coaster will be erected in time for the 1956 season.

Hurricane damage to the park amounted to an estimated \$500,000. The destroyed five-year-old dinner hall was worth \$250,000. The Ferris Wheel and the building housing the Merry-Go-Round were also demolished. High water filled the swimming pool with sand and cut away considerable shore line. Many of the trees which survived the 1938 hurricane were felled.

A definite location has not yet been decided upon for the new hall. The destroyed building extended out over the water and was largely supported on pilings. If the new building is erected in the same location a concrete wall will enclose its under structure.

While the hurricane damage was heavy most units were back in operation soon after the storm. The Palladium Ballroom suffered only minor damage and it is operating now.

A shore dinner hall is vital to the successful operation of this spot. The destroyed unit, built only five years ago when Ferla revived the funspot which had been totally demolished by the 1938 hurricane, was reputed to be the largest in the nation. The booking of groups soon justified its cost and size.

755 Outings Boom Gross At Gwynn Oak

BALTIMORE, Oct. 2.—Continuing promotional effort paid off for Gwynn Oak Park which has just rounded out its 60th year with perhaps the best business ever registered in that period.

A record 755 outings were entertained in the period from May 1 thru September 15. The number of participating groups was built up this year despite area strikes, layoffs and general business retrenchment.

Hal Steward, promotional chief, was aided this year by Joe Winters. Their initial aim, in which they apparently achieved considerable success, was to "make people like the park."

Virtually no time will be lost before the start of a full-scale effort to set outings for next season. Again, as always, the effort will be to increase the number of bookings.

Shopping Center Kiddieland Moving Indoors for Winter

DETROIT, Oct. 2.—The spectacle of an amusement park that is moving indoors for the winter to continue year-round operations is being presented by the Northland Kiddie Park. This unit, operated by Joseph Auton, was opened in midsummer, at "the world's largest shopping center," Northland, as part of a 450-acre total development.

Northland Center contains 80 stores, with a parking lot for 7,500 cars.

The kiddie park, occupying a space about 50 by 100 feet, was

set up on a section of the paved parking lot adjacent to the J. L. Hudson store. Four regular portable rides, all made by King Manufacturing Company, are installed. They are Miniature Train, Merry-Go-Round, Rocket, and Kiddie Coaster. The Merry-Go-Round is under canvas, the others out in the open.

A separate tent houses five coin-operated kiddie rides, in addition to four Midget Movies units. The latter operate at a nickel while the rides are all a dime.

A metal-framed concession booth, with four-color canvas, is at one end of the park.

This park is staying open, unlike the major parks which all closed down tight for the season on Labor Day.

New Space Set

However, new quarters are being prepared this week in an adjacent building, where it will occupy a room of slightly smaller area than the present outside parking lot layout. This is in a space designed for the purpose, with the walls bearing kiddieland decorative murals.

The exterior equipment is being moved into the new room, offering an indoor amusement park for the winter. There will be some changes in the attractions, however, because of space and noise requirements. Thus the train and Coaster will not be moved in, but a new Tank ride and a boat ride will be added to the equipment.

The park is managed by McKinley Powers, who is a relative newcomer in this field of business.

Park operation is from 9:30 in the morning until 5:30 on Monday, Tuesday and Wednesday, and until 9:30 p.m. on Thursday, Friday and Saturday, conforming to the hours of the local merchants. In addition it is open on Sundays from noon until 9:30.

Report Clarified

NEW ORLEANS, Oct. 2.—Through editing error, a report on the Pontchartrain Beach season in a recent issue was confused. It should have noted that the 20 per cent federal admission tax has been removed on tickets selling for less than 50 cents. It was reduced to 10 per cent on those tickets costing more.

Harry Batt, operator, of the funspot, said that if the tax had not been eliminated, his park would have shown a slide from last year's gross equal to the tax bite. Batt was one of the prime movers in the park association in the campaign to kill the tax.

CROWDED AREAS BEST

Major Rides Go Over At Some Kiddie Parks

NEW YORK, Oct. 2.—Altho not "typical" of kiddie park operations since they are in the heart of a metropolis, two of New York's moppet parks have finished a successful season after installing major-size riding devices. A third started out as a kiddie park but has bloomed to full amusement park size with all elements present except game concessions.

The advisability of running adult rides in kiddie locations is a debatable subject, but objectors to the practice have conceded it is workable in certain locations, chiefly when the park is in a thickly populated area.

Cases in point are Fairyland on Queens Boulevard, and the Bronx park, Funland on Bruckner Boulevard. The former has 13 kiddie rides, and its Ferris Wheel was supplemented this season by an Octopus, Rock-o-Plane and Tilt-a-Whirl, all new. Funland added a Dodgem, Carousel, Tilt-a-Whirl and Ride-o, all reconditioned, to its six kiddie units, and also put in a live pony ride in midseason.

Kiddie City in Queens has 14 junior rides, intermediate-sized train and Roller Coaster, and a Tilt-a-Whirl, Big Eli Wheel, Whip, Scooter, Carousel and Roto-Jet.

Family Groups Sought

Rather than claiming their moppet patrons are growing into big-sized units, the park operators acquired big rides in the attempt to cater to family groups. In myriad cases families appear in which one child is old enough to take care of a younger one, enabling the parents to take rides, or in which there is at least one offspring old enough to be bored with minor rides.

One of the objections some observers have is that addition of adult rides soon attracts teen-aged groups which are apt to get out of hand. Defenders of the practice point out that a close watch is always kept to suppress any potential rowdiness. The No. 1 criticism is that overly enthused teen-agers pose a threat to the safety of toddlers, for whom the kiddie park was originally constructed.

Al McKee, manager of Fairyland, reports success with the new rides, all going successfully with the Rock-o-Plane grossing slightly better than the other two. Rowdiness was non-existent, he claimed.

Diverse Attractions

As in the case of Funland and Kiddie City, enough diverse attractions stocked the park to enable patrons of all ages to spend hours at the park. Fairyland has an Arcade and restaurant, and a

new nine-hole miniature golf course.

Kiddie City also has a miniature golf layout, plus a batting range. Funland is in a long strip of amusements which contains driving range, food and game stands, Arcades, batting range and archery.

The big ride prices vary. Kiddie City, in the high-income Douglaston section, gets 25 cents for its Scooter and Roto-Jet, and 15 cents for all other individual ride tickets in the park. Major units go for 20 cents each at Fairyland, three for 50 and a dime apiece for kiddie rides. Funland's big rides vary from 15 cents to a quarter.

Besides providing fun for the entire family, the major rides have drawn good late-hour business when older children have gone out in groups, and when adults have gotten out for a night of entertainment without their young ones.

The three cases cited are in populous districts and offer considerable parking space, thereby enabling them to satisfy the needs of a large potential patronage. And

(Continued on page 80)

PARK FOR SALE

Priced to Sell!

\$120,000 investment for only \$50,000

\$30,000 Down

Rides, Concessions and Buildings in A-1 Shape

Come and see it

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Salutes

THE SHOWMEN'S LEAGUE OF AMERICA

41 Years of

activity on behalf of showmen everywhere is indeed a proud record.

Our membership is proud of its association with your many charitable activities and benefits for showmen.

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

FOR SALE JOYLAND PARK

ADRIAN, MICHIGAN

- 50 FOOT PARK TYPE MERRY-GO-ROUND WITH 49 HAND CARVED ANIMALS, 4 CHARIOTS COMPLETE WITH BUILDING
- MINIATURE TRAIN . . . 34 ADULT CAPACITY
- KING ROCKET RIDE
- NATIONAL AMUSEMENT KIDDIE FERRIS WHEEL
- 36 PASSENGER PLASTIC KIDDIE BOAT RIDE
- 5 CAR JEEP RIDE COMPLETE WITH BATTERIES
- PONY BARN
- BUILDING 24 x 50 . . . ALL CONCESSIONS
- MILLS 5 GALLON BATCH CUSTARD . . . \$900.00
- MODEL 120 FLOSS MACHINE . . . \$175.00
- STAR GRILL
- PEANUT ROASTER
- MANY OTHER MONEY MAKERS TO MAKE A TOP PARK AT MONEY SAVING PRICES. PARK OPERATING WEEK ENDS. INSPECTION INVITED. WILL SELL ALL OR PART.

CONCESSION SUPPLY COMPANY 3916 SECOR ROAD TOLEDO 13, OHIO

WANT TO BOOK

Late model Little Dipper and Pinto Fire Engine in park or seashore for the 1955 season, or will sell both rides for \$6,000.00.

ROBERT CARDEN, Avoca, Pa.

WANTED

ALL KIDDELAND EQUIPMENT FOR NEW PARK

Including 2 or 3-abrest Merry-Go-Round, Miller or Schiff Roller Coaster. Jimmie Thompson, Alexandria, La.

FOR SALE

Big Whip, good condition, recently rebuilt. Must be sold and vacated by November 1. Sacrifice.

Seaside Heights Casino & Pool

Seaside Heights, N. J., Phone: Seaside Park 9-0833.

KIDDIE CAR RAILROADS BOUGHT AND SOLD

We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

KIDDIE ZOO

FOR SALE

Losing Lease. Must be moved. Very cute—nursery rhyme theme. BOB-BERN, INC., 5 MEADOW LANE, Rockville Center, N. Y. BALDWIN 3-9935

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Used 24-passenger Boat Ride, complete with tank . . . \$1250.00
Sunshine Electric Train Ride, track, fence, ticket booth . . . 750.00
King Mfg. Train Ride, with track 1250.00
Smith & Smith Plane Ride . . . 950.00
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Weather Nips Extended Play At Indian Point

PEEKSKILL, N. Y., Oct. 2.—Poor weather has cut into most of post-season weekend play at Indian Point Park with Sunday (19) lost entirely to rain. The week previous one of the two operating days was also lost.

However, indications were that weekend operations would prove nominally profitable with good weather. Bookings of special parties for most of the scheduled days were set in advance. These are necessary to successful operation.

Operator E. D. Kelmans is in Florida investigating possibilities for winter operation. Meanwhile the work of booking groups for next season has already commenced.

Dixie Trek Starts Okay for Strates

Shelby Okay Despite Drought Losses; Show Gears for Big Date at Raleigh

GREENVILLE, S. C., Oct. 2.—The James E. Strates Shows got off to a good start in Dixie last week at the Cleveland County Fair, Shelby, N. C. The weather this year was much better than last when the event was almost completely washed out.

While the dry weather made for the maximum number of working hours, it also contributed to the

drought in the area which has held the cotton crop alone to about half of what it should be. Consequently, money was not as free as it might normally have been.

Friday (24), children's day, brought one of the biggest crowds. The balmy weather held the crowds right into the night hours. Radio Station WHOS and The Daily Star were very co-operative.

Greenville Slow

The opening here on Monday night (27) brought only a slim crowd. However, the following day, children's day, was good due to a heavy concentration of radio publicity with all local stations participating. Business is expected to build thru today's closing.

The show next heads for the Southern States Exposition, Charlotte, a big week usually if good weather prevails. A week later the State Fair at Raleigh will be played. This event and the New York State Fair at Syracuse provide the two biggest weeks of the season.

The show has done well at its fairs so far. The still date season was below expectations with bad weather contributing many setbacks.

The refurbishing that the show was able to accomplish during a short layoff period just prior to the Syracuse event has held up well.

WISE WEISS

Added Flash Helps Hold Grosses Up

TRENTON, Oct. 2.—Confronted with the recurrent report that concession business is generally off because money is tighter and people are more reluctant to spend, Big Hearted Bennie Weiss acknowledges the truth of the statement. But, he adds, he has worked out a pretty good solution to the problem as it affects him. He has increased the flash and the quality of his merchandise. And it is apparent even now that the season will be a pretty good one.

The addition of flash and good merchandise are immediately apparent and not conversation. A large helium filled dirigible-type balloon anchored to Bennie's bingo, trailing streamers advertising his operation, can't be missed.

The revival of bingo last week at Allentown, Pa., after a two-year lapse was an important aid to the over-all gross this year. This week the Weiss clan is operating at full power with wife Martha and son Jackie operating units at the Bloomsburg (Pa.) Fair.

'54 Fairs Up For Stephens

CONYERS, Ga., Oct. 2.—C. A. Stephens, owner of the show bearing his name, said here this week that all the fairs played by the org this season were ahead of last year, altho the increase was slight in some instances. Org will remain out practically all winter but will go into its Crystal River, Fla., base for a couple of weeks late in the winter. John Terry is manager of the organization.

Richmond \$\$ Up For Cetlin-Wilson

RICHMOND, Va., Oct. 2.—The Cetlin & Wilson Shows, practically inundated on several days last year at the Virginia State Fair, this year has had to contend only with hot, humid weather.

Thru Sunday (26), and according to fair officials, the show had at least doubled its gross earnings of a year ago when J. A. Mitchell, the general manager of the event, credited the date as being in the \$100,000 classification of midway earnings.

The show got off to a good start in a public relations sense with a preview showing staged for invited guests on Thursday night (23), the night before the official opening. About 3,000 attended. Several days were available for setting up and, consequently, it was possible to present all units to their best possible advantage. The size of

the plant and the lineup of attractions are such that a crowd of almost any size could be accommodated.

Reading Good

The show moved in here from Reading, Pa., and a fair date that was virtually washed out by rain on several days. Even so, Jack Wilson reported show earnings there better than any garnered in the past at that event.

The show was in a better position to get the cream at Reading this year than ever before, since it was so routed that its full equipment was in and ready in time to participate in the full run of the event. For several previous years other commitments made it impossible for the big railroader to make the opening day and so it missed out on one of the top crowds of the week.



BETTY PASCO is the latest entry in the Showmen's League of America contest to select Miss Outdoor Show Business of 1954. She is the candidate of Hetzer's Theatrical Agency, Huntington, W. Va.

Fire Levels WOM Side Show Top

TRENTON, N. J., Oct. 2.—Fire destroyed the Side Show top on the World of Mirth Shows midway at the New Jersey State Fair shortly after the opening of that event Thursday morning (30). A spare top was brought on from the show train and erected by volunteer show personnel, who rushed first to help fight the fire, in a matter of minutes so that no working time was lost.

Operator Dick Best assumed that the fire might have started from a cigarette. The inside drapes went up in flames which charred and ruined the flameproof tent. The loss was placed at several thousand dollars.

Reid Ends Season, Reports Fairs Good

NEW YORK, Oct. 2.—A soggy still date season was pretty well overcome by the King Reid Shows which last weekend wound up its season at the Eastern States Exposition at Springfield, Mass., and returned to its Manchester, Vt., winter quarters.

King Reid, owner and operator of the shows, in town this week and mixing business with pleasure in planning for next season, said that the fairs were all good. Considerable rain was encountered and working time was lost but, on the whole, the annuals were pleasant and profitable.

Reid echoed the plaint of many other show operators in reporting that earnings of the concession operators were mostly down. This, apparently, reflected a more cautious attitude toward spending on the part of the public. On the other hand, they seemed anxious enough to patronize the shows and rides.

ESE Gross Up

The gross at Eastern States was reported up over last year even though that event was pelted hard by rain. The payment for the date is flat and only rides are presented, with only two or three shows booked in by the fair. Reid, who played the

Florence, Ala., Re-Inks Hottle

FLORENCE, Ala., Oct. 2.—Buff Hottle Shows will again play the North Alabama State Fair here in '55, C. H. Jackson, fair manager, announced. Jackson this week reported that gate receipts at this year's annual were 5 per cent ahead of last year and that rides and shows grossed 15 per cent more than in '53.

Shows, Rides, Games At Memphis Edge Up

Clif Wilson's Show, Ride Line-Up Draws Rave Notices From Newspapers

MEMPHIS, Oct. 2.—Shows, rides and games concessions as a whole yielded slightly better business at the Mid-South Fair here thru Friday (1), seventh day of the nine-day event, than in the corresponding period last year.

G. W. (Bill) Wynne, fair secretary, estimated that the rides and show grosses were about 7 per cent higher. Games concessions were "up a trifle" over 1953, he said.

The ride and shows are being operated for the first time by the veteran Clif Wilson. His line-up drew rave notices from the conservative Memphis newspapers which lauded the appearance of show fronts and the talent offered by the shows and singled out the Rotor Ride and the Sky Wheel for special praise.

Non-Conflicting Rides

Wilson's contract called for him to bring in rides that do not conflict with the devices permanently installed on the grounds. He came up with three major rides, the Rotor, owned by the Velare Bros.; the Sky Wheel, owned by Don Dowis, and a Tilt-a-Whirl, owned by Pete Burkhardt Jr.

In addition, he provided six other rides, two of them pony rides owned by Pete Williams and Delbert Warrens, and Slavin's four kiddie rides.

Larue Leads Shows

His show line-up consists of 15 units. Of these, the top money-getter has been Lash LaRue's Western show, aided by the flurry of

publicity given to the one-day appearance of the Cisco Kid Friday (1) by the effective talking of young Phillip Morris out front.

The "French Vanitease," a joint operation of Harry Seber and Harry Golub, was running in second spot at the end of the first seven days, with Joe Sciortino's Hawaiian Show in third position, and Pete Kortess' Side Show in the fourth spot.

Other shows are Golub's Quarter Boy, Sciortino's French Casino, Johnny Branson's Dwarf Horses, a Wild Life Show and a Strange Animal Show, both owned by Harry Harrison; Dick Dillon's Mechanical Village; Saylor's Midgits, Charlie Fogle's Snake Show; Eddie Exlines' Fat Show, and a Rare Bird Show and a Human Ape Show, both operated by Frank Bambino.

Arthur Atherton, formerly office secretary with Cavalcade of Amusements, is assisting Wilson in the office here and will accompany him to the Dallas Fair, where Wilson will again provide the midway shows.

More Games

Chuck Moss, in the second year of his three-year contract for the exclusive games concessions, is operating 52 concessions, an increase of 12 over last year. The larger number offset what otherwise would have been a decline in income and at the same time served to lift the total receipts to slightly over last year, Moss said.

The games concessions again present a neat appearance. Widening of Tennessee Street—Games Row—added to the appearance. A new note introduced by Moss is the airing of recordings thru the games area.

Atlanta Start Okay for Buck

ATLANTA, Oct. 2.—A good start was recorded by the O. C. Buck-Model Shows midway on Thursday (30) at the Southeastern Fair-A-Ganza. It was colored children's day, which has not been much to talk about in recent years, but this time, it was reported, the crowds and spending were there.

"Dancing Waters" on the midway did not see much action but was not expected to appeal much to the Negro customers on Thursday. A preview of the fair on the previous day, however, drew favorable comments from press and civic people and it is expected that the water spec will follow its usual pattern of building nicely once the word gets around.

COOK'S TOUR RESUME

\$12,120 and 8,321 Miles Result of MSA Funk Trek

MIAMI, Oct. 2.—The result of Phil Cook's annual road tour is a total of \$12,120 raised for the Miami Showmen's Association from all sources in his eight weeks of traveling. Altho slightly off from last year's total, the money was produced by a shorter trip, as in 1953 he stayed out one week longer and participated in the Cetlin & Wilson Shows jamboree in Richmond, Va.

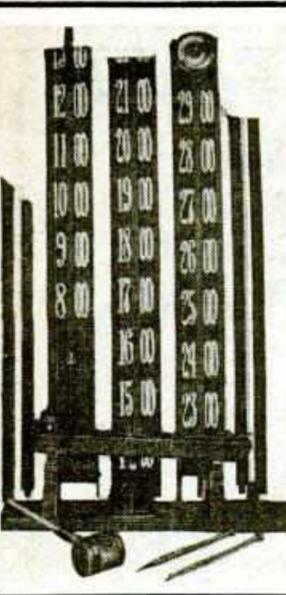
The club's executive secretary visited 32 shows, including every leading outfit in the East, and also took in Palisades (N. J.) Amusement Park, Coney Island, New York, and the Timonium, Md., Fair. Miles traveled came to 8,321 and Cook covered 12 States, penetrating as far west as Ohio.

Among the organizations

visited were C&W, World of Mirth, King Reid, Ross Manning, James E. Strates, O. C. Buck-Model, Prell's Broadway, Mighty Page, I. T., Coleman Bros. and others. In the Midwest he took in Cold Medal and Thomas Joyland.

The money raised is broken down as follows: Dues \$5,000; jamborees and bingos \$4,000; new members \$1,120; Yeark Book ads \$1,100; names for club's plaque \$400, and donations \$400.

Doc and Nellie Jones, Girl Show operators on Coleman Brothers Shows, received their new 30-foot Roycraft house trailer at the Fonda (N. Y.) Fair. They report good business for the season, their fourth with the show.



EVANS' HIGH STRIKER

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FEW SPACES OPEN
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OCTOBER 25 THROUGH OCTOBER 30, ANNISTON, ALA.—Right in heart of city 9 Counties taking part—3 Big School Children's Days, PARADES and BAND CONTESTS. 20,000 Wacs and Soldiers stationed here.. Pay day Exposition week.

Call office Phone—AD 7-4761, or write 24 East 12th St.
J. V. GREGG, Pres., Anniston, Ala.

EMANUEL COUNTY FAIR
SWAINSBORO, GA., October 11 to 16

EXCHANGE CLUB 7 COUNTY FAIR
BRUNSWICK, GA., October 18 to 23

Both fairs bona fide, with modern grounds, buildings and full fair programs. With three more top fairs to follow.

WILL PLACE SHOWS—Any Grind Show that does not conflict.

WILL PLACE CONCESSIONS—All Hanky Panks, Merchandise and Outright Sale Concessions. Good opening for Photo, Hats, Long and Short Range, High Striker, African Dip, Novelties, Foot Long, Ball Games, Cat Rack, Hoop-La, Jewelry.

NOTE: Booking now for the big Oconee Fair. All address this week:

JAMES H. DREW SHOWS
c/o Western Union, Lavonia, Georgia, this week.

"DO-IT-YOURSELF" HOME & HOBBY SHOW
GRAND OPENING
State Fairgrounds Exposition Building
October 20, 21, 22, 23, 24

Can make few end or corner spaces available for Genuine "Do-It-Yourself" pitch items.

Write or Wire
E. C. SCHULTZ
P. O. Box 1966 or Phone 2-5371, State Fair, Lincoln, Nebraska.

GIRLS — GIRLS — GIRLS — GIRLS — GIRLS

Wanted for HAWAIIAN SHOW and POSING SHOW. Can place any type of specialties that can work with Hawaiian Band. Need attractive Girls for Posing Show and Bally Girls for both shows. All answers:

J. SCIORTINO
GENERAL DELIVERY, FAIRPARK, DALLAS, TEX.
All people must be able to report not later than Oct. 8.

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Proposition for CHARRO DAYS CARNIVAL

Contract to cover nine days—February 12 to 20, 1955. Largest fiesta of its kind in U.S. Will support top-flight Show (no grift)—Concessions—adequate Major Rides. Submit your proposition before October 20, 1954.

STEPHEN A. BOSIO, Gen. Mgr.—CHARRO DAYS, INC., Brownsville, Texas

ROLL TICKETS
PRINTED TO YOUR ORDER

Keystone Ticket Co. SHAMOKIN, PA. DEPT. B

Send Cash With Order. Stock Tickets, \$24.00 per-100,000.

100,000	\$31.50
10,000	... \$10.00
20,000	... 12.75
50,000	... 19.75

MIDWAY CONFAB

Mary Smith, blues singer with the Rabbit Foot Minstrels, celebrated her 50th birthday recently by throwing a party for 360 friends. She received many gifts. . . . After concluding a successful season at the centennial at Lawrence, Kan., Mr. and Mrs. William G. Catlett joined the Valley Exposition Shows in Texas with four rides. Catlett presented his wife with a new car the last day of the Lawrence stand, according to Walter Whitmer.

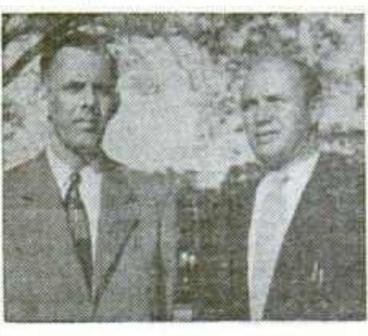
Alice Hennies recently stopped off at Hot Springs on her fund-raising tour of various shows and reported good results for the Hot Springs Showmen's Association. She picked up \$317 from 20th Century Shows thru the co-operation of E. D. McCreary and Spike Donoflio, \$36 from Bob Hammond Shows and \$36 from Spartan Shows thru Leonard Higgs.

Budd and Marie LaVigne visited Kitty and Ep Glosser on Metropolitan Shows in Hope, Ark. The LaVignes were driving a new Cadillac and reported a good season for their six-cat on Snapp Greater Shows.

ley, veteran cookhouse and grab joint operator, had his son-in-law and daughter, Mr. and Mrs. Jim Wright, operating his seafood cookhouse at the Mid-South Fair, Memphis. The Wrights were vacationing at the fair.

Mrs. George Whitehead, wife of the business manager of the James E. Strates Shows, spent two weeks with her husband while the show was at York, Pa., and Shelby, N. C. She then returned to their Miami home. . . . Joe and Russ Pelaquin, of the thrill arena on the Strates' midway, are sporting a new house trailer and a new semi.

Ben Tucker of Richmond, Va., spent several days with the World of Mirth Shows at the New Jersey State Fair, Trenton, as the guests of Mr. and Mrs. Frank Bergen. Bergen, Bernard (Bucky) Allen and Bill Jones, were interested, but sad, spectators at the first game of the World Series. It was reported that they liked the Indians over the Giants. For the second game Bud Sollenberger, and Howard Ramsey, the guardians of the show's white wagon and Richmond Cox, publicist, were the lucky holders of the series tickets.



CARLTON LARSON, new manager of the Brockton (Mass.) Fair, and J. Richmond Cox, publicity director of the World of Mirth Shows, saw little of the sun that lighted their first meeting, pictured above, at this year's event which had its opening day washed out by a hurricane and saw rain or other inclement weather on each of the remaining seven days. Larson, formerly manager of the Dunkirk (N. Y.) Fair, succeeds Frank H. Kingman, who has been appointed manager of the Winston-Salem (N. C.) Fair and Memorial Coliseum.

Neil Geary, former publicist for the World of Mirth Shows and now engaged in advertising work for the General Electric Company, was a New York visitor this week. . . . Mike Ferrone of the Vivona Bros.' Shows has bought a new Oldsmobile. . . . Jack Essner, well-known Philadelphia promoter who handles, among other things, the circus date with John Quinn, recently became a grandfather when his daughter gave birth to a baby girl.

Danny Dell of Vivona Bros.' Shows visited relatives in Allentown, Pa., recently, when the show played Lumberton, N. C. Pete Hendrix, Diesel man, was joined by his wife in Lumberton, where several units had a good week including George Graver with the Jones bingo, the McSpadden Tilt, and Cliff (Kid Drifty) Houser and his Minstrel Show featuring Lucky Carmichael and his band. Marie Vivona and Mrs. Rocky Wilder are expecting, and Harry E. Wilson anticipates becoming a grandpa soon. Phil Vivona has returned to Duke University where he is in his second year.

Harry (Slim) Martin joined the Motor State Shows as Ferris Wheel foreman recently. . . . Lorraine Brady and Dutch and Edna Schmitt have left the Dumont Shows and are now operating the Trailway Inn on Petersburg Pike, Richmond, Va. . . . Howard Tassbender and son, Toney, have booked their long range gallery and kiddie rides on the Wolverine Shows for the next four weeks.

L. J. Heth, owner of the show bearing his name, this week said that fairs thus far have been good for the rides and shows. Infos that nearly every one was ahead of a year ago gross-wise. . . . Dale Pas-

Joseph Lehr, Philadelphia spot worker, played the Maryland State Fair, Timonium, with Spot Pinsonault and Red Lewis. Lehr also played the fair at Bridgeton, N. J. Spot (Fat) Harris closed in Chicago and is joining Pinsonault and Lewis at West Point, Va. Leo La Salle, concessionaire, left Timonium to play the Reading and Allentown,

King Reid, owner of the shows bearing his name, made a flying trip to the Bloomsburg (Pa.) Fair to wish the officers and directors well. En route back to his Manchester Center, Vt., home and winter quarters the genial State senator managed to squeeze in attendance at a Broadway play. . . . Jackie Weiss, who has completed his law studies and is a member of the Florida bar, this summer continued to operate a bingo unit in conjunction with his father, Big Hearted Bennie. Bennie has completed the building of his sumptuous office wagon-living quarters in a full size tractor-trailer unit. The office, living room and kitchen areas of last year are now bordered by a full-size bedroom and bath. Every possible convenience is included in the spacious, mobile dwelling. To insure the proper reception of the World Series telecasts, Bennie had his television antenna mounted on a flag pole on top of the grandstand, some 100 feet or more from the set.

Frank Bland, general agent of the Great Wallace Shows, was a guest of Lloyd and May Serfass, owners of the Penn Premier Shows, when the latter was at Lexington, N. C. Bland also stopped off at Concord, N. C., to visit with personnel of the Gold Medal Shows.

Howard Easto, Girl Show operator for 30 years, is disposing of his equipment and plans to switch to the front end of the midway with a mug stand and some type of hanky pank next season. . . . Sam Goldstein, owner of the Majestic Greater Shows, closed following the fair at Coldwater, Mich., and is putting the show into quarters at Coldwater and Monroe, Mich.

Professor Willie J. Bernard veteran showman, after playing the Plymouth (N. H.) Fair, will wind up his season at the Fryeburg (Me.) Fair. He will then hibernate for the winter at his permanent address in Hancock, N. H. . . . Fred L. Clevenger has been laid up with a bad leg for several months in the Veterans Administration Hospital, Oakland, Calif. He would like to hear from his friends in show business. . . . Clarence and Madge Thames report that they hit some payoff spots after joining the Sterling Crown Shows in Vandalia, Ill. They have the "Paris After Dark" girl show which they built this past spring. Dancers are Madge Thames, Pat Kelly and Sheri Lane. Bill Boyd is the talker and Dorn Stickle handles the tickets.

Joseph Lehr, Philadelphia spot worker, played the Maryland State Fair, Timonium, with Spot Pinsonault and Red Lewis. Lehr also played the fair at Bridgeton, N. J. Spot (Fat) Harris closed in Chicago and is joining Pinsonault and Lewis at West Point, Va. Leo La Salle, concessionaire, left Timonium to play the Reading and Allentown,

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Want for Seguin, Texas, Fair, Oct. 7-9 and La Grange, Texas, Fair, Oct. 14-16. Clean Grab, Hi-Striker, Basketball, Chocolate Dip, Hoop-La, Coke, Watch-La, Age and Weight, Hats, String, Bear Pitch, Clothes Pin, Duck Pitch, Stock Pin Game, Crazy Ball and other Hanky Panks. E. D. Cypert wants Bingo Caller and Bucket Agents that will work for stock. Will book Shows with own equipment.

CARNIVAL MANAGER
Oct. 7-9 Seguin, Texas Oct. 14-16 La Grange, Texas

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FOR TEXAS STATE FAIR
DALLAS, OCT. 9-24

Two Small, Clean Grind Shows

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Suit arising out of 1951 Spartanburg Fair accident is set for trial October 18, 1954. Please contact me or TONY VITALE immediately.

RUFUS M. WARD
(Atty. for Tony Vitale)
Spartanburg, S. C.



Strange and Weird Attractions
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child. Many others. Your ideas made up. Write for Folder Free.

TATE'S CURIOSITY SHOP
3858 E. Van Buren St.
Phoenix, Ariz.

WANT AT ONCE

For the best Cotton Spots and first in (all Arkansas). Photos, Jewelry, Spindle, Age and Scale, Long and Short Range, Dart, Coke Bottles, Hit & Miss, Hi-Striker, or what have you? Come on.

BURKHART SHOWS
Manila, Ark., this week; Keiser and Caraway to follow.

WINTER QUARTERS FOR RENT

Ample Indoor Storage space and building quarters for largest Carnival or Circus. Railway siding available. Good climate. For details write.

GREENWOOD FAIRGROUND MGR.
Box 1023 Greenwood, S. C.

TURNER SCOTT WANTS

Wheel Foreman, Help on Roller Coaster. Long season for sober Men. Address Wiseman Hotel, Newberry, S. C.

WANTED TO BUY

Latel model 8-Tub Short Arm Octopus and Trailer for cash. Must be in good condition. State year and price.

State Line Rides
546 25th Street Rock Island, Illinois

60" SEARCHLIGHT CARBON

Our Low, Low price—\$3.75 per can. Spare parts, lamp mechanisms and complete 60" searchlight units for sale.

PUBLICITY SEARCHLIGHT CO.
52 West 53rd St., New York 19, N. Y.
PLaza 5-6980

Pa., fairs. Lehr reports that Ginger Ray had her six-cat stand and bird wheel at Timonium.

Recent visitors at Jackie Dale's new farm near Baxter Springs, Kan., have included Bonnie Bell, Jimmie Farmer, Jean Mercer, Billie Lou Timberlake and Jimmie Hatfield.

Hattie Wagner scribes from Mobile, Ala., that she has contracted the so-called million dollar lot at Conti and Conception streets for the 1955 Mardi Gras. Mrs. Wagner's late husband, Al, had held the lot for five years. Denton's Gold Medal Shows will furnish rides and concessions for the Knights of Columbus division of the Mardi Gras. . . . Shackles the escape artist is in Polyclinic Hospital, New York, for removal of an elbow cyst.

Mr. and Mrs. Hagensick, of Hagensick's Rides, purchased a new Starline house trailer recently. The Hagensicks' two sons are staying with their grandmother, Mrs. Cook, in Lanagan, Mo., during the school season. . . . After vacationing in the Middle West, Rita Raye joined Gold Medal Shows as annex attraction on Gene Knight's Side Show. With her are Doc Barnhart

and Jerry O'Brian, talkers; Roxey Dell, fire-eater, and Baby Gilda, fat girl. . . . Penny Law and Bobby Taylor, attractions with Monroe Bros.' Side Show, report good business on their current route of fairs. While playing Carlisle, Pa., recently, Miss Law was visited by Mr. and Mrs. E. H. Sell, former show folks, now making their home in Harrisburg, Pa.

Anna Jewel Lee has left the road and is now manager of a Rexall drugstore in Portsmouth, O. . . . Red Meyers visited Mr. and Mrs. Joe Stone, popcorn concessionaires, recently in Syracuse. Meyers reports that the Stones were sporting a new popcorn trailer and were doing good business with it. The Stones' daughter, Peggy Jo, is studying law at University of Maryland. Meyers is heading North for North Carolina.

George Harr recently visited with Walter B. Fox in Mobile, Ala. Harr infos that he will provide the rides and concessions for the Mobile '55 mardi gras celebration. . . . Joe Edwards, advertising and special agent for World of Today Shows, closed the season at Hot Springs and is back at his Carrollton, Ill., home.

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.

PIEDMONT INTERSTATE FAIR

October 11 to 16 inclusive, Spartanburg, S. C.

GEORGIA STATE FAIR

October 18 to 23 inclusive, Macon, Ga.

CAN PLACE—Eating and Drinking Stands and all legitimate Merchandise Concessions.
WANT—Any Ride not conflicting, such as Round-Up, Scrambler, Spitfire. Do not want any more Kiddie Rides. CAN PLACE—A few experienced Workingmen in all departments. Want several Men for our electrical department. Long season closing in November.

All Address
CETLIN & WILSON SHOWS
Greenwood Fair, Greenwood, S. C.

WANT FOR
MACON COUNTY FAIR, MONTEZUMA, GA.
OCT. 11-16—6 BIG DAYS AND 4 FIRST-CLASS FAIRS TO FOLLOW

CONCESSIONS—Eating Stands and Hanky Panks of all kinds. No exclusives except Bingo. Positively no Flats.
SHOWS—Side Show, Motordrome, high-class Girl Show and any nicely framed Grind Shows not conflicting.
RIDES—Live Pony Ride, Scooter, Rock-o-Plane, or any ride not conflicting with what we have.
RIDE HELP—First-class Foremen and Second Men for office rides. Must be licensed Semi Drivers. (No drunks.)
ELECTRICIAN—Diesel Man and Electrician that is first-class G.M. Man for 3 plants, who can keep them in shape and wire show. (No apprentices, please.) Must drive plant truck and be sober.

All reply to E. L. YOUNG, Mgr.
STERLING CROWN SHOWS
Alexander City, Ala., this week; then Montezuma, Ga.

Royal Exposition SHOWS

LAST CALL

Jefferson County Fair, Louisville, Georgia, October 11-16; Warren County Fair, Warrenton, Georgia, October 18-23; Two-State Colored Fair, Augusta, Georgia, October 25-30.
Five more weeks in Georgia and Florida.

PLEASE NOTE: This Show plays the only authentic Negro Fair in Augusta, Georgia.
WANT TO JOIN IMMEDIATELY—Hanky Panks of all kinds, also Custard, Floss, Jewelry, and what have you?
WANT—Side Show (J. B. Graham, answer), Snake Show, Fun House and any other show of merit. Want Colored Girl Show for Augusta only. All answers to Vidalia, Georgia, this week; then as per route.

GOLD MEDAL Shows

COOSA VALLEY FAIR

Rome, Ga., Oct. 11 thru 16
Can Place for This Outstanding Date

RIDES—Rocket, Caterpillar, Rockoplane, Kid Rides that don't conflict.
SHOWS—Unborn, Monkey Drome, Glass House, War Show, Grind Shows of merit.
CONCESSIONS—Hanky Panks of all kinds, Eats and Drinks open, Photos, Derby and Popcorn.
Contact GEO. HARR, Greystone Hotel, Rome, Ga., now.

I.I. SHOWS

WANT FOR MINEOLA FAIR

CONCESSIONS: All except Grab, Novelties, and Ring-the-Coke. Concessions must be hanky pank style only. Those who were with us last year remember we were lost on the other side of the racetrack. We are now behind the grandstand in the middle of the exhibit area and look for the biggest year ever for this event.

SHOWS: Can use Funhouse.
I will be at the fairgrounds at Roosevelt Raceway, Westbury, L. I., every day beginning Tuesday, up to 6 p.m. Or I can be reached at home before 9 a.m. or from 7 p.m. to midnight.

PHIL ISSER, Sheepshead 3-2702, 1916 Ave. K, Brooklyn, N. Y.

RALEY BROS.' EXPO.

No Grift Anytime

Place for South Carolina's oldest and best, Chesterfield County Fair, Pageland, So. Car., week of Oct. 11th; Williamsburg County Colored Fair, Kingstree, S. C., to follow.

RIDES, SHOWS and CONCESSIONS. No exclusive. Pembroke, No. Car., this week.

HOLLY AMUSEMENT CO.

WANT—ALL FAIRS—WANT—ALL FAIRS—WANT

CONCESSIONS: Jewelry, Balloon Darts, Basket Ball, Coke Bottles, Fish Pond, Novelties, High Striker, Long Range. We do not want or carry Flats or P.C.

HELP: On office-owned Rides. Must be truck drivers. No time to write. Wire what you have and come on.

Crawfordville, Ga., now; Claxton, Ga., Oct. 11 to 16.

WANT FOR SOUTHWEST LOUISIANA FAIR

Eunice, La., Oct. 11-17 (2d Largest Fair in Louisiana)
and the TRI-PARISH FAIR, Winnsboro, La., to follow

LEGITIMATE CONCESSIONS OF ALL KINDS (no grift and no racket).
Call or wire immediately for space. Contact

H. V. PETERSON, Mgr., TIVOLI EXPOSITION SHOWS
Greenville Hotel, Greenville, Miss., until Oct. 7; then c/o Western Union, Eunice, La.

VIVONA Combined BROS. SHOWS

Five More Big Ones All Bona Fide Fairs

YORK COUNTY FAIR Rock Hill, S. C., Oct. 11-16	LANCASTER COUNTY FAIR Lancaster, S. C., Oct. 18-23	MOORE COUNTY FAIR Carthage, N. C., Oct. 25-30
GEORGETOWN COUNTY EXPOSITION Georgetown, S. C., Nov. 1-6	CHARLESTON COUNTY COLORED FARMERS FAIR Charleston, S. C., Nov. 8-13	

Can place Hankies of all kinds, also Age and Scales. Sell exclusives on Novelties and Hats. Danny Dell wants one high-class Wheel and one Grind Store. Tony Masiello wants Dancing Girls for Tina and Gay Paree Shows. REMEMBER, WE CARRY 17 RIDES AND 10 SHOWS. GET ON THE BANDWAGON. YOUR WINTER BANK-ROLL IS WAITING.
Address NEWBERRY, S. C., this week.

RED RIBBON SHOWS

Want Merry-Go-Round, Ferris Wheel, Pony Ride and set of Kid Rides to join at once. Have extra dates for these rides. Shows with outfits. Acts for Side Show. Concessions of all kinds. Some exclusives open. Long season of Florida dates. Address:

BOB MEYERS
WAYNE COUNTY FAIR, WAYNESBORO, MISS., THIS WEEK.

METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

WANT FOR TWO OF THE BIGGEST AND BEST FAIRS IN ALABAMA:
TUSCALOOSA, OCT. 11-16; MONTGOMERY, OCT. 18-23

CONCESSIONS

Cook House, Eating and Drinking Stands, Age and Scale, Novelties, Candy Floss, Popcorn, all legitimate Concessions. Wildlife, Arcade, Animal; Operators for Monkey, Snake and Motordrome. (Have equipment for these.) Art Spencer, contact.

SHOWS

RIDES

HELP

Little Dipper, Tilt-a-Whirl, Dark Ride and any Rides not conflicting.

Canvassers for Big Top (Joe Hatfield, contact). Man to operate office-owned Popcorn Stand. Diesel Electrician, Caterpillar Foreman, Show Carpenter. Agents for office Hanky Panks and other useful Carnival Help. Come on!

EP GLOSSER WANTS TO HEAR FROM AGENTS FOR HIS CONCESSIONS. All Address:

MR. AND MRS. SAM LEVY
c/o LAMAR HOTEL, MERIDIAN, MISS.

CENTRAL AMUSEMENT COMPANY

WANTS

Non-conflicting Rides. Can place #5 Eli and #12 Eli to dual with ours. Want Tilt, Coaster, Octopus. Want Hanky Panks, no ex. Can place French Fries, Jewelry, Novelties, Eat and Drink Stands, Gadgets, etc. Want one more free act to join now.

All contact Sherman Husted, Lewiston, N. C., Fair this week; Tabor City, N. C., Yam Festival, Oct. 11-16; Marion County Fair, Marion, S. C., Oct. 18-23; Loris County Fair, Loris, S. C., Oct. 20-25, and balance of season.

PERSON COUNTY FAIR

ROXBORO, NORTH CAROLINA, NEXT WEEK, OCTOBER 11 THRU 16

Can book all kinds legitimate Concessions and Eat Stands. Want both White and Colored Girl Shows, also other Shows. Fun House that books will be given good permanent location in Florida. Need Operator and Rider for Motordrome, winter's work in Florida. Wildlife, can be used in Florida. Duffie, come on. Contact

STEVE DECKER, BEAM'S ATTRACTIONS
BROOKNEAL, VIRGINIA

JIMMIE ACKLEY

WANTS AGENTS FOR SIX SPOTS IN SOUTH CAROLINA AND ALL WINTER IN FLORIDA

Agents for Skillo, Razzle, Pin Store, Wheel, Six Cats, Buckets and Hanky Panks. Come on in.

All reply c/o B & H AMUSEMENTS

Orangeburg, S. C., Oct. 4-9; Chester, S. C., Oct. 11-16; Salley, S. C., Oct. 18-22; Barnwell, S. C., Oct. 24-29; Florence, S. C., Oct. 31-Nov. 5; Sumter, S. C., Nov. 7-12.

C. A. STEPHENS SHOWS

Want for LAMAR COUNTY FAIR, Barnesville, Ga.

Concessions working for Stock, Long Range, Novelties, Pitch-Tilt-U-Win.

Agents for Weight and Scales. Radio Frank Crawford, call McGinnis.

RIDES—Little Dipper, Spitfire and Roll-o-Plane, Live Pony Ride.

SHOWS—Big Snake, Mechanical City or any worthwhile Grind Shows.

MANCHESTER, GA., this week.

BARNEY TASSELL SHOWS

WANT FOR SMITHFIELD, N. C., TOBACCO FESTIVAL, WEEK OF OCT. 11

Rides not conflicting with what we have. Now open house for all strictly legitimate Concessions; can use Pan Game. Shows of merit, but no Girl Shows.

P.S.—Ralph Geltz, get in touch with Frank Caravella. Can use Ferris Wheel Foreman and Second Men.

Wire this week Birchland Park, Paces, Va., or phone Halifax, Va., 3367.

WEEK OCTOBER 18, YANCEYVILLE, N. C.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Oct. 2. — Regular meetings will be resumed on Thursday, October 7. The nominating committee will present its report at one of the early meetings. Most clubroom activity this week centered around the TV set for the world series games.

Work on the banquet program is under way. John Lempart is chairman of the committee with Louis Berger and Emmett Sims as assistants.

Lou Keller is still confined to his home. Mel Harris is taking regular treatments. No late word from Harry Atwell.

The house committee is getting the rooms cleaned and in order for the first meeting. Jack Hawthorne and Otto Schweppe left for Birmingham.

Membership saddened by the death of J. C. McCaffery and Ray Bueter. The latter was killed in an auto accident September 26 with interment in Fort Wayne, Ind.

Heart of America Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 2.—The dormant state of the clubrooms is fast ending, with the return of the members from their summer tours. Capt. Hugo's Shows closed and he and his family have returned. Also President George Kimbrell and treasurer George Carpenter. Clubrooms are now open for the members and their guests and the first meeting of the fall and winter season will be held October 29.

George Howk had a successful season with his string of concessions at Fairyland Park, despite unusually hot weather. Bink Loar has just returned and is seen daily around the clubrooms, also Frank Ryan and Charlie Horn.

Plans for the annual New Year's Eve banquet and ball were completed prior to the closing of the clubrooms last spring and as usual it will be held in the Georgian Rooms at the Hotel Continental. This year a floorshow will be added to the program.

VAL'S EXPO SHOWS

AUGUSTA, GA., OCT. 6-13; BARNWELL, S. C., OCT. 14-21.

Want Agents for Razzle, Pinstore, Skillo and P.C. Agents. SHOWS—Girl Show and Side Show. CONCESSIONS—Hanky Panks, all Eating and Drinking Stands open. Want Ride Help. The ones who answered before, contact now. Out all winter.

Phone 3-9224

2526 Milledgeville Rd., Augusta, Ga.

Marks Wins At Albemarle

HICKORY, N. C., Oct. 2.—John H. Marks' Shows trucked here this week after a winning stand at the Stanly County Fair, Albemarle, N. C. Org was there for its 10th stand and topped previous years by upward of 25 per cent on the gross.

Harry Schrieber, business manager, is back on the job after being confined to his hotel room for a while. Arthur D. MacGuire is convalescing. George Sleeman reports concession business has been good and Norwood (Tex) Richardson's pony ride is getting its share. Jimmy Simpson's revue is among the tops on the back end.

Visitors at Albermarle included Johnny Denton, owner of Gold Medal Shows; Jim Hodges, veteran Side Show operator, and Jethro Almond, one time circus owner.

W.G. WADE SHOWS

Now Contracting for the 1955 Season RIDES—SHOWS AND CONCESSIONS

C. P. O. Box 1488
Detroit 31, Michigan

TED LEWIS SHOWS

Wanted for Spring Park Road at Patton Drive, South Jacksonville, Fla., Oct. 11-16.

Want Popcorn, Candy Apples, Candy Floss and all kinds of Hanky Panks that work for stock. Ride that does not conflict. Grind Shows with own outfit.

Macclenny, Fla., this week.



NEXT WEEK—THE BIG RANDOLPH COUNTY FAIR, ROANOKE, ALA.

Have opening for Six Cats, Buckets, Glass Pitch, Cork Gallery, Bumpers, Candy Floss, Ice Cream, Coke Bottles, Penny Pitch, Grab, Basketball, Hi-Striker, Fish Pond and Dart Game. All replies to

JOHN PORTEMONT
SCOTTSBORO, ALA. Wire Only.

PENN PREMIER SHOWS

world's • cleanest • midway

CHASE CITY, VA., FAIR

DAY AND NITE OCTOBER 11-16 DAY AND NITE

CONCESSIONS—Can place all types of Eating Stands, Novelties, Hats, Glass Pitches, Palmistry, Photos, all types of Hanky Panks, Buckets and Six Cats. Positively no flats at this fair. All P. C. open if you have rinky Panks. Three Kid Days. Can also place any Shows of merit not conflicting. Address all mail and wires to

LLOYD D. SERFASS, HENDERSON, N. C.

PALMETTO EXPO SHOWS

Want Hanky Panks, Concessions of all kinds. Also P. C., Buckets, Six Cats and Swinger for long season's work in South Carolina and Georgia. All replies to

MILTON McNEACE

Orangeburg, S. C., this week, or join in Ridgeville, S. C., Oct. 11 thru 16.

FUNLAND SHOWS

BIG ANNUAL FALL FESTIVAL, UPTOWN ON COMMERCIAL STREET, SPRINGFIELD, MO., OCT. 15-16.

Can use a few more Concessions that work for stock. Wire or phone for space not later than Oct. 12. Can use a Live Pony Ride, Tilt or one or two Kid Rides. Phone 6-7720 or wire Concession Managers R. E. Thomas or E. H. Kelly at 3005 West 66th St., Springfield, Mo.

JOHN R. WARD SHOWS

WANT FOR SIX MORE SOUTHERN FAIRS. EARLY COUNTY FAIR AND PEANUT FESTIVAL, OCTOBER 11-16, BLAKELY, GA.

Want Concessions of all kinds, Cookhouse, Novelties, Jewelry, Mitt Camp. Want independent Shows and Rides. Want Ferris Wheel Foreman and other Ride Help.

STARKVILLE, MISS., FAIR THIS WEEK.

GIVE TO DAMON RUNYON CANCER FUND

DIESEL MAN and ELECTRICIAN WANTED

Must be thoroughly experienced G.M. man. We have three plants and one truck. Must know how to keep plants in shape and wire show, also drive semi truck. (No drinking tolerated.) Give references and experience. Must join at once. Reply to

E. L. YOUNG

STERLING CROWN SHOWS
Russell Hotel Alexander City, Ala.

WANT

Eli Wheel Foreman, any Show or Ride, Bingo Help, Targets, Bumper, Cork, String, Darts, Blower, Duck, Lead, Coke, Post Office, Grab, Ball Games, Agents and Help.

SOUTHERN SHOWS
Rufe, Texas

LAST CALL

Golden Slipper Shows
Opening Oct. 9, Washington, La., Col. Community Fair.

Want Wheel, also Merry-Go-Round. Few choice Hanky Panks. Out till Xmas. Money spots only. Contact

GOLDEN SLIPPER SHOWS
Washington, La. Ph. 6651.
No collects; I pay mine, too.

THE MIGHTY GEM CITY SHOWS

WANT FOR THE FOLLOWING THREE BEST SPOTS IN DIXIELAND:

SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA., OCT. 11-16; DECATUR COUNTY FAIR, BAINBRIDGE, GA., OCT. 18-24; NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA., OCT. 25-30

AND OTHER TOP MONEY-MAKING SPOTS IN THE SOUTHLAND

Everything open. Will book Prize-Every-Time Games of all types, such as Fish Ponds, String Games, Ball Games, Coca-Cola Bottles, Duck Ponds, African Dip, Pitch Games of all kinds and Center Games or legitimate Concessions of all kinds.

CONCESSIONS

DIRECT SALES

All Food and Drinks open, such as Candy Floss, Snow Cone, Ice Cream, Custard, Jewelry and Direct Sales of any type.

SHOWS

Will book Fun Houses or Glass Houses, Monkey Show, Big Dog, Little Horse or any worth-while Grind or Bally Shows.

SHOWMEN AND CONCESSIONAIRES PLAYING THE SOUTHEASTERN FAIR AT ATLANTA, GA., THIS WEEK, CAN PLAY ALBANY, GA., AND OUR REMAINING SPOTS.

FRED MILLER wants Counter and Griddle Men for Cook House. Semi drivers preferred. Long season in Florida.

NO RACKET

THOMAS D. HICKEY, Gen. Mgr.
c/o Fair Grounds or Western Union, Vicksburg, Miss.

DON GRECO, Con. Mgr.
Magnolia Motel (Phone: 3841), Vicksburg, Miss.

NO GYPSIES

BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT

WANTED FOR DOTHAN, ALA., FAIR, WEEK OCT. 11

FOLLOWED BY THE SUMTER COUNTY FAIR, AMERICUS, GA., WEEK OCT. 18, AND MOULTRIE, GA., FAIR, WEEK OCT. 25. THEN THE NEW AND GREATER JACKSONVILLE, FLA., WHITE FAIR, WEEK NOV. 1. HELD AT THE JACKSONVILLE MOTOR SPEEDWAY PARK, AND ALL WINTER IN FLORIDA.

CONCESSIONS WILL BOOK PRIZE-EVERYTIME GAMES OF ALL KINDS, SUCH AS FISH AND DUCK POND, STRING GAME, BALL GAMES, COKE BOTTLES, PITCH-TILL-U-WIN, BALLOON DARTS, AFRICAN DIP, DERBY RACER, LIVE DUCKS, FISH BOWL, HI-STRIKER, AGE AND SCALES, GLASS PITCH, BEAR PITCH, SIX CATS AND BUCKETS IF YOU HAVE HANKY PANKS TO GO WITH THEM. PENNY ARCADE, DIRECT SALES OF ALL KINDS, AUCTION STORES AND PITCHMEN.

SPECIAL PROPOSITION FOR SIDE SHOW WITH OWN EQUIPMENT

SPECIAL PROPOSITION FOR ORGANIZED COLORED REVUE. WILL FURNISH COMPLETE OUTFIT, INCLUDING STAGE, SEATS AND TENT. YOU MUST HAVE OWN P.A. SETS.

SHOWS MONKEY, SNAKE, LITTLE HORSE, WILDLIFE, MOTORDROME, OR ANY WORTH-WHILE GRIND OR BALLY SHOWS WITH OWN EQUIPMENT.

RIDES WILL BOOK FLY-O-PLANE, SPITFIRE, ROCK-O-PLANE OR ANY NON-CONFLICTING MAJOR OR KID RIDES.

HELP CAN ALWAYS PLACE FIRST-CLASS, EXPERIENCED RIDE HELP.

Address: C. C. GROSCURTH, Mgr., Childersburg, Ala., this week
THEN PER ROUTE.

WANT FOR BEN HILL COUNTY FAIR, FITZGERALD, GA., AND SUWANNEE COUNTY FAIR, LIVE OAK, FLA. FAIRS TILL NOV. 13

CONCESSIONS—Prize Everytime Concessions of all kinds. Good opening for Age and Scales, Jewelry and Diggers. V. L. Collier wants Agent for Count Store, also P.C. Agents. SHOWS—Side Show, Drome, any Show not conflicting with own equipment. RIDES—Live Pony, Dipper, Rock-o-Plane. HELP—Second Men for all Rides who drive semis. All replies

J. L. KEEF
CARE WESTERN UNION, THOMSON, GA.

WHEELS

ALL SIZES—ALL NUMBERS

CARDINAL PRODUCTS CO.

Les Berger
49 West 27th Street
New York 1, N. Y.
MU 6-8268

WILSON COUNTY FAIR

Wilson, N. C., Oct. 11-16

RIDES — Can place Caterpillar, Rocket, Flyoplane, Rockoplane and Rolloplane.

SHOWS — Monkey Show, Unborn, War Show, Snake Show, Monkey Drome, Fun House and Glass House.

CONCESSIONS — Hanky Panks of all kinds, all Eats and Drinks open, Water Games, Photos.

CAN PLACE Ride Help of all kinds who drive semis. Contact **JOHNNY J. DENTON**, Gold Medal Shows, Fairgrounds, Petersburg, Va.

SOUTHERN STATES SHOWS

Want for balance of season, a few non-conflicting Stock Concessions. Good opening for Bingo. Want Free Act to join next week account of disappointment. Can use Ride Men who can and will drive trucks. If you drink, stay where you are. All answers to

JOHN B. DAVIS, Mgr.
SOUTHERN STATES SHOWS
Crestview, Fla., this week; Arlington, Ga., next week; then Donalsonville, Ga.
P.S.: Giddle Man, contact V. M. Peach, care this show.

PARAKEETS

- Priced for Concessions. Live delivery.
- Perfect birds guaranteed.
- Orders by air day received. Write or wire for latest price list.

BLUE RIBBON PARAKEET FARM, Dept. 5

2814 Adams St., Hollywood, Fla. Ph: 7-7412

MIGHTY PAGE SHOW

Want for Ahsokie, N. C., Colored fair, Oct. 11 to 16; followed by Tarboro, N. C., Fair; Oxford, N. C., Fair; Conway, S. C., Fair; Warsaw, N. C., Armistice Celebration; Jacksonville, Fla., Colored Fair, and Albany, Ga., Nov. 30 to Dec. 10. One Air Base and Marine pay day. These are all outstanding dates and well sponsored and promoted. CONCESSIONS: Eating and Drinking Stands, Water Games of all kinds, Six Cats, Short Range and all kinds of Hankies. Will sell X on Novelties and Hats and Glass Pitch. SHOWS: Motordrome, Wildlife, Wax, one Colored Girl Show. Want Colored Performers and Chorus Girls for Minstrel Show. Side Show Acts of all kinds. Strong Annex Attraction. RIDE HELP who drive; Foremen for Chairplane, Tilt and Dipper; top salaries. All replies to

W. O. (BILL) PAGE, Mebane, N. C., Fair Grounds, Oct. 4 to 9.
P.S.: Now booking for Jacksonville, Fla., Colored Fair, Nov. 18 to 27.

WANTED FOR VANCE COUNTY COLORED FAIR

Henderson, N. C., Week Oct. 11; Tidewater Colored Fair, Suffolk Va., week Oct. 18. Ball Games, Pitch-Till-You-Win, Grab, Penny Pitch, Hoop-La, Fish Pond, Duck Pond, Snow Cones, Candy Floss, Glass Pitch, Six Cats, Age and Scales, Photos, Cork Gallery, Monkey Show, Snake Show, Colored Girl Show, General Ride Help, Truck and Tractor Drivers. All replies

GEORGE CLYDE SMITH SHOWS
Pittsboro, N. C., this week; Henderson, N. C., next week.

FOR SALE

1 Mangels Kiddie Whip, perfect condition, \$1,100.00; 1 Mangels Kiddie Merry-Go-Round, completely renovated, two years old, 20' dia., 16 Jumpers 2 abreast, \$2,500.00; Kid Cars, \$115.00; Rockets, \$40.00 each—\$450.00 doz.

ESTEE AMUSEMENTS

137 Atlantic Ave. Manasquan, N. J.

WANTED

For the following Fairs: Candler Co. Fair, Metter, Ga., Oct. 11-16; Atkinson Co. Fair, Pearson, Ga., Oct. 18-23; Putaski Co. Fair, Hawkinsville, Ga., Oct. 25-30; Thomas Co. Fair, Thomasville, Ga., Nov. 1-6; Putnam Co. Fair, Palatka, Fla., Nov. 9-13. Hanky Panks of all kinds, Novelties, Age and Weight, Name on Hats. On account of disappointment can use Bingo. Can place Foremen and Second Men on all Rides; must drive semi. All address:

LEO LANE SHOWS

MILLEN, GA.

GROVES GREATER SHOWS

WANT FOR 4-H CLUB FAIR AND RODEO, PITKIN, LA., OCT. 4-9;
SABINE PARISH FAIR, MANY, LA., OCT. 11-16.

CONCESSIONS—Short Range, Long Range, Hoop-La, Watch-La, Clothes-Pin-Pitch, Ball Games, Dart Games, Frozen Custard, Scales, Novelties, Fat Show, Wildlife, Monkey Show, Midgets, Snakes, Ten-In-One. All replies

MRS. ED GROVES, as per route

ERIE DIGGERS FOR SALE

12 machines, factory built, in like-new condition, mounted on 12-ft. four-way awning concession trailer. Ready to go.

FORREST C. SWISHER

Box 125 Ph. 468 Caney, Kans.

CONEY ISLAND ROAD SHOWS

Want for 16 weeks in Cuba

Will book Dark Ride, Light Plant with wire. Want to buy Crystal Maze, Glass House, Kiddie Rides and Derby Racer. Will book Geek Show, Fat Show or any good Grind Show. Art Grotefort, contact immediately. For sale or trade, 2500 gallon glass front Water Tank for exhibitions or swimming shows.

All replies Box 1123, South Miami, Florida

GREATER DIXIELAND EXPOSITION

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Yazoo City, Miss.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Hunt Concludes Successful Trek

Good Start Makes for Firm Season; Route Covered 6 States, 3,800 Miles

FLORENCE, N. J., Oct. 2.—Hunt Bros.' Circus closed an excellent season in Harrington, Del., last Saturday (25). The last four scheduled dates were canceled following the death here of Edward Hunt, a co-owner with his father, Charles T. and his brothers Charles T. Jr. and Harry. (See story in adjoining column.)

The season was cut short by several weeks due to the hospitalization of Harry Hunt, who acts principally in the routing of the organization. Originally plans called for routing into the Carolinas but it is also possible that the season would have been cut short in any event since the tail-end dates were ordinary.

The first third of the season was very big despite considerable bad weather. A major switch in routing that took the show into up-State New York territory for the first time in some 25 years worked out all right but was reported not big for the show. Business picked up thereafter and continued mostly good.

Altho it was routed thru six

States, the show mileage totaled only 3,800 miles. The States traveled were Virginia, Maryland, Delaware, Pennsylvania, New Jersey and New York. New England was not routed for the first time in several years.

The show was fortunate in that the season ended without any serious accidents to the rolling stock. Several new pieces of equipment were added and plans call for additional new equipment to be added this winter.

A new big top with cable replacing rope has been completed by Arthur E. Campfield. The top was scheduled to be erected here so that it could be studied and the bugs, if any, worked out before next spring. This project has been delayed for the time being as has the scheduled and advertised opening of the show's training barn as an attraction beginning today.

Plane Ballys Gosh's Stand; Morris Follows

PULASKI, Tenn., Oct. 2.—Byron Gosh's All-American Indoor Circus and the Kelly-Morris Circus played under opposition conditions here recently, with All-American appearing one day ahead of Kelly-Morris. Both shows were satisfied with results, it was reported.

Gosh's organization used an airplane for special advertising. It also used school co-operation by sending a clown to classrooms, and it distributed an extra 5,000 heralds. The show had unusually good crowds, it was reported.

All-American is booked for 20 weeks with sponsors. At Decatur, Ala., Monday (27) the show packed the school auditorium. An announcement was made for King Bros., which was coming in a week later.

Kansas City Keeps R-B Running High

Draw Slackens in Some Iowa Cities; Business Generally Holds Good Level

KANSAS CITY, Oct. 2.—North Kansas City came up with two good days for Ringling Bros. and Barnum & Bailey Circus to put punch back into the gross for the past several days. While most of Iowa was good, some stands skidded slightly, and St. Joseph, Mo., also was down from what other territory has been giving the show.

At Mason City, Ia., Thursday (23), the afternoon performance drew a three-quarter house in 73-degree weather and a near-full night house while the thermometer was dropping to 55. The first section was delayed an hour in arriving.

Fort Dodge, Friday (24), had a two-thirds afternoon and three-quarters night in cloudy weather. After Sioux City came Council Bluffs, a Sunday stand, with a three-quarters afternoon and a half house at night, with temperatures in the 80's.

On Monday (27) St. Joseph had a half house in the afternoon and a three-quarters house at night. The Ringling show was three days behind a rodeo which drew a reported 23,000.

At Kansas City stormy weather threatened to scuttle the date, but business held up. On Tuesday (28) there was high wind and rain.

Afternoon turnout was fair. A quarter pole dropped but there was no damage. At night the turnout was a good three-quarters of capacity. On the second day (29) the afternoon again was fair and once more the night business was strong. The second night's crowd turned out despite a 7 p.m. rain.

Bailey-Cristiani Closing Early; Going to Florida

SHREVEPORT, La., Oct. 2.—Bailey Bros. & Cristiani Circus will go from here to Florida and winter quarters, canceling proposed later stands in Texas and elsewhere. It appeared at the Shreveport Sports' ballpark this week under Shrine auspices.

The show's advance agents and billing department were closed last week. The circus played some unscheduled stands in Louisiana while awaiting the Shreveport opening. The local Shrine stand, formerly played by Gil Gray and others, was made under a guarantee.

With the show going to quarters, it was ending an historic tour. It was the first circus in history to play Alaskan cities and appeared in Anchorage and Fairbanks in midseason.

Observers noted that the show was idle considerable time during the season, occasionally spending several days between stands. Much of the season was spent in the West. It played ballparks and stadiums and featured the Cristiani Family's acts.

Kelly-Miller's Crowds Good In Iowa Towns

NEBRASKA CITY, Neb., Oct. 2.—Late Iowa stands turned out fairly good for the Al G. Kelly & Miller Bros.' Circus.

At Atlantic on Thursday (23), business was good. Bedford, the Friday stand, however, gave only two half houses in cloudy weather. Business picked up again Saturday (25) at Shenandoah, with a near-full afternoon and three-quarters at night.

The show's Sunday (26) matinee-only was Glenwood, with a near-full house turning out. Ringling-Barnum was only 18 miles away at the time. On Monday, Kelly-Miller was in Nebraska City, and pulled a half house in the afternoon and a three-quarters house at night.

FOR KEEPS

Gainesville Ending 25-Yr. Town Circus

GAINESVILLE, Tex., Oct. 2.—A. Morton Smith, founder of the Gainesville Community Circus, confirmed here this week that there are no plans for reviving the unique show after this season.

Its final performance will be Thursday (7) at Plano, Tex. Next season the equipment will be leased out.

Principal reason for quitting the community activity, Smith said, is the increasing amount of time required to look after the show and the fact that no one in position to handle the show could spare the time. It was decided to close the show while it was at a peak.

First plans to close were made for 1951, Smith revealed, but Karl Kae Knecht, past president of the CFA, was eager to hold the 1952 CFA convention on the show, and at his urging the decision to close was reconsidered. A successful tour in 1952 prompted the circus to continue until now.

Smith was the leader in re-organizing a community theater movement into the amateur circus. This was its 25th successive season.

WARD-BELL TO USE NEW RIGGING UNIT

McReavy Joins, Harry Dann Signs; Line-Up of Personnel Taking Shape

GAINESVILLE, Tex., Oct. 2.—Acts for the 1955 Ward-Bell Circus were announced here this week, and it was revealed that a new device called Circorama will be used by the show.

Preparations for the show's first season will be quickened after a meeting of the stockholders, which has been set for October 15.

The Circorama was designed by Gus Bell and Harold Ward and built in San Francisco. It will be set up at the show's Gainesville quarters during the winter to iron out any "bugs." It is a circular device designed to accommodate all aerial rigging, lighting, sound equipment and overhead rigging changes on a single framework. It is adaptable to use with any size arena, stage, grandstand or big top, according to the designers.

Bell said that with the framework and other ideas they plan to run the show with a minimum of announcements and stalls and to blend all turns into two parts with an intermission.

Staffers Named

Vernon L. McReavy has been added to the staff as promotional director. Harry Dann will be producing clown and handle press and radio assignments.

Acts and individuals who will be with the show, according to Bell, include the Ward-Bell Flyers (9), performing their triple flying return act; LaNorma, single trapeze; Norbu, gorilla parody; Aerialocades, (8), comedy net diving turn; Hargus Troupe, teeterboard; Brutal Brothers, comedy knockabout; Norden Trio, high wire; Warbels, trampoline; Andre Fox, Liberty horses; Rudy Docky's Basketball Boxers; Paul McGehee's elephant and chimp act; and three aerial ballet numbers.

Gil Gray Big In South Texas

BROWNSVILLE, Tex., Oct. 2.—The Gil G. Gray Circus won big business at both Brownsville (24-25) and McAllen (22-23). The McAllen date was played to four capacity houses in a ball park and with Lions Club auspices. Brownsville had big turnouts with Kiwanis auspices.

Show featured Joe Horwath's act with eight lions and a tiger. It also carries six elephants, eight horses, 12 ponies, two camels, two llamas, three bears, a seal and some pigs. Horwath appeared on KGBT-TV before the Brownsville date.

In the ballet will be Betty Bell, Mildred Ward, Genevieve and Juanita Tharp, Ruva Nafus, Norma Fox, Sylvia Wint, Janice Holman, Arden Kreisch and others.

Rehearsals Scheduled

Rehearsals will begin in Gainesville about December 10, following close of the season of Polack Bros. Circus, with which several of the acts are now appearing. While Ward-Bell is in quarters, units of it will make dates. Equipment, transportation and wardrobe will be readied here.

The show will lease equipment from the Gainesville Community Circus. The 25-year-old Community Circus will end its final season when it plays Plano, Tex., Thursday (7).

Edward Hunt Dies Of Heart Attack at 42

FLORENCE, N. J., Oct. 2.—Funeral services for Edward Hunt, 42, were held at Hunt Bros.' Circus winter quarters here Thursday (30). The youngest member of the circus operating clan headed by his father, Charles T., and including his brothers Charles T. Jr., and Harry, Edward died of a heart attack on the show lot at Harrington, Del., last Saturday night (25) about midnight during teardown. The four remaining dates were canceled and the show was brought into quarters.

Besides his father and brothers, survivors include his widow, Mildred; children Diane and Charlene, and a sister, Mrs. Charlotte Lavine. Funeral services were conducted in the home of his father by Rev. O. C. Hopper of the Busleton Presbyterian Church. Interment was at Cedar Lane Cemetery, Florence Township. The funeral director was Elmer Kemp, a close family friend and show fan.

More than 100 persons were in attendance despite the fact that the news was suppressed as much as possible to keep it from Harry Hunt, a heart patient at Union Memorial Hospital, Baltimore. Harry must still undergo several weeks of treatment and he was not informed of the tragedy on doctor's advice.

Pallbearers Listed

The pallbearers, all members of the Hunt show, were Jimmie Winn, George Foster, Bobo Zoppe, Happy Spitzer, Ray Sinclair and Roy Bush.

Cole Closes, Goes to Hugo

HUGO, Okla., Oct. 2.—The George W. Cole Circus closed Wednesday (22) at Morton, Miss., and equipment was moved at once to winter quarters at Hugo. The show is owned by D. R. Miller and Herb Walters, with Walters as manager. It was formerly the Cole & Walters Circus.

At Morton, the matinee was light and the night house was full.

Honorary pallbearers were Welby Cooke, Louis Arley, Charles and Bob Stanley.

During recent weeks the concern of the Hunt family and personnel had been for Harry, who was stricken while directing the staking out of the big top in a near-hurricane wind. There had been no prior indication that Edward had heart trouble. He died within a half hour.

Edward, like his brothers, was schooled as a youth in circus tradition and activity with the emphasis on versatility. He was pro-

(Continued on page 80)

Admire's Unit Switches Title

BRAZIL, Ind., Oct. 2.—J. C. Admire, school show operator who delights in devising titles with an old-time flair, is at it again. His present Rice Bros.-Joe Mix show will soon be called the Carl Van Amburg-Joe Mix Indoor Circus.

Admire said his trek thru cotton country was bad. Schools in that territory brought four weeks of blanks, he said, with only about one-third of the youngsters popping for the show. In tobacco country, about 95 per cent bought tickets, he said. Now he is speeding the show to Michigan, where it will include the Seven Haver-camps, Joe Mix, the Samders animals, the Turleys on concessions and Admire and Max Maurer ahead. Mix is manager.

King's Georgia Business Termed 'Satisfactory'

AMERICUS, Ga., Oct. 2.—King Bros.' Circus played Georgia stands this week to business that was satisfactory but short of sensational.

Co-Owners Arnold Maley and Floyd King said that most afternoon houses were about 60 per cent of capacity while night houses were up to 90 per cent. Weather was hot.

In Charleston, S. C., Friday (24), the show drew three-quarters and full houses under Lions' auspices. Parade crowd was large. King was

a week behind Polack Bros.

Savannah, Ga., on Saturday (25), had half and three-quarters houses. Optimists Club was the sponsor and it bucked some polio. Parade crowd was large.

At Jacksonville, Fla., Monday (27), and Waycross, Ga. (28), King worked against Ringling-Barnum's early ads for November dates. Douglas on Wednesday had a stronger than average afternoon and at night the top was near-full despite a 7 p.m. rain. Cordele (30) brought more half and three-quarter business.

UNDER THE MARQUEE

By TOM PARKINSON

Lee Stath reports that his Flying Marilees have been on a tight schedule. They closed in Kansas recently and made a fast trip to Mississippi to play two fairs. While there they renewed acquaintances with the G. A. Gentsch personnel. After a Missouri date the group will return to Mississippi for eight more weeks of fairs.

Seen cutting up jackpots in Mobile, Ala., recently were George Cutshaw, of the Ringling-Barnum Show; Bennie Fowler, King Bros. Circus; William B. Naylor, Polack Bros. Circus; Jimmy Rose, thrill show promoter; Mike Dressen, former circus agent, and Walter B. Fox, now in the advertising business in Mobile. Polack's Eastern Unit opened September 27 for its fourth annual show in Mobile.

Cirque Medrano in Paris is offering Rob Murray, comic juggling; Homer and Hal, acro-comics; clowns Pipo and Dario, Mylos and Charley, Simo and Company, Boulicot and Loria. Maurice Houcke presents a group of Circus Krone liberty horses and Karl Philadelphia works high school horses. Only aerial act is Mireilly, trapeze. Medrano ground acts are the Two Cantors, perch; Carlos Troupe teeterboard; Two Borellys, roller skating; Two Peters, posing; Aristones, acrobats, and Serge, cyclist.

Circus Belli in Copenhagen's Tivoli has the Five Marchittas, bike act; Three Biancas, aerialists; Ria and Romes, rotating perch; Two Sheltons, roller skating; Ussim with Schumann horses and ponies; Sabine Rancy, high school riding; Danny Renz, jockey riding; Per and Paul, head-to-head; Truxa and partner, telepathy; and comics Speedy Larking and Lulu and Tonio.

Victor Palmer, billposter from Gettysburg, Pa., is handling advertising on Richards Bros. Circus. . . . Mr. and Mrs. Bob Capell motored to Little Rock from Walnut Ridge, Ark., to enter their daughter, Terry Gene, in St. Mary's School there. Capell is one of the owners of the Edgar Buck Circus.

Shan Wilcox, carnival owner, and Walter H. Woods visited A. E. Maley, co-owner of King Bros., at Douglas, Ga. . . . The Loyal-Repensky Family, bareback riding, stopped over to visit King Bros. Circus while they were en route to Florida after closing their engagement with Hunt Bros. Circus. After Hagen Bros. closed and moved to Edmond, Okla., quarters,

Superintendent Enoch Bradford and Side Show Manager Ray Brison went to Enid, Okla., where they visited Charles G. Cox Jr. on the Clyde Beatty Circus.

Joane Letty, who has been with the Alberto Zoppe riding act and the Hamid-Morton aerial ballet, and William Valentine, son of Bill Valentine of the Flying LaVals, were married at the bride's home recently.

Harriet Guilfoyle visited Dolly Jacobs and Hazel King on the Gil Gray Circus and reports her husband, Chubby Guilfoyle, veteran animal trainer, is confined to his bed in Brownsville, Tex.

Tige Hale, who is booking a show which will include Will H. Hill's acts, visited Beers-Barnes Circus at Port St. Joe, Fla., recently and visited with Slim Biggerstaff as well as members of the Beers and Barnes families. He said Hill will play a drive-in at Panama City for two weeks and their new unit will open November 1.

Gil Gray looked over McAllen, Tex., as a possible winter quarters site this week. His show played there earlier, and has been wintering at Gainesville, Tex. It has been invited to San Angelo, Tex., too, it was reported.

The Kriel family caught the Big One, Kelly & Morris Circus, the Schaffner rep show and Bisbee's Comedians recently.

The Eddys and Miss Helaine are still working fairs for the Boyle Woolfolk Agency and have just completed eight weeks with the Ken Griffin Revue.

The Five Amandis, springboard, are winding up a summer of Hamid bookings and on November 20 will head for Scotland where they play 17 weeks in Glasgow, then 30 weeks at Blackpool Tower Circus, England. They have been booked for eight months in 1956 with Circus Knie, Switzerland, according to Gunnar Amandis, manager. Accompanying them will be the former Ella Anson who married Finn Amandis September 25.

When the Clyde Beatty Circus played Norfolk, Neb., the Clyde Beattys drove down to Stanton and were dinner guests of the Rink Wrights. The Hannefords were breakfast guests. Wright is producer of the Omaha Shrine Circus.

R. M. Harvey caught the Ringling show at Des Moines and Fort Dodge, Ia., and Kelly-Miller at Carroll, Ia. He advises that R. O. (Dick) Scatterday, Kelly-Miller national ad rep, is with the show and getting along well following an illness. An assistant, Bill English, handles the local banner work.

James Harrington soon will close his monkey drome and head back

to Puerto Rico to prepare for opening Jerome Wilson's Circo Americano. Jose Compo, who has been with the drome, and Mell Henry, who has been wintering in New Orleans, will go back to Puerto Rico, also. . . . Joe and Thelma Fleming, Trenton, Neb., caught the Beatty show at McCook and renewed acquaintance with Jimmie Hamiter, who is getting along well following an early-season accident. . . . Betty Kirk, of the Ringling show, tells of receiving many gifts at a baby shower. Her husband, Johnny, is whip artist with the show.

Bert and Corinne Dearo will be with Gem City Shows, where she will do her aerial act, for the week at Albany, Ga. . . . Making the Central Washington Fair, thru September 26, were the Great Cepler Troupe, high wire; Boy Foy Duo, juggling; Roby and Dell, aerial; and Dick Berg, seals. After the date, the Ceplers returned to San Antonio. . . . Karl Hanks, formerly with Ringling, was with the Hymes Concessions at the Hagerstown, Md., fair.

Ray Goody did announcing on Mills Bros. late in the season. Visiting the shows around Washington were Dr. and Mrs. William Mann, the Melvin Hildreth family, the James Keegans, Vin Carey and Claire and Tony Conway.

Mr. and Mrs. Pat Kelly, of the Kelly-Morris Circus, recently took their two grandchildren, Jo Bernie and Billy Morris, to Daytona Beach, Fla., where they are attending the St. Paul School. At the show's recent stand at Roaring Spring, Pa., the show's Plymouth station wagon and sound car was stolen from the lot.

Dalton Walker's Flying Sweethearts, Gainesville Community Circus act, was a free act with the Houston County Free Fair at Crockett, Texas (1-2). . . . Alde-maro Catarzi Centesimo, one-time member of the Picchiani Troupe, is working a teeterboard act with his two dogs, Ballerina and Fifi Baghonghi on King Bros. . . . Glen J. James and his son, Jon J. James, visited Ringling-Barnum at Cedar Rapids, as guests of Noyelles Burkhardt and Ed F. Kelley. . . . CFA Carl Wright authored a newspaper feature about Ringling's appearance in Mason City, Ia.

The Hanneford brothers won three-fourths of the events and Kay Hanneford was second in a 50-yard dash when the Beatty show personnel held a field day at Concordia, Kan., reports Eben Adams. . . . Don Marcks visited with Wentworth Miniature Circus in Oregon and the Wallace Swiss Bell Ringers in Ellensburg, Wash.

From Siebrand Bros., Joe Hodges Hodgini writes that the Eriksons exchanged visits with the Johnny Gibson Troupe. . . . the Zacchimis with their flying act and

cannon act were added to the regular Siebrand unit. . . . the show's circus unit alone played two days in Salt Lake City for good business. . . . Birthdays were observed by Joe Hodges and Danita Roche. . . . Wedding anniversaries were observed by the Harry Clarks and by Tom and Betty Hodgini. . . . Bones Hartzell and Popo clowning at Salt Lake. . . . Agent John Billsbury was on hand at the Salt Lake stand.

Charles and Peggy Kline, clowns, visited with Harry Shell, steam calliope, at the Memphis fair for the first time since they were together on Christy Bros. Circus in 1924. . . . Clown Kenneth Waite closed in Virginia after producing and directing 14 spots.

CFAs Wallace Ahlberg, St. Paul; Paul Bowers, Martinsburg, W. Va.; and John and Don Hartwig, Owatonna, Minn., caught Ringling at Eau Claire, Wis. . . . Bill Green, former circus press agent who now is with "Cinerama" is recuperating from surgery in Detroit. . . . Jack and Gladys Smuckler, are changing their routine as the "Original Michigan Rubes" to a clowning number in which their 21-month-old son, Dwight, takes part with costumes and make-up.

Art Concello visited the Ringling show at Kansas City, where other visitors included Madeline Parks, who is also visiting zoos in St. Louis and Chicago; Vicky Bakken, former Ringling girl now in

William Garden, Circus Owner, Dies in Canada

TORONTO, Oct. 2.—William Adam Garden, 61, owner of Garden Bros. Circus, died at his home here. Funeral services were conducted in Toronto. His circus has toured Canadian arenas for several years and recently completed a tour of Eastern Canada. His widow arrived in Scotland the day after his death and she flew back for the funeral. He was a native of Scotland and with his wife had a song and dance act in vaude, playing the U. S. and Canada.

Later he entered the booking business and this developed into Garden Bros. Circus. He was a member of the Showmen's League of America and Shrine. Surviving are his widow and five children, William, Ian, George, Richard and Norma.

Ringling Finance Expert Turns To Study of Routing Methods

CHICAGO, Oct. 2.—William Conant, director of finance for Ringling Bros. and Barnum & Bailey Circus was in Chicago early this week to continue his study of circus routing methods. He conferred with F. A. Boudinot, general agent. The study is part of his look into all circus business methods.

At midweek he flew to New York on his way south to join the No. 1 advertising car, where he expects to spend time with billposters and lithographers. Conant tramped earlier with the contracting agents and 24-hour men.

The finance and business authority, who said that the term "efficiency expert" covers only part of his work with Ringling, joined the show last winter and has spent much time with it since. He also has been back to Sarasota several times and figures he has driven 16,000 miles and flown

35,000 more miles during the season.

Conant said his task is to increase income and reduce outgo for the circus. This season he is devoting largely to study of the show and to learning show business methods.

"I've definitely got my fingers on something," he said, "but what that is I don't care to divulge."

He said part of his recommendations are in and more are to come. A crew from the Remington Rand Company recently completed work at Sarasota, which Conant described as a study to verify his principles.

He said that some changes have been made already in the circus's internal accounting system so that officials can get current operating figures. He said that in the past it was necessary to wait until winter for current figures and so the

(Continued on page 80)

Hollywood, and Dr. H. I. Conley, CFA past-president. . . . CFA Hans Dulle, Jefferson City, Mo., caught the Beatty show, visited Charles G. Cox Jr. and Sam Alexander, and stayed with the show for a week's tour of Nebraska.

Howard Ingram, former circus and carnival owner, now is property man with the "Gentlemen Prefer Blondes" company. . . . Beatrice Dante will make the Trenton, N. J., police show October 17 for the Hamid office. . . . The Fort Dodge (Ia.) Messenger and Chronicle carried a page of Ringling pictures and, in a column, G. W. Treman's recollections of a time Gollmar and Campbell circuses played there day and date and a lion escaped.

Playing the International Pet Fair, Chicago, were the Tom Packs Elephants, Billie Watkins Dogs, the Acro-Cubans and Costine's Chimps. . . . Members of the Dan Castello Tent, CFA, Racine, Wis., met Thursday (30), with Beloit members visiting. . . . Frank Cain played the Maroa, Ill., centennial along with the Gold Dust Twins, Ricky and Rooney, Prairie Pioneers, the Adearos, Matt and Tuck, Jim Pearlman, Billy Romero, Valentine Sisters, Ed Courtney, the Wells Trio and Montes de Orca.

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UPC, tickets and program advertising. You have to be good. No collect calls, please. Bill Simson and Mary, call me.
BOB ADAMS
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PHONEMEN
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MORE PHONEMEN AND 2 PROMOTERS capable handling committees, tickets only, no advertising. Canada towns all set, ready to work. Contact
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Kirby Hotel, Branford, Ontario, Canada, or come up, go to work; 21 Shrine dates till Christmas.

Advertising Telephone Salesmen
Political deal starting. Veterans' Xmas deal to follow. Sober, reliable men only. Call
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CIRCUSIANA PHOTOS
For Sale—More than one thousand 5x7 Photos of excellent quality of circus subjects of the past and present—a wide coverage showing parades, ornamental wagons, clowns, acts, owners, banner lines, etc. Twelve photos for two dollars, fifty different for five dollars. Complete descriptive lists with each order.
BERNARD KOBEL
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P.S.: Doc LeRoy, Johnny Blatt, Barney Spear, contact me.

AOW Hack'sack Back in Chain; Opened Sept. 9

ELIZABETH, N. J., Oct. 2.—After a lapse of three years, during which time it was leased to the government for storage use in the Korean War effort, Hackensack (N. J.) Arena, of the America on Wheels chain of rinks, the country's largest, went back in operation as a rollery September 9, the lease having terminated August 1, it was announced recently by William Schmitz, general manager, at AOW headquarters here.

At the time of its opening in 1946, the Hackensack skater was considered a showplace of the roller skating world. It was the first of the large postwar rinks to open and it featured a plastic floor, something of an innovation at the time. Its decor, interior and exterior, was described as strikingly beautiful. Besides being air-conditioned, its luxurious lounge was considered the last word in such features.

Returning as manager of the spot was Joseph Schneider, who piloted AOW's Paterson (N. J.) Arena for the past three years. The new manager at Paterson is William Lawless.

Death Claims Earl Reynolds, Noted Skater

RENSSELAER, Ind., Oct. 2.—Earl Reynolds, an ice skater who in the late 1890's won seven world titles for sprints up to a mile, died here Friday (1). He was 85 years old.

After he had become an ice skating celebrity, Reynolds went on the stage, changed to roller skates and appeared on Broadway with Lillian Russell and Anna Held. He married a stage celebrity, Nellie Donnegan, who died in 1945.

Hartf'd Palace Has Gala Debut

HARTFORD, Conn., Oct. 2.—Hartford Skating Palace, operated by Harry Neckes and Irving Richland, held its gala fall opening jamboree Friday night (24), with skating exhibitions highlighting the activities.

Public skating was scheduled from 7:30 to midnight, with souvenirs for patrons. Exhibition participants included Edgar Watrous, U. S. intermediate singles champion; Sandra Polansky, Northeast regional girls' singles champion, and Roberta Cuvelier and Ken Doody, novice dance champions. The rink has resumed its fall schedule, with skating daily from 2 to 5 p.m., and 7:30 to 11:30 p.m.

Bargain Night Policy Instituted at Mid-City

NORWALK, Conn., Oct. 2.—Albert E. Corey, manager of Mid-City Roller Rink here, has put a Monday bargain night policy into effect, with 40 cents admission charge for all patrons.

Rink is operating from 7:30 to 11 p.m., Wednesdays, Fridays, Saturdays and Sundays, with 2 to 5 p.m. matinees on Saturdays and Sundays.

Browne Back At W. Farnam

OMAHA, Oct. 2. — Jack L. Browne has returned to West Farnam Roller Rink here as temporary professional after a 16-month absence.

Browne is mapping an intensive promotional campaign for the rink, embracing March of Dimes and cancer fund drives, an annual show at the rink and skit presentations on the holidays, along with competitive skating.

Browne, who formerly appeared with a professional group known as the Big Three, reports a slump in rink skating in the Midwest, but activity good on the West Coast and in Texas.

Astor Opens; Gullo Is Pro

HARTFORD, Conn., Oct. 2.—Mr. and Mrs. Allen Sytkiewicz resumed operation of Astor Skating Rink, East Hartford, Thursday (30), featuring exhibitions by numerous champions.

Rink instructor is Peter Gullo, former champion amateur figure, dance and free-style skaters. Gullo holds 72 medals.

Souvenirs were distributed to patrons on opening night. Nightly schedule is 8 p.m., to midnight. The rink has been enlarged, with maple flooring installed.

Name Richland to Testimonial Group

HARTFORD, Conn., Oct. 2.—Irving S. Richland, co-manager of the Hartford Skating Palace, has been named to the arrangements committee for the Lou Cohen testimonial dinner at the Hartford Statler Hotel on October 4.

Cohen, manager of Loew's Poli Theater, and Mrs. Cohen will be honored on their 35th wedding anniversary at the testimonial. Occasion will also mark Cohen's 35th year in show business.

Ringling Expert

• Continued from page 79

show would be using year-old information usually.

Conant said that he is studying business statistical material along with the show's records of past years. As a result he has come to the conclusion that the amount of business the show will do in a given town can be forecast. Using his tentative plan, he said, Conant has estimated in advance how much the show would gross in two two-week periods and that he came to within 3 per cent of the actual totals.

He said that so far as he had learned no one had given this type of thought to circus business before. He said it was anticipated that with a forecast of business conditions the show would be able to determine during a winter how much it would gross in the next summer. Consequently, he said, it would know how much investment to budget in putting out the show for that year and how big a show to field. He also envisioned a formula or a series of tests by which towns might be chosen.

Conant said his opinion is that circus methods of doing things often are steeped in tradition and that in some fields the circus may not have kept abreast of developments. He said that the current study might uncover new ways for staffers to do their work.

Edward Hunt

• Continued from page 78

ficient in virtually every phase of circus operation, from getting the big top up and down to performing as a bandsman and center ring attraction. He was an accomplished balancing artist and animal handler.

Tragic Climax

Edward's death brought a tragic climax to a season that was one of the best ever experienced by Hunt Bros. He was a familiar figure around the show thruout his life, being away from it only for service in the Army in the last war.

One of the light circus trucks had to be pressed into service to supplement the standard carrier in handling the numerous floral contributions.

Crowded Areas

• Continued from page 72

all in addition are on heavily traveled boulevards.

The majority of kiddie operations in the metropolitan area, however, do not have the advantages of these parks, and have benefited more from expanding their kiddie facilities rather than attempting to cultivate an adult audience.

ROADSHOW REP

THE BROOKS Stock Company closed a successful season September 7, Mrs. Maude Tomlin Brooks, owner-operator, reporting that practically every member of the cast left with other engagements in view. Before closing Al Augler, general manager of the show, gave the company a party, and the following night another one was given the cast by Mrs. Brooks as a token of appreciation for their efforts in making the company's 43d season a success. Company members included the Dancing Armonds (Bill and Marigold), Orville Dietrich, Mary Lou Dietrich, Augler, Wendell Poe, Don Weage, John and Sue Ketchum, Grady Bell, Bessie Ganes, Paul and Joan Liebig, Michael Buckley and Mrs. Brooks. The August 15 edition of the Debuque (Ia.) Telegraph-Herald carried a feature article on the show, accompanied by two pictures. One showed members of the cast preparing for a rehearsal. The other pictured Mrs. Brooks and Augler. . . . Billy Terrell and Babe Scott, former rep folks, who are now located in Roseland, La., plan on opening another theater in that area after the first of the year. The new house will be 18 miles from Roseland. Plans for their park also are progressing, all equipment with the exception of some kiddie rides having been purchased. They report receipt of many letters from friends wishing them good luck in their park venture. Terrell recently purchased a new Buick. Miss Scott recently returned from a plane trip to Chicago where she went to inspect park and theater equipment. . . . Dr. Leslie Harris, old-time performer, has arranged with a national concern to sponsor his solo lecture and merchant-sponsored show. He plans a move from Brattleboro, Vt., west. For years Dr. Harris has done a diet and food lecture show. He expects to make it coast to coast. . . . From Alexandria, La., M. N. (Buster) Geiger writes that he will place a few amateur shows in that area and also around his home town of Tallahassee, Fla., if things look anywhere near normal. "I have not met a show and only two strollers in the past two months," said Geiger. . . . The Hallans, man and wife team, have been doing some outdoor dates in South Dakota to fair business in recent weeks while waiting to take on schools. They carry a wax show in addition to their regular flesh show.

ing. Mr. Schaffner takes the human events, the plain people understand best, as the theme of his plays. . . . His plots are something you can put your mind on and not have to grope for answers in a philosophical fog that sometimes defies common sense and normal living. . . . Good always triumphs in the Schaffner plays. . . . The American people are decent and clean minded and I think our success over the years indicates they will support clean plays and decent entertainment," Schaffner states. . . . Their success and the quality of their enterprise impressed the Ford Foundation. So this great organization came to Missouri this year and with a top moving camera crew and a group of writers headed by Russell Lynes, managing editor of Harper's Magazine, and filmed a 45-minute presentation of 'Toby and Susie.' Part of the filming was done in Shelbina and part in La-Plato."

DRIVIN' 'ROUND THE DRIVE-INS

JACK VEEREN has been named new manager of the Belknap Drive-In Theater, Fort Worth. . . . A new wide screen has been installed at the Texan Drive-In, Pecos, Tex., according to Carl Freeman. . . . A. M. Gaines is owner and operator of the newly opened Texan Drive-In Theater, Beville, Tex. . . . Leon Glasscock, head of the Glasscock Theater Circuit, has announced that Cinema-Scope is being installed in his seven theaters and two drive-ins that comprise the circuit. Drive-ins include the Mathis Drive-In, Mathis, Tex., and the Trail Drive-In at Pleasanton, Tex. . . . A severe rain and windstorm damaged the Twilight Drive-In owned by Lynn Smith, Gonzales, Tex. The wind blew down the screen which probably will not be placed back into operation until next spring.

SCREEN towers of new drive-in theaters in Saskatchewan must be designed by a registered engineer and must be built to withstand wind velocity of 25 pounds pressure per square foot, according to a recently announced ruling under the Theaters and Cinematographs Act. All new drive-ins must also provide individual speakers for each vehicle and a suitable fence must be provided to prevent spread of paper and other refuse to adjacent properties. . . . Fifth drive-in theater in the Calgary, Alta., district is the newly opened Lake Shore, with accommodation for 500 cars. Operators is Paul Hanson. . . . The Virginia Corporation Commission has granted a charter to Scotty's Drive-In, Inc., Norfolk County, with maximum capital of \$25,000. Organization is headed by Scotty Self, Arthur G. Loudon and Alvin G. Curen. . . . W. D. Campbell has sold the Albion (Mich.) Drive-In to the Bohm Theater Company, headed by Albert Bohm, with Jack Ryser in charge buying and booking of film for the house.

STATEMENT REQUIRED by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233), showing the Ownership, Management and Circulation of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1954.

1. The names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio. Editor, R. S. Littleford Jr., New York, N. Y. Managing Editor, R. S. Littleford Jr., New York, N. Y. Business Managers, E. W. Evans, Cincinnati, Ohio; W. D. Littleford, New York, N. Y. 2. The owners are: The Billboard Publishing Company, 2160 Patterson St., Cincinnati, Ohio; Mrs. Marjorie D. Littleford, Ft. Thomas, Ky.; R. S. Littleford Sr., Trustee, Ft. Thomas, Ky.; R. S. Littleford Jr., New York, N. Y.; W. D. Littleford, Manhasset, L. I., N. Y.; Jane L. Stegeman, Ft. Thomas, Ky.; Mariana W. Littleford, Manhasset, L. I., N. Y.; Marjorie L. Ross, Ft. Thomas, Ky.; L. M. McHenry, Ft. Thomas, Ky. 3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. 5. The average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 59,122.

E. W. EVANS, Business Manager.
Sworn to and subscribed before me this 27th day of September, 1954.
(Seal) LAWRENCE W. GATTO,
Notary Public, Hamilton County, Ohio.
(My Commission expires July 15, 1956)

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MERCHANDISE TOPICS

Write The Billboard's 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.

R. Miller Company, Warren, O., is bringing out a resurrection plant, native to the Texas-Mexico border. The plant can lie dormant for long periods. When it comes in contact with water, it opens in 24 hours as a beautiful green fern-like plant. Retail price is 25 cents. Quantity costs are given as \$12.50 for 50 and \$25 for 100, each in a bag. If full price is remitted, the firm will pay delivery charges, otherwise 25 cents must accompany c.o.d. orders. The firm has also introduced a battery reviver, consisting of three small envelopes filled with a formula chemical. When a battery is weak, the contents of an envelope is placed in each of the cells and the battery will function again. The firm guarantees that the finest battery will not be harmed by the chemical. It also stop corrosion. Price of one packet containing three envelopes is \$1.

Sterling Jewelers, Columbus, O., a leading merchandiser of low-priced jewelry, is promoting three holiday items. Two of them are necklace, earring and bracelet sets with miniature loving cup. They come in attractive gift box with satin and gold interior. The manufacturer says they are rhodium plated, hand-pronged rhinestone items, American made, and not to be compared with cheap imports. They are priced at \$4 each and \$45 a dozen. The third item is a hand-pronged rhinestone expansion bracelet. Three rows of rhinestones are set in the bracelet like a crown in a mirrored jewel box, says the firm. Each box comes with a \$19.95 price tag and attractive label stating that the article has a genuine rhodium finish. The bracelets are \$2 each in lots of six and \$21 a dozen.

If you would like to go into business without having any investment or inventory, you should write to General Wholesalers, San Francisco. It will provide you with your own private name catalog and an inventory of nationally advertised brands. Stock includes appliances, housewares, radios, watches, jewelry, clocks, silverware, pens, lighters, cutlery, premiums and toys. A 2-cent postcard will get you a confidential price list, free catalog and complete details. Concessionaires, demonstrators and pitchmen who have not yet

seem the midget Bible offered by Johnson Smith Company, Detroit, should send for a sample. This is a new miniature edition which has the Last Supper, crucifixion pictures, Lord's Prayer and over 200 pages. It is the size of a postage stamp, yet clearly printed with every word legible, and has black gold printed cover. It is priced at 90 cents a dozen to dealers and \$4.70 for 100. Jobbers and quantity buyers should ask him for special prices. This company also stocks 1,000 other novelties and will send a catalog on request.

Kipp Brothers, wholesale distributor of Indianapolis, is enjoying strong response to its offer of an imported German 8-inch hunting knife. The knife has a brilliant nickle-plated steel blade and assorted bone, stag and rosewood handles. Each comes in a leather sheath with snap clasp. Kipp is selling a dozen for \$4, a gross for \$45 and a carton of 30 dozen for \$108. The firm requests postage with order and 25 per cent with c.o.d.'s.

Allison's of Brooklyn has announced a toy-filled Christmas stocking priced to retail at 39 cents and designed for low-cost Christmas spending. Contained in a two-color lithographed double cellophane bag 14 inches high are books, toys and puzzles. The firm also makes a full line of toy-filled net Christmas stockings designed for the premium and carnival trade.

Latest item introduced by Southern Toy & Novelty Corporation, Memphis, is the toy Bike Put-Put, a 79-cent retailer. The device is attached to one of the fork prongs which hold the front wheel. It protrudes between the wheel spokes and gives a put-put sound when the bike is in motion. Customary discounts are available to retail stores and wholesalers.

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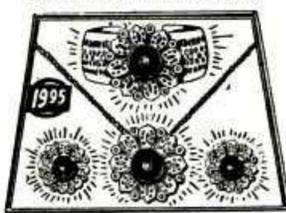
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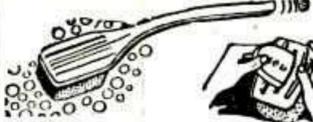


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PIPES FOR PITCHMEN

By BILL BAKER

HENRY H. VARNER... the Akron Marco Polo, took in the Canton and Wooster, O., fairs recently, and noticed some worker selling intensifiers by the hundreds. According to Henry, it's a pretty tricky gadget to have around to help start balky cars on frosty days.

JACK (BOTTLES) STOVER... postals from Moorefield, W. Va., that he, Eddie Brownfield and Sen. C. V. Ralston got pretty financially fat at the Tri-County Fair, Petersburg, W. Va. He further reports that, in view of this geedus windfall, they are staying on for the all-street shindigs in Parsons, Kingwood and Elkins.

changed and are not what they used to be in the good old days when I was tossing the pitches in Los Angeles. My castle was on Main St. but now the old place has crumbled, Main St. is a ghost town. They are tearing down the buildings and making a thousand and one parking lots. In addition to this, the State of California has put the whammy on med men—that is if you happen to be an American. However, a Chinaman can open a Chinese herb parlor and sell Sen Sen to an American which grows here in America. I operated in Los Angeles for over 20 years and never had a beef. Gypsy Dan and I were the last

MANY PITCH PEOPLE... including Henry Varner, would like to know why we haven't heard from Bob Posey, of auction fame; Al Werneberg, the costume jewelry merchant, last seen prowling around New Orleans; Elizabeth Welch, of Lexington, Ky.; Speedy Hascal and Ton Morgan.

THE LAST REPORT... that we had from Happy Heller spotted him pushing Chem-O-Cel sponge at the Michigan State Fair, Detroit. While the take from the sponge was pretty good, Happy still thinks that the real moola is in eucalyptus oil. As a matter of fact, the happy one is so sold on the stuff that he is thinking of putting a trailer together this winter and making the fairs with it next year.

PROF. A. J. HOWE... scribbles this bit of jocular jabbering from Clarksdale, Miss. "Have covered both sides of the little dried up stream. Failed to see any high powers carrying suitcases for their b.r. Personally, I'm using my watch pocket (after hooking my watch) for season's gross. Instead of spending the winter in Florida motels, using lightning bugs for heating units, I'll probably rent a piano box for living quarters."

"HELLO EVERYBODY... the old and the young," is the greeting we get from Little Chief White Eagle, veteran med man from his wigwam in Los Angeles. "I just thought I would drop a line as I am getting lonesome. I read Pipes every week but it seems that I don't hear from any of the old gang. I know times have

Rain Cuts Eastern States Gate

Continued from page 70

separate rodeo units to assure plenty of action thruout the performances. The presentation gained from its being opened at every performance with the marching and playing of the Band of Irish Guards, imported from England.

Rodeo houses were nearly full thruout the week and there were standing-room crowds on Friday and Saturday (24-25). The Saturday night demand was so heavy that an extra show was run at 10:30 to take care of the turnaway crowds.

Midway units did especially well, with "Dancing Waters," presented here under canvas for the first time last year, holding up very well. A second feature, new this year and appearing under canvas for the first time, was the "Hayloft Jamboree," a WCOP-TV feature from Boston staged by Aubrey L. Mayhew. It worked for 50 cents and 25 cents.

On the midway the earnings of the King Reid units were somewhat curtailed but luckily got in a big kids' day, when roughly 40,000 of the day's turnout consisted of moppets. The rain spared the working hours.

Auto Cards Popular
 Nunis lost two days of racing but attendance on the other days was reported good. He was in for six days of scheduled auto events—stocks, midgets and big cars. The big-car washout which resulted in refunds eliminated the week's biggest grandstand crowd. It appeared likely, tho, that the heavy track program would prove a winning formula for the grandstand, and Reynolds said he expected the races to grow in popularity as the public became more familiar with them.

As usual, space at the event was at a premium with most locations contracted for well in advance of the opening.

The Berkshire Trout Farm tank, booked in by Bill Shilling of New York, was crowded for long stretches during the week. A 50-cent fee enabled customers to try 10 minutes at the stocked tank. It accounted for an estimated 50,

Atlanta Preem

Continued from page 70

from next Monday thru Thursday (4-7) at 50 cents and a quarter.

Kochman gave his first show last night, and is scheduled for two more tonight and two more tomorrow, with the same policy set for the closing weekend. Also on the entertainment list are nightly fireworks and the O. C. Buck-Model Shows' midway. Kochman's opener last night followed a free Third Army show. Colored stock races were held Thursday night.

A free Shetland pony is offered on each children's day, based on stubs of the school tickets. Yesterday was State and county (other than Fulton) school day, and next Friday will be Atlanta and Fulton County day. Other kids' day activities set are freckles, milk drinking and pie eating contests.

A preview of the fair was held Wednesday with civic and other dignitaries being shown the grounds.

two on the Coast. Now Dan is dead and I am the last one hanging around. Some of the folks who worked in my store from back East, Chief Mex, Miss Black Hawk and the Ragan sisters, I sure would like to hear from all of you. In 1942 I closed my store and went to Pearl Harbor for the Navy Supply Depot and served three years as the captain of the police guards. It was during my absence that they passed the law which put the skids under the med men. I came back in 1945 and found that my spot was no more. I have been doing odds and ends around the beach. I was out one season with the Royal Midwest Shows but now here I sit and it would be a real treat to hear from some of my old friends. Well here's wishing everybody luck and I hope that all of you are getting plenty of that old payola."

Covers Save \$\$

Continued from page 70

stage made the difference at this event and at the Sherbrooke, Que., event where records were also reported set despite the loss of two days to rain.

At Allentown, Pa., with gale warnings out and resultant winds that ripped scenery, a paid gate of 4,900 was registered when the covered stage made it possible to hold the scheduled performance. The cover at Allentown was credited with earning its entire cost the first year it was used. Since then it has earned its cost several times over, according to fair officials, in shows saved.

Early reports from the South, Hamid said, indicate that good business will prevail in that section. However, while rain has been the constant problem in the North, a drought in the South is now also a factor.

Utah State

Continued from page 71

way this year for the first time, did big business due to the strong line-up. Concession business was up slightly.

More interest was shown in the fair this year on the part of members of the fair business as well as outsiders, Theobald said. The British Consul from Denver was represented here and may plan an exhibit for next year's fair. Aluminum Company of America also had a rep here with the same thing in mind. Among fair visitors were W. E. (Bill) Kittle, Colorado State Fair, and Mrs. Kittle; Leo Dailey, North Montana State Fair; Harry Fitton, Billings, Mont., fair, and Duane Hennessey, of the Gresham, Ore., annual.

Allentown Off

Continued from page 70

turn of the game, including payment of \$150 license fees to the city.

Acts appearing with the Hamid Grandstand Follies at night were Sangre, Ross and Andree, dancers; Betty and Benny Fox, aerialists; Yokoi Troupe, cyclists; Jerry Builders, comedy; Bobrow Brothers, accordionists; Arsene Gautier's Steeplechase, ponies; Amandis, tumblers, and Lottie Mayer's Disappearing Water Ballet.

Afternoon features included the Three Tommies, knockabout; Sylvia's dogs; Capt. Bushbom's palomins; the Aerial Chapmans, aerial ladder; Coronas, aerialists, and Karpis Trio, tumbling-dancing.

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COMING EVENTS

Arizona
Tombstone—Heldorado Celebration, Oct. 22-24.

Arkansas
England—Fall Festival, Oct. 18-23.

California
Delano—Harvest Holiday, Oct. 6-10.
Lamont—Cotton Carnival, Oct. 20-24.
Los Angeles—Great Western Livestock Show, Nov. 27-Dec. 2. A. M. Mathews.
Los Angeles—International Horse Show, Oct. 16-23.
Oakland—Pacific International Motor Show, Oct. 9-17.
San Francisco—Grand National Livestock Expo., Oct. 29-Nov. 7.
Turlock—Far West Turkey Show, Nov. 30-Dec. 2. Marcus Johnson, 207 Crane Ave.

Colorado
Grand Junction—Farm Show, Oct. 6-10.

Florida
De Funiak Springs—Armistice Celebration, Nov. 8-13.

Illinois
Chicago—International Dairy Show & Rodeo, Oct. 8-17.
Chicago—International Livestock Expo., Nov. 26-Dec. 4.
Toledo—Centennial, Oct. 7-9.

Iowa
Waterloo—National Dairy Cattle Congress, Oct. 2-9. Ed S. Estel, 307 Rainbow Drive.

Kansas
Wichita—Do-It-Yourself Show, Oct. 20-24.

Louisiana
Baton Rouge—Dixie Horse Show Jubilee and Livestock Show, Nov. 4-7.
Buras—Orange Festival, Dec. 18-30. Mrs. A. Poerica.
Crowley—International Rice Festival, Oct. 27-28.
Houma—Terrebonne Livestock Show, Oct. 10-11. William Lockridge.
Leesville—West Louisiana Forestry Festival, Oct. 25-30.
Marksville—Louisiana Livestock & Pasture Festival, Oct. 4-10. K. J. Ducoite.
Opelousas—Louisiana Yambilee, Oct. 5-7. Billy Smith.
Winnfield—Louisiana Forest Festival, Oct. 13-16. R. C. Heard.

Maryland
Princess Anne—Livestock Show, Oct. 1-2. Howard H. Anderson.
Timonium—Eastern Natl. Livestock Show, Nov. 13-18. Joseph W. Shirley.

Michigan
Detroit—Jr. Livestock Show, Dec. 7-9. C. E. Scott, 8750 Dix.
Grand Rapids—W. Mich. Fat Stock Show, Dec. 7-9. R. Machiele.
Grand Rapids—Mich. Turkey Show, Dec. 7-9.
Ionia—Ionia Fat Stock Fair, Nov. 2-4. Abram P. Snyder, Courthouse.
Jackson—Southern Mich. Fat Stock Show, Nov. 9-10. Fred Savage.

Mississippi
Belzoni—Humphreys Co. Livestock Show, Oct. 13-23. M. E. Hill.
Brookhaven—Lincoln Co. Livestock Show, Oct. 8-9. Travis Tadlock.
Lucedale—Jackson Co. Livestock Show, Oct. 27-30. Mrs. A. C. Pedersen.
Polarville—Pearl River Co. Livestock Show, Oct. 7-9. J. M. Sinclair.
Sardis—Panola Co. Livestock Show, Oct. 8. Thatcher Bishop.
Starkville—Okibbena Co. Livestock Show, Oct. 4-9.
Tylertown—Walthall Co. Livestock Show, Oct. 4-6. Ansel Estess.

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 Schultz.

Nevada
Carson City—Admission Day Celebration, Oct. 31.

North Carolina
Tabor City—Yam Festival, Oct. 11-18.

Ohio
Bradford—Pumpkin Show, Oct. 12-16. P. C. Meek.
Cincinnati—Do It Yourself Expo., Oct. 9-13. Jaycees.
Toledo—Do-It-Yourself Show, Oct. 3-10. H. P. Van Horn, Jaycees.
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—Tepee Days, Oct. 1-3.
Sioux Falls—Auto Show, Nov. 24-28.

Texas
Beville—South Tex. Hereford Show & Sale, Nov. 8-9. Edward M. Neal.
Fort Worth—Home Show, Oct. 16-23. Dudley Foster.
Houston—Appliance Show, Oct. 2-10.
San Antonio—Expo. of the Americans, Oct. 29-Nov. 7. Ralph W. Stevens, White Plaza Hotel.

Utah
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Feidsted, 506 Kiesel Bldg.

Wyoming
Laramie—Western Square Dance Festival, Oct. 29-30.

CANADA

Ontario
Toronto—Royal Agri. Winter Fair, Nov. 12-20. G. S. McKee.

Quebec
Sherbrooke—Winter Fair, Fat Stock Show & Sale, Oct. 11-14.

Saskatchewan
Regina—Home Show, Oct. 14-18. Max C. McAr.
Saskatoon—Dairy Cattle Show & Sale, Oct. 14.
Saskatoon—Dressed Meat & Poultry Show & Sale, Dec. 8-9.

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PIN AND EARRINGS SETS — \$6.50 per doz.
CHARM AND RHINESTONE BRACELETS — \$4.00 per doz.
MEN'S, LADIES', BOYS' IDENTIFICATION BRACELETS with EXPANSION BANDS — \$5.25 doz. Rhodium, \$6.50 doz. Gold Plate.
SCATTER PINS in pairs — \$3.50 per doz. (boxed).
EARRINGS — \$2.50 and \$3.50 per doz. 25% deposit on all C.O.D.'s.

100 other Jewelry Items!
ALL SETS HANDSOMELY GIFT BOXED.
SEND FOR 32-PAGE 1954 CATALOGUE!

PACKARD JEWELRY CO.
220 5TH AVE. NEW YORK CITY

NEW!

100 Feet of 48 12"x18" Pennants.
All-Weather Durafilm, Only \$6.00.
Money refunded if not satisfied.

MYRLO COMPANY
Dept. B
2168 W. 25th Cleveland 13, Ohio

Billboard

TAKE FULL ADVANTAGE OF A BIG CHRISTMAS SALES OPPORTUNITY

Act now . . . contact your nearest **Billboard office today.**

HERE IT IS!
A Sensational \$2.00 Seller
Sweeping the Country

"SLACKY DUET SET"

- Consisting of
1. Zipper Utility Carryall
 2. Matching Wallet & Key Chain Set with pass case and coin pocket



Sensationally priced at
75¢ per set
in gross lots

Send \$12.00 for 1 dozen assorted samples prepaid and be convinced.

Made of the finest virgin vinylite in stunning new patterns with raised 3 dimensional designs.

Beautiful fall and evening shades:

- | | |
|----------------|-----------------|
| Seashell Pink | Nut Brown |
| Midnight Black | Pastel Blue |
| Autumn Rose | Sparkling White |
| Navy Blue | Flame Red |
| | 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 CO.
893 Broadway, New York, 3, N. Y.

K. & L. JEWELERS No Price Increase

Largest Sellers of Rebuilt Watches

Brand New Jeweled, Nationally Known Swiss Watch. Lucerne De Luxe. MEN'S YELLOW STREAMLINE CASE. Credit Stores sell it for \$19.95.



- ELGIN
- GRUEN
- BULOVA

Our Special \$3.95 Price Banded ea.

One Year Factory Guarantee.

25% With Order, Balance C.O.D.

10% Fed. Tax Will Be Charged Unless Order States Watches Are for Resale.

K. & L. JEWELERS 218 West 4th St., Los Angeles 13, Cal.

THE GREATEST LINE OF NOVELTIES EVER ASSEMBLED IS ILLUSTRATED IN OUR NEW '54 CATALOG...

You just simply can't afford to be without our new general catalog. This Buyer's Guide illustrating a most complete line of novelties and premiums is now ready for mailing. Send for your free copy today.



GELLMAN BROS.
119 N. FOURTH ST., MINNEAPOLIS 1, MINN.

To Order Classified or Display-Classified Ads
USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo-Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in case of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

AMAZING COLLECTION OF PARODY song titles. A must for every act, \$2; free Comedy Guide on request. Showbiz Comedy Service, 1613 E. 29 St., Brooklyn 29, N. Y. oc30

"SENATOR WINDBAG" EIGHT MINUTE solid laugh-packed monologue! Most timely! Comes get with it! Rush \$5. Hollywood Writers, Box 373-b, Hollywood 28, Calif. oc30

AGENTS & DISTRIBUTORS

A FREE KIT PUTS YOU IN BUSINESS making good money selling world's famous French-Type Perfumes. Profit packed Christmas sales. Astonishingly low prices. Individually gold boxed \$1 sellers. Costs you \$4 dozen. You make \$8. Mammoth Treasure Royal Box, 3 thrilling fragrances in one fabulous gold box. \$3 sellers. Costs you \$8 dozen. You make \$28. Hot profits can be yours between now and Christmas. Send for free money making kit. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. oc30

A FINE NEEDLE BOOK WITH 70 NEEDLES Threeder, \$7.20 gross; 31-piece plastic Christmas Decorating Kits, 10 sets, \$3; 5,001 other bargains. Many samples and catalog. \$1. Mills Sales, 26 West 23d St., New York 11 ch-11

AGENTS—SELL RICH LOOKING 34x66 imported Japanese Rugs for \$2; never before such a large rug for so low a price. Meticulous designs, hooked carpet and Oriental patterns; samples, \$1.25 pre-paid; 4 rugs, \$1.15 each prepaid. E. Condon, Dept. B, Box 204, Upper Darby, Pa. oc9

AGENTS WANTED—REGULAR OR Christmas Novelty Fun Cards, 10¢ a set with envelopes. Send 50¢ in coin for sample pack of each. Ace Enterprises, 518 Ridge Road, Lyndhurst, N. J. oc9

ASSORTED EARRINGS, GROSS, \$27.50—3 dozen different samples, \$7.50 post-paid, cash with order. Jacobi, Manufacturers, 1715 E. Mercer, Seattle 2, Wash. oc9

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line. Ladies' Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. oc16

ATTENTION—PITCHMEN, DEMONSTRATORS and supervisors; male or female, with or without established locations, wanted to demonstrate or supervise selling toy item, Kopeefun, in leading chain and department stores during Christmas Season. High commission earnings. Write fully giving age, experience, items sold, city or territory preferred and other details to Demonstration Manager, Embree Co., Elizabeth 4, N. J. oc16

AAA AMAZING BARGAINS

Tailored Earrings, asst., gr. \$15
Tailored Pins, asst., gr. \$15
Stone Earrings, asst., gr. \$18
Stone Pins, asst., gr. \$18
Stone Pin & Earring Sets, boxed dz. \$ 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.

NEW ENGLAND JEWELRY

9 Empire St. Prov., R. I.
BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Druggs, Toilettries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special set acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-H North Desplaines, Chicago. ch-np

BINGO BLOWERS—RETAILING \$150, SELLING out, \$49.50. A.C. Electric, with Balla. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. oc16

CLOSEOUT PRICE—RETRACTABLE BALL Pens. First quality, beautiful assorted colors; 15¢ each in hundred lots postpaid. Samples, 5 for \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38.

COMEDY SIGNS—7x11, FOR TAVERNS, novelty stores, etc. Send \$1.50 for 20 samples worth \$7 retail. Hudak Signs, 511 South Blakely, Dunmore, Pa.

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 Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

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. Rev. Crestions, 43 Rosebank Ave., Prov., R. I.

FAMOUS MFR. CLOSEOUTS

Animal Charm Bracelets \$1.00 dz.
The Slides, boxed 1.45 dz.
Asst. Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3 & \$5 dz.
Rosaries (made in Italy) 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.07 dz.
Rhinestone Neck & Earrings 12.00 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D.

SAMUEL SILVERMAN & CO.

1620 Westminster St., Providence, R. I.
"FOG-STOP" WINDSHIELD CLOTH—Instantly removes blurry mist, frost, sleet, snow. Stops windshield fogging. Samples sent on trial. Kristee 61, Akron, Ohio.

FOOTBALL CONCESSIONAIRES—SELL war surplus Rain Covers, \$5 per roll. Sample, \$1 cash. Charles White, Fort Oglethorpe, Ga. oc16

GERMAN WATERPROOF WATCHES, 1-17J. Beautiful yellow case. Reference. 565 Fifth Ave., Room 809, NYC. ch-tr

INTRODUCING A NEW GAME—"BINGO Roll" Play bingo the Action Way! Sample, \$1 postpaid. Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. oc9

LADIES' NYLON HOSIERY, THIRDS, \$1 doz.; Seconds, \$3 doz.; Irregulars, \$4.50 doz.; Pillow Cases, \$3.25 doz.; Chenille Bedspreads, \$35 doz. 20% deposit on c.o.d.'s. Premier Sales, Box 1177, Chattanooga, Tenn. oc16

JOKERS FUN SHOPS—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. oc23

LADIES' AND MENS' LEATHER BILFOLDS, hand laced and tooled, \$3.50 to \$24 doz. Samples, \$2 prepaid. Vance E. Coward, R. 2, Box 55, Elizabethtown, N. C. oc6

LEATHER BILFOLDS—HAND TOOLED and laced; callskin. Assorted designs, three to twenty-four dollars dozen. Samples prepaid, with prices, two dollars. Jack Eastwood, 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 pack, \$1.50; 5 pounds, \$5. De luxe Pearls, high luster, assorted, \$2 pound; 5 pounds, \$7.50. Klondike assorted jewelry findings swept from manufacturer's tables. Parts finished and unfinished for bracelets, earrings, necklaces, chains, rings, etc. Sample pack, \$2; 5 pounds, \$7.50. 1,000 jewels for rings, jewelry; all colors, sizes, \$5; 100 for \$1.50; for quantity users, 100 pounds, mixed lot, \$75. No c.o.d.'s. Satisfaction guaranteed! Merchandise Distributing, 19 E. 16th St., Dept. 121, N.Y.C. ch-np

NYLONS, \$1 DOZ.; LADIES' FULL FASHIONED sheer inserted cello, 6 pr. to pack; mail rejects. Sub-standard, \$2.95 envelopes, 1/4 doz. boxed; Sport Socks, \$1.25 doz.; Nylon Socks, premium packed. Ship sample orders direct from this ad, guaranteed; wholesale catalog requires 25¢ postage. Sibert's, Dept. N, Chattanooga 4, Tenn. ch-np

PEARL NECKLACES AND EARRINGS—All colors, \$1.20 doz. Kenroe Jewelers, 114 W. Jackson, Muncie, Ind. oc9

SELL THE WORLD'S FINEST HAND-carved Ladies' Bags, Shoes, Belts and Wallets to match. Write today for details. Ear Imp., Box 287, Robinson, Pa. oc9

SELL \$x10 OIL COLORED ENLARGEMENTS. Attractively framed from any photo. Only \$2.95. Big commission. Write Acme Enlargers, Box 57, Levy Sta., No. Little Rock, Ark. oc9

SOCIAL SECURITY PLATES—\$10 100; Letter Box Plates, \$9 1000. Stamping Machine circular free. Bonomo, 54 Jefferson St. Brooklyn 6, N. Y. oc23

SPECIALTY SALESMEN—CAR-BRA. YOUR wintertime product; 100% profit; industrial parking lots, yoack pits, Plastic windshield cover gives protection from ice, snow and frost. Retail, \$1; cost \$6 per dozen. Over 30,000,000 customers waiting. Send check or money order to Car-Bra Co., P. O. Box 2, Stratford, Conn. oc16

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; Mackinaws, 25; Shirts, 12 1/2; Ladies' Coats, 30; Dresses, 15. Enormous profits. Catalog free. Moro, 1218A South Jefferson, Chicago. ch-np

\$1 PROFIT EACH SALE PLUS OVER-rides. Two, three or more orders one family. Photo enlargements only \$2.95; Xmas Special, G. Allen Studio, Riegler Bldg., Little Rock, Ark. oc9

\$1 WILL BRING YOU PAIR OF THE MOST wonderful wearing Hose plus our catalog which can help you to \$3,000 sparetime. Wolfmark, 931 Roosevelt, Chicago 8. ch-oc30

ANIMALS, BIRDS, PETS

AAA SPECIALS BEYOND COMPARE. ALL healthy acclimated stock. Coati Mundi, \$17.50; Jungle Rats, \$15; Cypbaya (world's largest rodent), \$32.50; Flamingo (full color), \$100 pair; Bear, \$37.50; Piglet, \$20; Opossums, \$17.50; Jaguar Cubs, \$300; Grisons, \$32.50; Skunks, \$12.50; Colombian Bush Dogs, \$15; Cara Cara, \$25 pair; Curassows, \$35 pair; Wattled Guan, \$25 pair; young Kingfishers, \$25, and Monkeys of all kinds. This week's special: "Tame Baby Skunks, \$22.50." Tarpon Zoo, Tarpon Springs, Fla.

FIRST CLASS WILD LIFE EXHIBIT FOR sale. Selling on doctor's orders. See my ad under Business Opportunities. James Heron.

FOR SALE—FEMALE BEAR CUB 1954 hatched \$45. Cash with order. Fairyland Zoo, Custar, S. D. oc16

FOR SALE MIDGET PONY—ACROBATIC and Walter Harter, Greenfield, Ind., Route 4.

MUST SELL IMMEDIATELY—NO REASONABLE offer refused. Hawks, Owls, Fox, Raccoons, Porcupines, Alligators, Pumas, Bobcats, Timber Wolves, several Java and Spider Monkeys, Honey Bears, Culture, Skunks, Pheasants and many more varieties. Write R. Neil Altenburg, Rt. 1, Box 115, Escanaba, Mich.

OWL MONKEYS, \$15 EA. WHITEFACE Ringtail, tame, \$35; young Spider Monkey, \$30; young tame Coati Mundi, \$30 ea. Southern Animal Importers, 5135 S. W. 8th St., Miami, Fla.

SURPLUS ANIMALS FOR SALE—1954: 1-one year old Zebu (female); one Indian baby Elephant, male Mantia Deer, male Indian Water Buffalo, young American Buffalo (Bison) females, female Chapman Zebras, Andud, Barbado and Carmel Sheep, African Lions, Cougar (Mountain Lion), Indian Leopard, male Pecararies. Also other animals. Price list on request. Rose Park Zoo, John Petter, owner, Prairie du Chen, Wis. Phone 283-1111.

ROSS ALLEN CAN SUPPLY DENS OF harmless Snakes from \$25 to \$100. Poisonous snake dens made up of Cottonmouth Moccasins, Eastern Diamond Backs, Copperheads and Pigmy Rattlesnakes; foreign snakes included in dens when in stock. Box Constrictors and Python stocked at all times. Indigos will be available in quantity October 1st. Tegu Lizards priced at \$10 ea. Phone 34806, 1112 North Miami Ave., Miami, Fla. oc16

TRICK DOG—BRINDLE FEMALE BOXER; exceptionally nice and well trained. Boxer and Cocker Pups, pedigreed beauties. Dr. Bibens, Kincaid, Kansas.

BUSINESS OPPORTUNITIES

AMUSEMENT ARCADE—32 5 AND 10¢ games and rides, 21 1 and 2¢, 12 ft. lead gallery, 3 camera D. P. studio, 6-chair shoe shine, neon signs, registers, safe, supplies. Building 20x20; long lease; located in heart of theater and restaurant district. Only one in Charleston area. Retiring. I made mine, chance for you. Dial 9201. Cash sale. J. Bart Elam, 338 King St., Charleston, S. C.

EXPAND YOUR BUSINESS. NEW OR OLD project. Incorporate in Delaware. Do business anywhere. Charter cost little. Quickest, cheapest. Director, 684 N. Sangamon St., Chicago 22.

FOR SALE OR LEASE—HOTEL, CAFE and liquor store. Gross \$7500 monthly; a bargain, \$25,000. Plus inventory or lease 8 1/2%. Write Merk's Hotel, Clinton, Kansas. oc16

FOR SALE—3 GUN BLACK MAGIC A.B.T. Rifle Sport, complete; very reasonable. Wm. Burghardt, Sunset Bay Park, Irving, N. Y. oc16

MONTHLY MAIL ORDER PUBLICATION contains many money making plans and ideas. Sample copy free. Devine, 3594 Los Flores, Lynwood, Calif.

MAKE MONEY AT HOME DOING EASY, pleasant work. Everything furnished. Good earnings. Write Murray's, Box 4006, Mott Park Station, Flint 1, Mich. oc16

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

PAINT SIGNS WITH MASTER PATTERNS. Set 1 1/2" to 12" prepaid, \$1. Sample 3¢. Eyerly, BB-583, Newton, Iowa. oc16

PATENTED, COPYRIGHTED, EXCLUSIVE "Ko-Pak-Ta." New nut warmer cabinet, not a vendor, ideal for route operation sales. Electrically heated, lighted. Dispenses nuts in cellophane packages; we supply products dispensed; want experienced vendor salesmen able to finance self and sample. 1st competition. State qualifications first letter. Cecco Products Co., Inc. Peoria, Ill. ch

PROFITABLE GOING BUSINESS—Complete and finest Wild Life Exhibit on road. New tent, 1953 two-ton Truck. Stock Trailer. Plenty animals. Selling on doctor's orders. James Heron. Can be seen Cattle Congress, Waterloo, Iowa, Oct. 2-9; State Fair, Shreveport, Louisiana, Oct. 22-31. Or write General Delivery, Waterloo, Iowa.

\$500 PER MONTH POSSIBLE FOR AMBITIOUS person operating branch of my home-conducted business. To discourage curious, request you mail \$5 (refundable) and one reference for details. Ashmore, 300 Lyndale Ave., San Jose 27, Calif.

COSTUMES, UNIFORMS, WARDROBES

NEW PANEL WITH BRA, \$5; NEW STRIP Gowns, \$20; new Baby Capes, \$5; Rhinestones, 75¢ gross; Ostrich Feathers, \$10 dozen; Costumes, Wigs, Orchestra Coats, Derbys, Tuxedos, chapeaux, Letroy Capentier, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

300 YEAR CALENDER IN YOUR HEAD. Know day of week when date known; good business, fun with friends. Code #1 Krystof, Felton, Calif. oc9

FOR SALE SECONDHAND GOODS

TWO HUNDRED PAIRS CHICAGO ROLLER Skates, assorted sizes; fiber wheels, \$2 per pair. Wm. Kurten, R. #1, Oconto Falls, Wis.

FOR SALE—SECONDHAND SHOW PROPERTY

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment. Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc30

BUILD MONEY-GETTING CONCESSIONS: tested plans; Shallow Joint "23 games"; 4-Way (11 games); Ball Rack (13 games); African Dip, \$5 each; High Striker, \$3; all \$20. Free circular. Brill, Box 875, Peoria, Ill.

COMPLETE GIRL SHOW BUILT ON truck. Hinged panel front opens to 45 feet; 20x30 top, amplifier; \$750. Picture if interested. Howard Easto, 19346 Toledo, Wyandotte, Mich.

FIRST CLASS WILD LIFE EXHIBIT FOR sale. Selling on doctor's orders. See my ad under Business Opportunities. James Heron.

FOR SALE—ONE 24-FOOT MERRY-GO-Round. Conditions and price list upon request. Rose Park Zoo, Prairie Du Chien, Wisconsin. John Petter, owner. Phone 436.

FOR SALE—1 MANGELS KIDDIE WHIP, perfect cond., \$1100; 1 Mangels Kiddie M.-G.-R. completely renovated, two yrs. old, 20" diameter, 16 jumpers, 2 abaxers, \$2500; Kid Cars, \$115; Rockets, \$40 each, \$450 doz. Estee Amusements, 137 Atlantic Ave., Manassas, N. J.

FOR SALE—65 FT. GIRL SHOW FRONT; built on low bay semi. Price \$1,500. 2-ton Chevrolet tractor \$500. Pictures available. Eugene B. Wood, Box 1, Rathbun, Iowa.

KIDDIE SWAN RIDE—GOOD SHAPE; NOT mounted, but on trailer; complete, \$300; 4 place Pony Wheel, fence and sign, \$150. Clifford Ellis, Tip Top Ranch, Watkins Glen, N. Y. Phone Montoux Falls 4945.

LONG RANGE GALLERY—SELL OR trade for house trailer or car. Price \$500. Henry Gentner, Appleville, Port Clinton, Ohio. dh

MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want? Smith Tent, Auburn, N. Y. de4

MERRY-GO-ROUND AND 1 RIDE FOR sale. Price \$7500. Can be seen running until October 15. Contact Mr. Martin, Dude Ranch, on Roosevelt Road, Lombard, Ill. Phone Gladstone 5-6114. oc16

60-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts, new, in original crates, 100,000 feet 1-0 single conductor power cable, 25¢ per foot. Thousands other War Surplus Items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. oc30

1946 INTERNATIONAL TRUCK VAN—1 1/2 ton motor; rubber good. 8x8 popcorn joint. Burch electric popper, candy apple equipment, royal blue canvas, 6x5 candy floss joint; two machines, excellent condition, yellow canvas; no-one joint, new, improved Echols machine; used 5 weeks; four chrome automatic dispensers, yellow canvas. All for \$1200. H. M. Gordon, 359 Greenbrier Dr., Lake Park, Fla. Box 378.

INSTRUCTIONS BOOKS & CARTOONS

A GOLD MINE OF INFORMATION—OLD showman's Book of Secrets, \$1. Step-by-step Supply limited. "Popcorn" Miller, 3525 South Cedar, Lansing 17, Mich. oc9

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog 50¢ wholesale. Nelson Enterprises, 336 E. S. High, Columbus, Ohio. oc30

SUBMINIATURE RADIOPHONE FOR MEN—tallists; weighs less than pound; easily concealed; illustrated brochure, specifications, price. Nelson Enterprises, 336 E. S. High, Columbus, Ohio. oc30

MISCELLANEOUS

ATTENTION, PUNCH BOARD USERS. Must close out approximately 2000 assorted boards; sacrifice, below mfg. cost; cutouts; cash; all sizes. H. Stein, Milan, Ohio. Phone 5715.

CALLIOPES—BOTH STEAM AND AIR REPAIRED, rebuilt by technicians. Guaranteed. Matthew Cordock Calliope Co., Morristown, N. J., Western Division, 368 South Tucker St., Craig, Colo.

FREE—CONGO, CEYLON, LIBIA—THREE approvals made up to your order. Far Stamps, 8481-S Meadow, Van Dyke, Mich. ch

LIGHT WEIGHT ROLLING GLOBES AND Juggling Clubs. Many other juggling props. Send for price list. Arthur Mann, 1627 N. Spaulding Ave., Chicago 47, Ill.

MAPS OF MOZAMBIQUE FREE—THREE values with our beautiful custom made approvals. Greenfield Stamps, 7122-R Greenfield, Dearborn, Mich. ch

M. P. FILMS & ACCESSORIES

TOP 16MM. SOUND FILMS—SHORTS. Serials included free. We ship everywhere. Rent day, week or month. Write Movoco, 14B Leonard St., Springfield 4, Mass. oc30

PERSONAL

ARE YOU SEEKING PEACE OF MIND? Free home study course in the Catholic religion. Paulist Instruction Center, Dept. B, 21 East Van Buren, Chicago, Ill. ch-no6

BECOME ORDAINED SPIRITUALIST MINISTER; medium-healer. Church, chapel, churchers available. No courses. Shane, 815 South Davidson (12), Charlotte, N. C. oc15

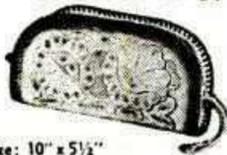
PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK grounds, Direct Positive Cameras, Paper, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. oc30

EASTMAN DIRECT POSITIVE PAPER, cameras, lenses and accessories. Marks & Fuller, Inc., 70 Scio St., Rochester 4, N. Y. oc30

PRIZE ATTRACTION

for concessionaires and gift shops Solid Leather Bags! Hand Tooled by Master Craftsmen Terrific Sales Appeal!



\$54 Dozen

Size: 10" x 5 1/2" Send \$13.50 for quarter dozen samples. Shipped prepaid with money back guarantee.

Reference: 5 N.W. Nat'l Bank Dun & Bradstreet RODEO LEATHER GOODS CO. 3245 Fremont Ave. S., Minneapolis 8, Minn. SEND FOR FREE CATALOG

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 "hot-test" demonstration item in years!

W. T. GIVEN, Mfg. Chemist Box 337-B, Orrville, Ohio

Own Your Own Business

NO INVESTMENT • NO INVENTORY

Your own private name catalog Your own inventory of Nationally Advertised Brands in our \$1,000,000 warehouse. Shipments within 24 hours. FREE CATALOG WRITE TODAY! Sell Appliances, Housewares, Radios, Watches, Jewelry, Clocks, Silverware, Pens, Lighters, Cutlery, Toys, Premiums. 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. P.O. Box 3058C, San Francisco, Calif.

GIVE TO DAMON RUNYON CANCER FUND

DIRECT POSITIVE PHOTOGRAPHERS

We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoors, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

For Direct Positive Operators

Low Priced Photo Mounts. Also extensively used for night club mounts. Vertical or horizontal. Hund. Thous. 3 1/2 x 4 1/4 or 3 1/2 x 5 sizes \$2.65 \$21.50 Polaroid size 2.65 21.50 8x10 size 4.50 41.00 5x7 size 7.00 65.00 For all your requirements in mounts, frames, envelopes, mailers, albums, write us and save money.

INTERNATIONAL SALES CO. 4148 East Baltimore St., Baltimore 2, Md.

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

PRINTING

ALWAYS FASTEST SERVICE. LOWEST prices on quality three-color window cards for all amusement purposes, sports, dances, rinks, etc. Flashy 14x22 cards 88 hundred. Larger 17x26 deluxe cards, \$12.50 hundred. Tribune Press, Dept. 50, East Park, Ind. oc30

ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters, (11x14), \$7; 1000 Bond Letterheads, \$6. Taylor, 5103 Fortyt-third Ave., Hyattsville, Md. oc16

LETTERHEADS—NAME IN BEAUTIFUL rainbow colors; 100, \$1.25. New process. Auto-Litho, Jensen Beach, Fla.

1000 BUSINESS CARDS \$1.98. 150 EACH. Letterheads, Envelopes, \$1.98. Price list, samples. Bryan, 2547H, Fourth, San Diego, Calif. oc23

SALESMEN WANTED

SALESMEN—SHOW AMERICA'S LEADING nationally advertised line Novelties, Gifts, Utility Items. Big commissions advanced; prospects everywhere; steady repeats. Low prices, free literature, samples. Write Charms & Cain, 407-BB-1094, South Dearborn, Chicago 5, Ill. ch-mp

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, oc8

THREE MACHINE ELECTRIC TATTOOING outfit with electronic unit, designs, ink, color; big saving. Description free. Zeis, 728 Lesley, Rockford, Ill. no27

WANTED TO BUY

GENCO RIFLE GALLERIES—SKYGUNNERS, Mutoscope, Skyfighters, etc. For sale, Boat Ride, G. H. Lorenson, 810 East 6th St., Sioux Falls, S. Dak. oc16

MINIATURE TRAIN—SEND PICTURES, descriptions and all details. Best cash price. Bury Bros., Kiddie Rides, 2720 E. Market St., York, Pa. oc16

USED BULLPEN—A BASEBALL THROWING machine. Coin operated, ice cream Malt Machine; Pandas and Foodies, rejects seconds. Colten Enterprises, 211 North Tremont, Oceanside, Calif.

WANTED TO BUY—A GENUINE CIRCUS Callope in good playing condition. Write B. Koek, Box 1270, Madison, Wis. oc16

35MM. FILM, TAPE, SEATS, OR WHAT have you? For framing a medicine free movie show. Tommy Middleton, 303 E. Savannah, Valdosta, Ga.

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

IMMEDIATE OPENING—GIRLS TRUMPET, piano; union; must read. Audrey Blaik, Dave Brumitt Agency, Bona-Alien Building, Atlanta, Ga. oc8

LEAD TENOR MAN FOR MIDWEST TERRITORY band. Guaranteed weekly salary. Contact Jess Gayer Orchestra, 2023 N. Huston, Grand Island, Neb.

SIDE MEN THAT DOUBLE OR CAN DO novelties, pantomime, gags, etc. Wanted immediately. State age, marital status, salary; picture if possible. Hurry up. Box C-115, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS—HOTEL STYLE BAND, CUT or no notice. Buddy Bair, Van Cleave Hotel, Dayton, Ohio. oc9

WANTED—SINGLE MUSICIANS FOR REplacements 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—LEAD ALTO, PIANO, TRAVELING orchestra; steady; playing South this winter. Contact Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

MISCELLANEOUS

AT LIBERTY—LONE EAGLE INDIAN School Assembly or Lecture Platform program. Best references. Lyceum approved. Bookers, write. Lone Eagle, Crivitz, Wis. oc23

RINK BADLY MISMANAGED—THE FIRST-class organist and the skate mechanic wish to change to an up-to-date modern rink. Box C-114, c/o Billboard, Cincinnati 22, Ohio.

MUSICIANS

AT LIBERTY—DRUMMER AVAILABLE Oct. 9. Read, fake, cut shows. With present band four years; previous band, five. Bob Wade, 510 S. Broadway, Decatur, Ill. Ph. 7819.

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

GIRL VOCALIST DOUBLING COMBO drum. Box C-111, c/o Billboard, Cincinnati 22, Ohio. oc9

DRUMMER—NICE PERSONALITY, MARRIED; sing ballads; prefer location; will play your style. Write wire, Bob Benecke, 1943 E. 27th St., Brooklyn, N. Y.

DRUMMER—SEMI-NAME EXPERIENCE; prefer location; read, cut shows, Latin rhythms. Jerry Udelhofen, 843 Wall St., Mankato, Minn.

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.

MODERN DUO IMMEDIATELY AVAILABLE. Piano and bass. Union. Vocal duets. Instrumental specials. Young, experienced and versatile. Large repertoire. Blond, clean-cut. Bern, Solyon Duo, Glacier Hotel, Cut Bank, Mont.

MUSICAL TRIO FREE NOV. 1—PIANO doubles organ. Tenor doubles alto, clarinet, vibes, Drums. All sing and unison. Priced reasonable for locations. Carrying portable organ. Frank Bruno, 403 Edgar, Effingham, Ill. oc9

ORGANIST—YOUNG LADY, EXCELLENT organist, pianist, vocalist is available for hotel lounges or Class "A" cocktail lounges. Write c/o Box C-112, Billboard, Cincinnati 22, Ohio. oc9

PIANIST—COMMERCIAL SOCIETY, Latin; read, fake; Gentle, sober, reliable. Contact Frank Green, Surf and Sand Restaurant, Panama City Beach, Fla.

PIANO MAN—THOROUGH NAME BAND experience. Sober, reliable. Don't misrepresent; I'm not. Wire Pianist, Western Union, Knoxville, Tenn.

SAX, TENOR OR ALTO—DOUBLING clarinet and flute. Lead or jazz chair. Conservatory graduate, arranger, name experience. Musician, 625 Garfield Street, Middletown, Ohio.

TENOR, ALTO, CLARINET-ARRANGER, vocals, Dixieland clarinet. Available now. Charles Salvagio, 1422 Ave. H, Birmingham 8, Ala. Phone SB-2832.

TENOR CLARINET AND BASS SAX—PRE-ferable commercial combo or Dixieland group. Read, go cut good show, arrange. Al Gaffney, 510 First St., N.E., Mandan, N. D. oc16

TRUMPET—WELL EXPERIENCED; AVAILABLE after Oct. 9. Read, fake, arrange. Del Noel, 209 W. Deming, Roswell, N. M. Phone 1734-R.

PARKS & FAIRS

AVAILABLE—MY GIBBON, GREAT ATtraction. Walks wire, rolls over, catches balls, good Bally Ho. Great for carnivals, roadstands, highways. Entertains all day. I am non-drinker, ex-sea cook. Any proposition. Would like warm climate for winter. Frank Barton, 1518 W. Patterson St., Sulphur Springs, Fla. oc9

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. oc23

CHARLES LA CROIX—OUTSTANDING trapeze act (platform required); available outdoor celebrations; flashy paraphernalia; real act. Particulars, literature. Address Charles La Croix, 1304 South Anthony Fort Wayne, Indiana. Phone Eastbrook 3312.

CLOWN TRAFFIC COP—PARADES, HOLIDAY events, celebrations. For complete details write today. James Cogswell, 1433 Rose St., Lincoln 2, Neb.

THE DEATH PLUNGE INTO SUICIDE Pool; where one mistake means the end. This is a World's Fair attraction featured by Fox Movie and the N. Y. Press and its wonderful drawing power is neither effected by bad weather or any other competitive attraction. Climaxing that spectacular midair revelation from on high is the 5000 impact landing into the world's smallest diving tank which is surrounded with sharp spears and all ablaze with flaming oil and gasoline. The Midways are always packed when Mac puts on his act. Call this number or write to this address if you want a Cadillac act with a Ford price tag. Capt. Earl McDonald, 456 Lamphier Pl., Warren, Ohio. Tel. 45337. oc16

WE HAVE FAIRS IN SOUTHERN ALABAMA and can make fairs in South. Very reasonable price. Have a nice unit of Free Acts consisting of Big Dog Act, Footjuggling Act, Two-Man Comedy Act. The Millers, 1895 North Kansas Ave., Springfield, Mo.

A Low Price Sensation that beats everything! Famous 9 Piece SHEFFIELD Carving and Steak Knife Set. Sheffield Carving Knife, Forged-Type Pork, Serrated Edge Steak Knives, Stainless Steel Blades with lifetime looking-glass finish. Gold tooled, permanent storage chest with slide-out drawer. Packed 12 sets to a carton. Weight per carton 50 lbs. The New CHAMPION FRYER-COOKER. The 9-in-1 Household Appliance. Fully automatic. Accurate Thermostatic Controls. Sells for \$39.95. Only \$8.00 in Dozen Lots. F.O.B. Chicago. Individually boxed. Send \$10.00 for sample prepaid. Blades imported from Sheffield, England. Perfectly matched simulated Brazilian Horn Handles. Price Tag of \$49.95 in each set. ONLY \$6.50 per set in Dozen Lots. F.O.B. Chicago. Send \$8.00 for a prepaid sample! A deposit of 25% required on C.O.D. orders. Jobbers and Distributors, write, wire or phone for quantity prices! We have just moved to larger quarters at following address: PREMIUM ENTERPRISES Telephone: Everglade 4-0161 1241 N. Ashland Ave., Chicago 22, Ill.

SEE 'em Blast 'em with these 2 BARGAIN BOMBHELLS! SELL 'em PENTHOUSE JEWELRY \$4.50 DOZEN Dazzling creations in Necklaces, Costume Pins, Earrings and sets! Each item individually boxed in hand-some satin-lined gift box. Minimum order, 2 dozen in one-of-a-kind assortment on self-selling display card! Individual Samples, 50¢ each. JEWELRY SETS \$9.50 DOZEN 12 gorgeous styles—assorted colors and black Cameo! Hand set brilliant stones in gold-plated settings! Beautifully boxed for your Christmas trade! Send \$1.00 for Sample! 20% Deposit on C.O.D. Orders. Write for Catalog.

Cel-Max, Inc. Importers & Wholesalers 582 S. Main St., Memphis, Tenn.

IMAGINE! HOT NUMBERS down-to-earth prices! No. 901 No. 902 No. 903 \$1.20 Doz. (10¢ ea.) \$14.40 Gross RECEPTION WITH HEART, CLOVER AND DISC. Grab Bag Ident \$7.50 per Gross All Aluminum Hand Polished - Mirror Finish. New Teen-Age Ragel \$14.40 per Gross STAINLESS STEEL EXPANSION IDENT with Flat Band - Hand Polished. SEND FOR NEW CATALOG We Pay Postage on All Prepaid Orders Except Airmail. No Deposit on C.O.D. Orders. Day and Night Service 7739 SO. AVALON AVE., CHICAGO 19, ILLINOIS All Phones WATERfall 8-8855 Miller Creations Originators of the All-Aluminum Idents.

FREE-FRISCO SPINDLE WHEEL & BUMPER GAME—Write today for details on how to get yours— EXPANSION IDENT RINGS Stainless steel shanks, highly polished aluminum tops. SOMETHING DIFFERENT No. 2479 Per Gross \$21.00 Hand Polished ALUMINUM IDENT No. 2000 Per Gross \$7.50 GRAB BAG RINGS 3 Assorted Styles No. 2400, Per Gr. \$5.00 SEND FOR NEW 1954 CATALOG TODAY We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 So. Wells Street, Chicago 6, Illinois All Phones: FRANKlin 2-2567

GIVE TO DAMON RUNYON CANCER FUND

Last Chance to MAKE MORE MONEY with a strong-selling, business-getting ad in The Billboard CHRISTMAS MERCHANDISE SPECIAL Issue Dated—October 23 FINAL ADVERTISING DEADLINE—OCTOBER 13 Act now—before this big, important issue closes. Contact your nearest Billboard office today! TAKE FULL ADVANTAGE OF A BIG CHRISTMAS SALES OPPORTUNITY

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

2999-N. Set with 12 brilliant cut stones, Chain and Cross in beautiful nickel silver finish, soldered links. **\$4.25 Doz.** **\$48.00 Gross**

2999-G. Same as above, heavier chain in beautiful gold finish. **\$6.00 Doz.** **\$66.00 Gross**

PROVIDENCE RING COMPANY
49 Westminster St. Providence, R. I.

BINGO

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips...
5x7 Heavyweight Cards...
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN A. ROBERTS CO. INC.
817 Broadway, Newark, N. J.

MINK EARRINGS BRACELETS

Now Every Woman Can Wear Mink

Beautiful Mink Fur Trimmed Earrings, \$9.00 per doz. or postpaid. Retail value \$18.00 each. Dealer's price, \$6.25 each. Sensational repeat item. Discount 25% each on orders of 3 or more. Minimum order: 1 Rug at \$6.85 p.p.d. 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

NEW EXTRA-LONG CARTRIDGES!

Over 4" in length

\$24.00 Per Gross

Refills 7¢ ea.

"THE ROYAL" Retractable BALL POINT PEN

With New Instant Dry Ink. Sample Doz. \$3.00.

DIRECT from MFR.

MODERN PEN MFG. CO., INC.
395 Broadway New York 13, N. Y.
CAnal 4-8016

Quick Photo Invention!

PHOTOMASTER PDQ CHAMPION

Makes finished photos in 2 minutes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SPOT SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy to operate. Write quick, get details about the great PHOTOMASTER. Dept. 88

PDQ CAMERA CO.
1161 N. Cleveland Ave., Chicago 10, Ill.

All the news of your industry every week in The Billboard...

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 in the Letter List. Mail to be sent to The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St. Cincinnati 22, O.

Parcel Post

Aluotto, Jerome, 58¢
Duncan Sr., C. R., 43¢
Duncan, Donald, 35¢
Mack, Robt. L., 20¢
McKale, Robt. T., 7¢

Adams, Dewey
Adams, Mrs. Harry
Adams, James
Adams, Steve P.
Aldred, Mrs. Edna
Alderman, Ralph L.
Alland, Maurice
Allen, Geo. S.
Allen, Geo. Wolfe
Alpaugh, Edna F.
Anderson, Elaine
Annis, Jimmy
Armstrong, Bill
Arturo, The Great
Atkins, T. E.
Austin, Arthur
Austin, Wm. Ray
Ayres, C. W.
Baker, E. O.
Baker, Mrs. E. O.
Baich, Matt
Barber, A. J.
Barnes, Letcher W.
Barrickman, Floyd N.
Bates, Albert
Bauehard, R. J.
Baxter, Joe & Mrs.
Becky, Paul
Bell, Jack
Benedict, Mrs. C. K.
Bennett, Joan & Terry
Benson, Earl
Benson, Harry & Mrs.
Berman, Joe
Berman, Mrs. A. J.
Berryhill, Leo L.
Bicket, Slick (Tuttle)
Birchman, Bud & Mrs.
Bishop, Jack
Black, Martin W.
Blankenship, J. A.
Blue, Doc Geo.
Blumen, Chas. A. J.
Bombino, Frank
Borowiec, John J.
Bosworg, Mrs. Chas.
Bowman, Wm. H.
Boyd, Frank
Boyd, F. H.
Brady, Hardy Michael
Brady, F. J.
Brady, Lorraine
Bringer, Loretta
Brod, Mrs. Gladys
Bronaugh, Geo. T. & Mrs.
Brooks, Mrs. Robt.
Broyley, Chas.
Brown, Chester W.
Brown, Clyde & Millie
Brown, Mrs. Elwood
Brown, Mr. Jessie
Brown, Jim
Brown, W. S.
Brown, Mrs. W. S.
Buckles, Leslie
Budd, Charlie
Billock, Clara
Burlingame, Dennis
Burns, Larry R.
Burns, Richard K.
Burridge, Mrs. Marjorie Mann
Burton, Freddie J.
Busby, Joan
Butler, Bill & Mrs.
Cannon, Mr. Ollie
Cantwell, Chas.
Carey, Jos. A.
Carr, Roy Arthur
Carroll, T. J.
Carter, Wm. T. (Bill)
Carver, Chas.
Cassidy, James
Cassidy, Mrs. Kay
Cerrone, Vito
Chalmers, Edw. R.
Chaney, Jack

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St. Chicago 1, Ill.

Parcel Post

Aluotto, Jerome, 58¢
Duncan Sr., C. R., 43¢
Duncan, Donald, 35¢
Mack, Robt. L., 20¢
McKale, Robt. T., 7¢

Adams, Dewey
Adams, Mrs. Harry
Adams, James
Adams, Steve P.
Aldred, Mrs. Edna
Alderman, Ralph L.
Alland, Maurice
Allen, Geo. S.
Allen, Geo. Wolfe
Alpaugh, Edna F.
Anderson, Elaine
Annis, Jimmy
Armstrong, Bill
Arturo, The Great
Atkins, T. E.
Austin, Arthur
Austin, Wm. Ray
Ayres, C. W.
Baker, E. O.
Baker, Mrs. E. O.
Baich, Matt
Barber, A. J.
Barnes, Letcher W.
Barrickman, Floyd N.
Bates, Albert
Bauehard, R. J.
Baxter, Joe & Mrs.
Becky, Paul
Bell, Jack
Benedict, Mrs. C. K.
Bennett, Joan & Terry
Benson, Earl
Benson, Harry & Mrs.
Berman, Joe
Berman, Mrs. A. J.
Berryhill, Leo L.
Bicket, Slick (Tuttle)
Birchman, Bud & Mrs.
Bishop, Jack
Black, Martin W.
Blankenship, J. A.
Blue, Doc Geo.
Blumen, Chas. A. J.
Bombino, Frank
Borowiec, John J.
Bosworg, Mrs. Chas.
Bowman, Wm. H.
Boyd, Frank
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Brady, Hardy Michael
Brady, F. J.
Brady, Lorraine
Bringer, Loretta
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Brooks, Mrs. Robt.
Broyley, Chas.
Brown, Chester W.
Brown, Clyde & Millie
Brown, Mrs. Elwood
Brown, Mr. Jessie
Brown, Jim
Brown, W. S.
Brown, Mrs. W. S.
Buckles, Leslie
Budd, Charlie
Billock, Clara
Burlingame, Dennis
Burns, Larry R.
Burns, Richard K.
Burridge, Mrs. Marjorie Mann
Burton, Freddie J.
Busby, Joan
Butler, Bill & Mrs.
Cannon, Mr. Ollie
Cantwell, Chas.
Carey, Jos. A.
Carr, Roy Arthur
Carroll, T. J.
Carter, Wm. T. (Bill)
Carver, Chas.
Cassidy, James
Cassidy, Mrs. Kay
Cerrone, Vito
Chalmers, Edw. R.
Chaney, Jack

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.

Adams, Dewey
Adams, Mrs. Harry
Adams, James
Adams, Steve P.
Aldred, Mrs. Edna
Alderman, Ralph L.
Alland, Maurice
Allen, Geo. S.
Allen, Geo. Wolfe
Alpaugh, Edna F.
Anderson, Elaine
Annis, Jimmy
Armstrong, Bill
Arturo, The Great
Atkins, T. E.
Austin, Arthur
Austin, Wm. Ray
Ayres, C. W.
Baker, E. O.
Baker, Mrs. E. O.
Baich, Matt
Barber, A. J.
Barnes, Letcher W.
Barrickman, Floyd N.
Bates, Albert
Bauehard, R. J.
Baxter, Joe & Mrs.
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Berman, Joe
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Berryhill, Leo L.
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Carter, Wm. T. (Bill)
Carver, Chas.
Cassidy, James
Cassidy, Mrs. Kay
Cerrone, Vito
Chalmers, Edw. R.
Chaney, Jack

FREE!

"A \$10,000 PORTABLE SHOWROOM"

Our 1954 WHOLESALE CATALOG features the finest name brands—all terrific values—yours for the asking. We carry 1001 items including: APPLIANCES • WATCHES • JEWELRY • TOOLS • GIFTS • TOYS • HOUSEWARES • CAMERAS • SPORTING GOODS. Our "PORTABLE SHOWROOM" appeals to: BUYERS' SERVICES • DEALERS • CLUB PLANS • GROUP PURCHASES • FUND RAISERS • BINGO PARTIES.

WRITE FOR OUR NEW FREE CATALOG TODAY!

WISE BUYERS KNOW... SEE FAUST FIRST
Wholesale Distributors Since 1932

O. FAUST

DEPT. 6954 323 North 8th Street Philadelphia 6, Pennsylvania

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

\$195 each
Dealer's cost - \$14.00 DODGE

Jobbers, distributors write, wire or phone for quantity prices

G & S Mfg. Co. Dept. B
1312 So. Los Angeles St. Los Angeles 15, Calif.
514 Deaderick NASHVILLE, TENNESSEE

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

Postpaid if amount in full accompanies order; Jobbers' and Distributors' inquiries invited. Terms 2%, 10 days to rated firms; un-rated firms 25% deposit, balance C.O.D.

LAKEVIEW NOVELTIES

4727 N. Monticello Ave. Chicago 25, Ill.

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.

Gigantic Ball Point Pens

12-inch automatic retractable. Instant drying ink writes on and on and on. \$48 Gross—Sample Doz. \$6.00. 25% deposit, balance C.O.D.

LEE JOHNSON PENS, Ink
P. O. Box 1022 Palo Alto, Calif.

SACHET BASKET

Imported Hand-Woven Rattan, 4" long, 2 1/2" wide, 1 1/2" each in case lots only, 1000 baskets to the case. Large selection of novelties and carnival merchandise. Immediate Delivery. F.O.B. our Los Angeles Warehouse.

QUON-QUON CO. Dept. 104
1822 S. Hope St., Los Angeles 13, Calif.

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.

BULOVA-GRUEN-ELGIN

FREE Write Today for Free 40-Page Catalog. Please State Your Business.

- REBUILT AND NEW WATCHES
- STERLING AND R. G. P. RINGS
- COSTUME JEWELRY
- RELIGIOUS ITEMS
- PERFUMES

WE WILL NOT BE UNDERSOLD

MURRAY SALES CO.
413-415 SO. LOS ANGELES ST. LOS ANGELES 13, CALIF.

Sell Tinselled Xmas Signs

To Stores, Homes, Offices and Clubs. Largest selection of Christmas and year-round ultra-blue signs. Metallic foil, metallic streamers and novelties. Marvelous full or spare-time money-maker. Order your samples TODAY!

MAKE EXTRA CHRISTMAS MONEY!

TERRIFIC 50¢ TO \$2.00 SELLERS!

- 2 Metallic Foil Xmas Streamers, 13x45 \$1.00
- 6 Metallic Foil Xmas Signs, 7 1/2x12 1.00
- 6 Ultra-Blue Tinselled Xmas Signs, 11x14 1.00
- 15 Ultra-Blue Xmas Signs, 7x11 1.00
- 15 Ultra-Blue Xmas Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Store Signs, 7x11 1.00
- 15 Ultra-Blue Comedy Signs, 7x11 1.00
- 15 Ultra-Blue Religious Signs, 7x11 1.00

Above Samples Mailed Postpaid.

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Krause, Freddie
Krim, W. E.
Kuehl, W. R. H.
Kuhn, Capt. Eddy
La Bata, Otis
La Fave, Thomas
Lambert, Clifford & Mrs.
Land, Lucky
Lankford, Mrs. Ellen A.
Lason, Arvil G.
Late, Joe
Lau, Penny
Laughlin, John
Le May, Barbara
Lee, Linda
Lein, Mrs. Victor
Lewin, W. C. O.
Ludlow, Wesley
MacDonald, Sue
McAlister, Tate
McAlister, T. F.
McCann, C. H.
McCormack, C. L.
McIntyre, John W.
McKale, Robt. T.
McKierman, Billie
McSpadden, Richard
McGill, Frank
McGill, Leo
McGill, Raymond
Mace, Herb
Mace, Mrs. Herb
Mack, Robert L.
Maguire, L. W. & Mrs.
Mallett, Bonnie
Mallory, George S.
Manard, Rocky
Manusco, Sam
Marcum Jr., J. H.
Marey, Nat
Marble, Ed
Markham, Harold Ray
Marosa, Frank
Martin, Mrs. Clee
Martin, Kurt
Martin, La Verne
Martin, Sam
Mayman, Gilbert
Mercer, Clarence
Merry, Harriette
Meyers, Leo
Meyers, Mrs. Margaret
Miller, Mike
Miller, Paul
Miller, R. E.
Miller, Sharon Lee
Mills, Elsie
Mink, Bill
Minkell, James
Minkell, Jack
Mintz, John S.
Moore, Jack (Mgr. Life Circus)
Moore, Mike
Moore, Steve
Moorehead, Merle M.
Morey, Edward Doty
Morgan, George
Morgan, John S.
Morgan, Pvt. 2 John W.
Morgan, Malone
Morgan, Chas. Olen
Mose, Mrs. Arthur
Murphy, Maggie May

Johnson, Harry Lee
Jones, August
Jones, Mrs. Barbara
Jones, Paul
Joseph, Frank
Julius, Peter
Julius, Harry
Kaiser, H.
Kaplan, Mrs. Sam
Keeler, Elsie & John
Keller, L. C.
Kelly, Edward (Red)
Keller, Hanka
Kemper, K.
Kerr, James E.
Kerr, Sylvester A.
Kight, Jean & Timmy
Kirk, Homer Esq.
Kiser, Geoffrey B.
Kist, Lew
Klein, Seymour
Knapp, James
Knapp, Speedy
Knapp, Barbara L.
Knapp, Barbara L.
Knapp, Peter
Konyot, Dorita May
Koskey Jr., Mrs.
Kramer, Louis
Krause, Freddie
Krim, W. E.
Kuehl, W. R. H.
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Pint-O-Matic Bows New Milk, Cheese Machs.

To Up Output of Pint Ice Cream Unit to 100 Month

MILWAUKEE, Oct. 2. — A new pound-package cheese vender and a new milk machine were announced this week by the Pint-O-Matic Corporation.

Both are similar in design to the firm's pint package ice cream unit.

William J. Wawrzonek, president, said that the new cheese machine will be ready for delivery by mid-November and the new milk vender—which vends one-half and one-third pints—two months later.

No prices were announced. At the same time, Wawrzonek announced that output of its five-selection pint package ice cream vender is currently running 50 units a month and will be doubled by December 1.

He said plans call for turning out 250 machines a month by February next year.

The ice cream unit, which lists for \$1,370 f.o.b. Milwaukee, has a capacity of 365 pints, 115 in vending position.

Indevco Sets Counter Coffee Unit at \$250

NEW YORK, Oct. 2.—Indevco, Inc., manufacturer of coffee vendors, announced that it is in production of a counter-size version of its Koffee King vender. According to V. M. Vassiliev, Indevco chief engineer, the unit, which lists for \$250, can be operated either by coin mechanism or push button.

The unit, model P1, is 12 by 14 by 20 inches, with the stainless steel powder dispenser capable of vending either coffee, soup or hot

(Continued on page 91)

Nestle Mulls New Va. Plant

WHITE PLAINS, N. Y., Oct. 2. — The Nestle Company, Inc., may build a new plant in Suffolk, Va., for the manufacture of three of its products, Nescafe, Nestea and Decaf. It has taken an option on a 70-acre tract four miles north-east of Suffolk.

Dr. J. C. Sluder, Nestle vice-president in charge of manufacturing, said that facilities at existing plants in New Jersey, Ohio, Illinois and California are taxed to the limit.

Mills Sells Plant to Teletype for \$2 Mil

CHICAGO, Oct. 2.—Mills Industries, Inc., sold its factory building to the Teletype Corporation for \$2 million.

A. E. Tregenza, president, announced that Mills will move to a new plant in Chicago within six months. Several sites are presently being considered, he said.

The move follows the termination of defense contracts at the plant, which, Tregenza said, required a large part of the factory facilities. Teletype will begin installing its equipment in the part of the plant that has been operated on the Mills armament contract.

'55 NAMA MEET TO BE HELD IN CHI NOV. 6-9

CHICAGO, Oct. 2.—National Automatic Merchandising Association's 1955 convention and exhibit will be held in Chicago at the Conrad Hilton Hotel November 6 thru 9, the convention committee announced Friday (1).

The annual NAMA meet was last held in Chicago at the Conrad Hilton in 1953.

Mr. Robot Bulk Milk Unit in Production

CHICAGO, Oct. 2.—Production of its bulk milk vender has been announced by Mr. Robot, Inc.

Jack Howe, head of Howe Vending and Mr. Robot, said that a contract signed with Penn-Michigan Corporation, Detroit, calls for 50 machines in September. Agricultural colleges have expressed interest in the machine, Howe said, and disclosed that Penn-State operates a Robot unit, Utah State has one on order.

Howe explained that plans call for showing the machine to health departments "all over the country" with a display trailer. The mobile unit will travel first to Pennsylvania and New York, Howe said.

The new unit lists for \$685 f.o.b. Detroit, \$100 more than when it was first announced.

The vender, which has a 920 7-ounce or 9-ounce cup capacity from either two standard five-gallon or 10-gallon milk cans, is dime operated. Vending is fully automatic; National cup drop delivers a cup and milk is dispensed when a coin is deposited.

A "robot control panel" or "mechanical brain" is featured in the machine, contains all control apparatus in one package unit.

Dairymen to Consider Vending at Milk Show

NEW YORK, Oct. 2. — Automatic merchandising is slated for some serious consideration at the 19th Dairy Industries Exposition to be held at Atlantic City's Convention Hall, October 25-30. More than 25,000 persons are expected to attend the show.

Also, eight allied conventions will be held in Atlantic City simultaneously. They are meetings of the Milk Industry Foundation, the International Association of Ice Cream Manufacturers, the International Association of Milk and Food Sanitarians, the National Association of Retail Ice Cream Manufacturers, the Evaporated Milk Association, the National Ice Cream Mix Association, the Dairy

Downward Trend in Cig Unit Sales Stopped, Ops Report

Survey Finds Avg. Drop Now 5-6% Compared to 7-8% in 1st 5 Months

CHICAGO, Oct. 2.—Cigarette operators agree: Unit sales are still down compared to 1953, but not as much as during the first eight months of the year.

Unit sales are now off 5 or 6 per cent, compared with 7 and 8 per cent for the first eight months of 1954.

An uptrend during the June-July-August period for the general vending market softened the average drop.

Look to 1955

Some operators, however, don't see a per-unit level equal to the average 1953 figure reached until well into 1955. For most operators, over-all volume is higher than last year, but it is because of added locations and equipment; operators have obtained a volume thru five machines that was realized thru only four units a year earlier.

The general picture reported by

operators is summed up by Aaron Goldman, president, G. B. Macke Corporation. Said Goldman: "From our figures, the downward trend in cigarette sales as judged by our per machine sales has not stopped, altho its rate of decline has become less acute."

Goldman outlined the sales pattern: For the first eight months of 1954, sales were off 7 per cent against the same 1953 period. But mid-summer months were off 5 per cent against the comparable 1953 period.

Nat'l Consumption

The decline in cigarette sales stopped in May—showed an even better upswitch in June when national consumption went up for the second month in succession. The Internal Revenue Service reported increases of 3 per cent in May and 5 per cent in June over the like months of 1953.

But single pack vended sales

did not bounce back, altho per-machine volume decline stopped going down.

Operators explain that vendors seem to be trailing national consumption because total cigarette

(Continued on page 91)

Bert Mills Announces 3 New Venders

To Bow Soup Unit At NAMA Meet, Map Bulk Milk Machine

ST. CHARLES, Ill., Oct. 2.—At least three new vendors are past the planning stage at Bert Mills Corporation, with one unit to be bowed at the National Automatic Merchandising Association convention in Washington which opens October 10.

Bert Mills, president, stated that the unit to be shown will be production models of the firm's new Soup Bar. The machine will be unique in that it will vend a heavy rather than a fluid or broth-type soup. Soups handled will include pea, tomato, asparagus and other cream-type soups.

The unit, housed in the firm's hot chocolate vender cabinet, is 15 inches wide, 20½ inches deep and

(Continued on page 91)

Marlboro Sets Filter-Tip and Jumbo Packs

NEW YORK, Oct. 2. — Marlboro cigarettes, a premium-price brand made by Philip Morris & Company, Ltd., Inc., will soon be marketed in two new styles—filter-tip and ivory-tip, king-size—while the regular-size ivory tip and plain styles will be discontinued.

List price to the trade for the king-size Marlboros will be \$9.10 a thousand, less discounts, while the filters will list for \$10 a thousand less discounts. Current price for the older Marlboros is \$10.60 a thousand.

The filter style, cork-tipped, will be introduced in the Dallas-Fort Worth area Monday (27). While the pack is shaped the same as the standard container, it features a flip-top box which allows the consumer to swing back the top of the pack to get at his cigarettes.

Snap-Open Pack

The new king-size style, with a

(Continued on page 91)

STATUS DEFINED

Gotham Judge Says Vender Not Tenant

NEW YORK, Oct. 2.—According to a recent ruling by Justice Corcoran in Manhattan Supreme Court, a vending machine in an apartment building is not a tenant and therefore is not protected by emergency rent laws.

The case came up when the Greenbro Coin Meter Corporation, washing machine operator, sought to enjoin the owner of an apartment building from forcing it to

vacate the location on the ground that the agreement between the two parties was a lease, giving the operator possession of designated space.

Such an agreement is usually made for a term of one or more years, and after its expiration the question may arise as to whether the operator is a tenant protected by the emergency rent laws.

Right to Stay

If the company can claim the protection of these laws, it has a right to remain indefinitely, just

(Continued on page 91)

Cig Output to Dip by 2-3%

WASHINGTON, Oct. 2.—The Agriculture Department's forecast on cigarette output this year bodes no good for operators. The prediction is that production this year will be about 413 billion cigarettes, a drop of from 2 to 3 per cent from last year. This marks the second straight year of decline.

The department reasoned that the consumer income is still high, there will be less spending by certain groups, communities and industries, with cigarette prices higher than a couple of years ago.

Cited was the decline in the population in the 20-29 age group and an increase in the older age class. It seems likely, the report said, that a smaller percentage in the older age brackets smoke cigarettes, and probably fewer per smoker than the younger group.

Blue Jay Buys S&S Interest

BROOKLYN, Oct. 2. — Harry Shenkman, head of Blue Jay Products here, announced that Blue Jay has bought an interest in the Brooklyn candy concern, S&S Confections.

Shenkman said that S&S will soon go into production on two vending bars, to be called Jelly Grains. He said they will have a grain base, jelly filling, and a chocolate coating.

The one-ounce bar will vend for 5 cents, while the two-ounce bar will vend for 10 cents. Shenkman said that Blue Jay sales to the vending trade are running 25 per cent ahead of 1953.

116 Exhibitors, 5,000 To Be Hosted by NAMA

CHICAGO, Oct. 2.—A total of 116 exhibitors and an expected attendance of over 5,000 will be hosted by the National Automatic Merchandising Association at its 19th annual convention which opens in Washington, D. C., October 10.

Mel Rapp, general convention chairman, announced that finishing touches for the show have been made and that all is ready for the curtain to go up on what he

predicted would be the biggest show in NAMA's history.

Five firms signed up to exhibit at the meet at press time, bringing the total to its present figure: Modern Merchandising Corporation, Clayton, Mo., compact and razor blade vendors; Navenco Manufacturing Company, Dallas, Tex., cup drink machine; Sero Syrup Company, Brooklyn, sirups; Smithco, Inc., Peoria, Ill., ice cream machine, and Waterman Engineering Corporation, Waterman, Ill., a coffee vender.



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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. 2	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11
Acorn Tab Gum (10 col.)...	\$21.95	\$21.95	\$21.95	\$21.95
Acorn Vendor, 1c.....	14.95	14.95	14.95	14.95
Acorn Vendor, 5c.....	14.75	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	8.50 10.00	8.50 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 Vendor.....	49.50	49.50	49.50	49.50
Clear Vendor.....	12.00	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	165.00	100.00	100.00
DuGrenier Champion (9 col.)...	100.00	100.00	100.00	100.00
DuGrenier Elec. Cig. Vendor.....	135.00	135.00	125.00	125.00
DuGrenier Model W (9 col.)...	95.00 125.00	95.00 125.00	95.00 125.00	95.00 125.00
DuGrenier Model S (7 col.)...	75.00 95.00	85.00	85.00	85.00
DuGrenier Model V (7 col.)...	90.00	90.00	90.00	90.00
Eastern Electric (8 col.)....	115.00	115.00	115.00	115.00
Exhibit Card Vendor, 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	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	27.50	27.50	27.50
Mills 3 Drink.....	185.00	185.00	185.00	185.00
National 930.....	95.00 130.00	95.00 130.00	95.00 130.00	95.00 130.00
National 950.....	110.00 145.00	110.00 145.00	110.00 145.00	110.00 145.00
National Candy (6 col.)....	69.50	69.50		
National Candy (9 col.)....	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. 1c & 5c Candy Mdse..			12.00	12.00
N. W. 39, 1c Mdse.....	6.50	6.50	6.50	6.50
N. W. Roll-Type Stamp (2 col.).....			35.00	35.00
Pop Corn Sez.....	69.00	69.00	69.00	69.00
P. X. (10 col.).....	125.00	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	165.00
Rowe Candy (8 col.).....	75.00	75.00	75.00	85.00
Rowe Crusader (8 col.)....	145.00	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	85.00
Rowe Imperial (8 col.)....	90.00	90.00	90.00	90.00
Rowe President (8 col.)....	130.00 155.00	130.00 155.00	130.00 155.00	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	100.00
Silver King Coffee.....	125.00	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		
Silver King Hot Nut.....	15.00 29.95	15.00 29.95	15.00 29.95	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	115.00
Super-Vends (3 sel.).....	265.00	265.00	265.00	265.00
Uneeda Candy (5 col.)....	65.00(2)	65.00(2)	65.00(2)	65.00(2)
Uneeda Model A (9 col.)...	95.00	90.00	90.00	90.00
Uneeda Model E (6 col.)...	75.00	75.00	75.00	75.00
Uneeda Model 500 (9 col.)...	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.).....	135.00	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

New Look in Charms, New Look in Machines.

Made possible by

VACUUM-PLATING

Following items now available in Vacuum-Plated finishes...

- BULLETS \$10.00
- SPARKLE RINGS 15.00
- INITIAL RINGS 15.00
- Gold HOT DOGS 15.00
- Gold & Silver ELECTRIC FANS 12.50
- Silver & Black IRONS & TOASTERS 15.00
- Gold SIX SHOOTER GUNS .. 6.25
- Gold BINOCULARS 15.00
- Gold & Silver Vacuum Plated CHARMS, Series #45 5.50
- Gold LOVING CUP TROPHIES 12.50
- Gold LOVING CUPS 7.50

F.O.B. Jamaica, N. Y. Or: At Your Distributor.

KEYCHAIN VARIETIES
KEYCHAIN VARIETIES
KEYCHAIN VARIETIES

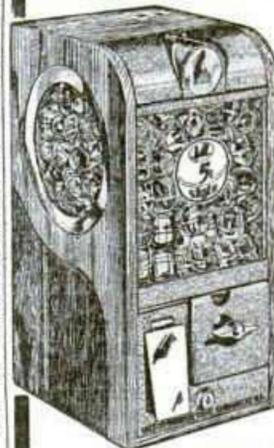
in Capsules...

90% of what we sell is KEYCHAIN VARIETIES IN CAPSULES—that's what the biggest and smartest Operators order. Your Best Assortment and Value.

\$22.50 per 1,000
F.O.B. Jamaica, N. Y.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

VICTOR'S SUPER V



1c-5c or 10c Play
Great Earning Power
Two Tone Oak Cabinet
Capacity—350 Capsules or

800-100 Count Ball Gum.

1 to 99—\$17.95 each
100 or more—\$16.95 each

CAPSULES (FILLED)

All \$10.00 per 500 All Items
Specialty Mix Police Whistles
Disney Charms With Key Chains
Press-On Emblems Spiders
Rubber Noise Makers Magnets
Colorful Iridescent Bead Bracelets
Silver Flashlights Baby Chicks
Asst. Rings Lizards Bugs

Write for Free 32-Page Vending Machine Catalog

One-Third Deposit on All Orders.
PARKWAY MACHINE CORPORATION
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READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

SPINDLE CITY VENDORS
1209 West Chronicle Ave., Linwood Park
Gastonia, North Carolina
Box 621

CIGARETTE MACHINES—ALL MAKES

With all column king size units, quarter operation; cut down, like new. Lowest prices.

E. F. STANTON & COMPANY
5435 West Washington Blvd.
Los Angeles 16, Calif.

FILLED CAPSULES

Charms for Ball Gum and Rocket Charm.
DEVICES NOVELTY • 231 W. Chicago Ave.
CHICAGO 30, ILL.

VEND—PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 2 years at \$6. 3 years at \$7.50
(Foreign rate, one year, \$8) 810

Name

Address

City..... Zone... State.....

Occupation

Food Engineering Names Hunsinger Service Manager

MANCHESTER, N. H., Oct. 2.—Food Engineering Corporation this week announced the appointment of Walter Hunsinger as service manager.

Hunsinger, an electrical engineer with many years' experience in vending, has been associated with Fellows Gear Shaper Corporation, Bell Aircraft Corporation, Electric Cashier Corporation and Fairchild Industries.

Food Engineering plans to premiere its new bulk milk machine at the National Automatic Merchandising Association convention in Washington.

Delicate Preems Two Napkin Units

NEW YORK, Oct. 2. — Two new sanitary napkin vendors are currently being marketed by Delicate International here. Both units dispense the same cartridge-packed napkin and belt vender by older D-I vendors.

The smaller unit is 11/5 by 4.12 by 2.2 inches, weighs 5.5 pounds, loaded and has a capacity of 24. It lists for \$17.50.

The larger unit is 20 by 12.12 by 5.25 inches, holds 144 units and lists for less than \$50. Cartridges sell for \$43.50 for a case of six gross. The machines are made for D-I by the Ajax Manufacturing Company.

**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.

A NEW TWIST

**Swindles 30
Job Seekers
Of \$6,000**

PHILADELPHIA, Oct. 2.—A swindler gave a new twist to the blue-sky theme by posing as a manager of a non-existent vending company and filching \$6,000 from 30 job applicants within a month.

The glib swindler rented office space in downtown Philadelphia, advertised for driver-salesmen, had applicants take physical examinations and then took \$200 from each as security, police said.

The racket was uncovered when the first three men "hired" showed up for work but could not find their employer.

The swindler rented office space and then advertised that the "Atlas Vending & Supply Company" was looking for driver-salesmen, giving a telephone number. Applicants who called were told to appear at the rented office for interviews. There they filled out employment forms and were told that since they would be handling machines for vending candy they would have to undergo physical examinations. The swindler got a physician to examine applicants for \$2 per examination.

The applicants, mostly over 50 years of age, were promised \$55 a week plus commission. However, the "employer" made each one post a \$200 cash bond, which he said he would pay back with interest at the end of six months if the work was satisfactory.

When the first three men reported for work, they found a 17-year-old girl in the well-furnished office. She had been hired a week before as a clerk-typist at \$45 a week. The girl, a recent high-school graduate, said that she had only asked for \$40 a week and the "boss" had insisted on the higher figure—but did not pay her before leaving.

**'54 NAMA Show First:
Canned Drink Venders**

NEW YORK, Oct. 2.—Canned drink venders, new to vending this year, will make their first industry show appearance when the National Automatic Merchandising Association annual convention opens in Washington, D. C., October 10.

The Cantrell & Cochran Corporation will exhibit the Choise-Vend capt-top canned carbonated beverage vender, made for C&C by the Central Tool Company, Hartford, Conn.

Besides C&C, Rowe Manufacturing Company, Inc., and Apco, Inc., are both expected to show canned pop machines at the show. Rowe showed its machine privately during June.

Juice Bar is expected to show its canned drink machine adapted from its canned juice vender.

Cole Products Corporation is reported to be readying a canned soft drink unit, but it is not expected to be shown at the NAMA meeting.

George Herald, head of C&C's vending division, announced that the first run of 50 is now in production, with 17 units already sold.

The four-selection vender lists for \$495, f.o.b. Hartford, and has a shipping weight of 650 pounds. Dimensions are 73 inches tall, 25 inches deep and 35 inches wide. Capacity is 160 in vending position and 240 pre-cooled in reserve.

Gear Delivery

Delivery is gear type, with each gear controlled by an individual motor and each motor controlled by an individual fuse. A double-front door is featured, with the first door opening for servicing, and the second door opening for motor and mechanism replacement.

Optional at additional cost are an automatic defroster and coin changers for 7, 8, 9 and 10 cents. Distribution will be handled thru the C&C sales organization, with distributors probably to be moved at a later date.

Herald announced that Lyle Wohlfeil, C&C vending division representative in the Chicago area, has resigned to head his own operating company.



**VICTOR'S
STANDARD
TOPPER**

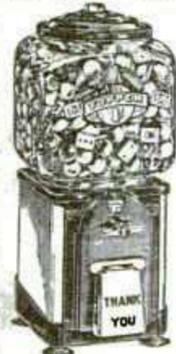
The World's finest bulk and charm vendor.

100 or more
\$12.00 each
Less than 100
\$12.50 each

Equipped with large globe.
Sold on TIME PAYMENT. Write for details.

ROY TORR—LANSOWNE, PA.

HERE AGAIN!!!



**VICTOR'S
TOPPER**

The world's finest bulk and charm vendor

\$12.00 each
100 or more

\$12.50 each
Less than 100
Packed and sold in cartons of 4.

Write for low prices on Ball Gum and Charms.

Loaded Capsules, \$20.00 per 1000

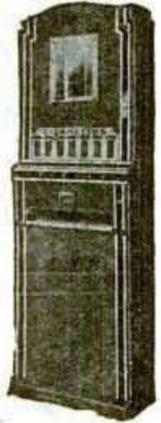
H. B. HUTCHINSON JR.
860 North Ave., N.E. Atlanta 6, Ga.
Tel.: Emerson 4300

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.)

UNEEDA CIGARETTE VENDORS	
Model A, 9 Cols., 270 Cap.	\$ 95.00
Model E, 6 Cols., 180 Cap.	75.00
Model 500, 9 Cols., 350 Cap.	100.00
DU GRENIER CIGARETTE VENDORS	
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

**SPECIAL
THIS WEEK!**



**DuGRENIER
Model "S"
7 Cols., 210 Cap.
\$75.00**

SODA and COFFEE MACHINES
Coca-Cola Bottle Vendors—Cup Drink Vendors—Coffee Vendors.
WRITE FOR INFORMATION

Our Paints Are
VENDERIZED
Prevents Peeling,
Flaking & Rusting.

All Equipment
Unconditionally
Guaranteed
Trade Prices.
1/3 Dep.,
Bal. C.O.D.

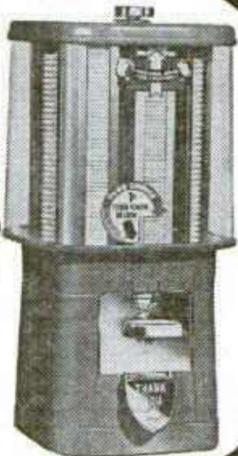
UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW
250 Meserole Street, Brooklyn 6, N. Y. • HEGEMAN 3-6295

GIVE TO DAMON RUNYON CANCER FUND

Oak Rainbow

Precision built in the world's largest factory devoted exclusively to the manufacture of bulk vending machines. You'll find it easy to sell locations with OAK'S streamlined Rainbow. 10 columns to vend tab gum, charm candies, Hersheys. Guaranteed mechanically.

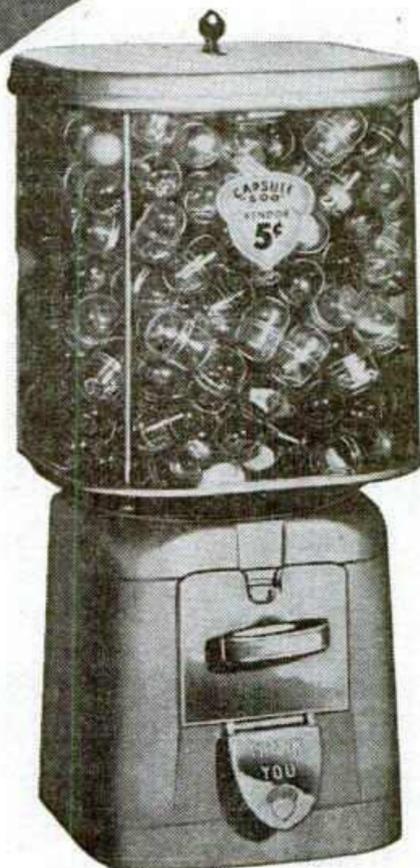


**Here's the
OAK "400" VENDOR
You Asked for**

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to capture attention, engineered to be absolutely trouble-free.
EASY TO FILL, 400 CAPACITY
WEIGHT: 7 LBS. • HEIGHT: 17" • WIDTH: 8"

Oak Acorn

The unqualified success of the ACORN All-Purpose Vendor makes it today the most popular and most wanted vending machine of its type in the world. Vends all bulk merchandise; nuts, gum balls, candy, charms. Has polished, easy-to-clean merchandise chute. Completely tamperproof. Held together by top lock and body clamps only.



**Ready for Immediate
Delivery**
**THE 3 BIGGEST
MONEY MAKING
BULK VENDORS
IN THE WORLD!**
and...all Instantly Convertible!

Here's the most flexible trio in the bulk vending machine business with a ready success story behind each machine. Operator-designed because they are Operator-demanded. New locations mean new demands . . . Any one of these machines can convert into the location needs and big profits that are yours.

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**WESTERN SALES OFFICES
OPERATORS VENDING MACHINE SUPPLY
1023 GRAND AVENUE • LOS ANGELES, CALIFORNIA**

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manufacturing
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Convert Your Present Acorns to Tab Gum or Capsule Vendors in Just Two Minutes.
Remember, Only the Acorn is Instantly Convertible

BIG SAVINGS

BALL and VENDING GUMS

New **LOW Factory Prices**

BUBBLE • CHICLE CHLOROPHYLL

Bubble Ball Gum, 140-170 & 210 ct. 24¢ lb.
 Clor-o-Vend Ball Gum, 140 & 210 ct. 40¢ lb.
 Clor-o-Vend Chicks, 275 & 320 ct. 40¢ lb.
 Chicle Chicks, 320 & 520 ct. 36¢ lb.
 Bubble Chicks, 320 & 520 ct. 30¢ lb.

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
 4th & Mt. Pleasant • Newark 4, N. J.

SKED LEVERONE NAMA MEET TALK

CHICAGO, Oct. 2. — Nathaniel Leverone, chairman of the Automatic Canteen Company of America, this week was scheduled to speak at the National Automatic Merchandising Association convention Tuesday, October 12.

Leverone will talk on "Blueprint for Progress"—the convention theme.

YOUR TICKET TO SALES RESULTS—
THE ADVERTISING COLUMNS OF THE BILLBOARD!

1954: Last Year of ABCB's Cup Ban?

CHICAGO, Oct. 2.—Is it likely this will be the last year the cup drink machine is banned from the American Bottlers of Carbonated Beverages' annual convention?

This question—no new one—is especially pertinent this year primarily for one significant development: Plans of at least one major cup vender manufacturer for a low-cost cup machine line.

Cole Products Corporation is said to be readying a full line of low-cost (three-figure price) cup drink units with up to five selections.

And one other large manufacturer is rumored to be planning a low-cost multi-selection cup drink machine.

Since Cole Products went on record this week that it definitely plans to show cup drink units in Philadelphia during the ABCB convention which opens there November 15, it is expected that bottlers will get a good look at Cole's new low-cost line at that time.

Up to now, a bottlers' vending activity has been understandably limited because his primary concern is necessarily in his bottling operation. Consequently, he has not been able to compete with the cup operator for top volume locations and has had to content himself with locations operators don't want, anyway.

Bottles Vs. Cups
 Moreover, the bottler doesn't offer a package as the diversified operator does, and most important, his bottle machines—not holding the capacities of the cup machine—can't compete on top locations with the cup unit.

However, with a low-cost cup drink machine available, the bottler may easily decide to go into cup vending to a greater extent, and ABCB may look at cup drinks as an ally, rather than as a competitor, to bottles.

At any rate, the bottler will take a better look at cup machines during the ABCB meet—if low-cost machines are shown—than ever before and will probably start to re-appraise his vending operation there and then.

fore and will probably start to re-appraise his vending operation there and then.

Canned Drinks
 Of course, the picture is not quite that simple. A new entry into beverage vending complicates it: Canned soft drinks.

Canned drink machines—described by a vending executive of a large beverage firm as a compromise between the expensive cup drink machines and the low-capacity bottle machine—may persuade vending operators to bid for low volume locations in competition with the bottler. And, despite the problems, the bottler will undoubtedly eventually be forced into canning, and may then cut back his vending operations—especially if confronted with new competition from the vending operator's can machines.

Whatever the outcome, big changes loom on the beverage vending horizon.

Meanwhile, cup vending machines—banned from the ABCB show for the fifth straight year—are expected to be shown by several firms besides Cole during the show, and continue to occupy the bottlers' attention.

Last year, when the ABCB met in Chicago, five cup vender manufacturers and one national soft drink firm displayed cup equipment during the meeting.

Dad's Root Beer Company held its own annual convention. Cup equipment for the exhibit was shipped in by Apco, Inc.; Navenco Manufacturing Company; Rudd-Melikian, Inc., and Spacarb, Inc. Cole Products held a series of daily "bottlers clinics" at its Chicago headquarters and showed their cup equipment.

Cig Tax Takes Tops in Florida

MIAMI, Oct. 2. — The Miami Herald in an editorial last week pointed out that the highest yields and rates for cigarette taxes are racked up in Florida.

There are 75 cities in the United States that collect a tax on tobacco, according to the Nebraska Municipal Review. The Herald made this interesting comparison between the operation and the return of tobacco taxes levied by the cities and that of Florida:

"The analysis of cigarette and tobacco taxes indicates that for cities with more than half a million population an average tax rate of 1.3 cents on each package of cigarettes brings a per capita yield of from \$1.58 to \$2.14.

"Highest yields and rates for cigarette taxes are in Florida, which puts a 5-cent levy on each package. The per capita yield in Florida goes as high as \$12.27, reported by Miami Beach, and is no lower than \$4.89, reported by Pensacola."

There are other factors aside from the high rate of the Florida cigarette tax which accounts for the large return in the State, the editorial pointed out. They are:

- "1. The tax is uniform thruout the State, which stymies evasion.
- "2. The State collects the tax, takes out the cost of administration and turns the rest of the revenue back to the cities.
- "3. Tobacco consumption is greater in Florida, where the bulk of the municipalities are resort centers."

CAPSULES
 The best in filled Capsules from **KARL GUGGENHEIM!**

MIXES
 per thousand
 Toy & Puzzle Mix \$20.50
 Novelty Mix 21.00
 Key Chain Mix 20.00

INDIVIDUAL ITEMS IN CAPSULES
 per thousand
 Friendship Ring \$20.50
 Top with String 20.00
 Wire Puzzles 20.00
 Lizards 20.00
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RECONDITIONED DuGRENIER CIGARETTE MACHINES

- ★ All king size columns!
- ★ 25c or 30c operation!
- ★ New type mirrors!
- ★ Unit completely replated!
- ★ Cabinet infra-red baked!
- ★ Assorted hammertone finishes!
- ★ Shorty stands!
- ★ Fully guaranteed!
- ★ Limited quantity!

11 Col. Champs, 425 Cap.	\$143.50
9 Col. W's, 290 Cap.	129.50
7 Col. V's, 230 Cap.	114.50
7 Col. S's, 190 Cap.	109.50

1/3 Dep., Bal. C.O.D.
JAMES H. MARTIN, Inc.
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 Chicago 5, Illinois
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In Philadelphia or Anywhere

FILLED CAPSULES
 Immediate Delivery
 Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR
 Immediate Delivery

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READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

T. T. VENDING SALES CO.
 2659 North Racine Avenue
 Chicago 14, Illinois

VICTOR'S SUPER V
 The Ideal Capsule Vendor

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
 25 cases or more . . . 67.80 per case

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duralumite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4
 25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest **VICTOR** Distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave. Chicago 39, Illinois

NEW
 . . . NOTHING ELSE LIKE IT!

Northwestern
 SELECTIVE TAB GUM VENDER with "QUICK CHANGE" MERCHANDISE DRUM

Wire or write for details THE NORTHWESTERN CORPORATION
 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

Northwestern SUPER JET
 SENSATIONAL NEW CAPSULE VENDOR

★ 325 capsule capacity
 ★ Simple, foolproof mechanism

\$64.00 PER CARTON OF FOUR

VARIETY IS THE SPICE OF LIFE!
 Rake's Jet Capsule asst. gives you a variety mixture of feature items selected from all popular charms. \$10.50 Try a sample mixture! For 500 Trial Order

Write for Catalog of New & Used Vendors, Accessories & Supplies
 1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
 609A SPRING GARDEN STREET Lombard 3-2676 PHILADELPHIA 23, PA.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Vendor's Mix63
Pistachio Nuts, Sheik48
Cashew Whole50
Cashew Butts48
Peanuts, Jumbo38
Spanish29
Mixed Nuts55
Almonds, 480 ct., 5 lbs., vac. pk.85
Baby Chicks32
Rainbow Peanuts32
Boston Baked Beans30
Jelly Beans28
Licorice Lozenges25
M & M44
Assorted Fruit Charms, 100 ct.42
Rain Bio Ball Gum, all sizes, 200 lbs. minimum. Prepaid, per lb.28
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.48
Beech-Nut, 100 ct.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.
 MOE MANDELL
 446 W. 36th St., New York 18, N. Y.
 LOngacre 4-6467

READY FOR DELIVERY NOW!

1c or 5c **ACORN** ALL-PURPOSE BULK MERCHANDISER

Featuring the new **Silver Streak** BRUSH HOUSING

Empire COIN MACHINE EXCHANGE
 1012 Milwaukee Ave. • Chicago 22, Ill.

Operators, Attention!

To get greater profits, now buy the best in the West.

Northwestern Super Jet Capsule Vender. Sample filled with Addey Feature Capsules, ready for location, \$23.95.

Northwestern Tab Gum Venders, 100 or more, each \$24.95.

Northwestern Model 49 Peanut and Ball Gum Venders, 100 or more, each \$16.95.

Complete line of Parts, Globes and Merchandise.

Write for prices to **ADOLPH D'ESTE, ADDEY, INC.**
 2815 W. Pico Blvd., Los Angeles 6, Calif.

We

Have Newer

CHARMS!

NEW DESIGNS
NEW IDEAS
NEW FINISHES

send 35¢ Complete Sample Kit

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

Quality filled Capsules, F.I.B. Badges, Flicker Action Pictures, Initial, Military, Cameo and Jewel Rings.

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S New Sensational SUPER V

The Ideal Capsule Vender . . . 1¢, 5¢ or 10¢ 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

BIRMINGHAM VENDING CO.
540 2nd Ave. N. Birmingham, Ala.

SCHOENBACH STAMP VENDORS Folder Type

ATTRACTIVE OUTSTANDING

Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vender (as illustrated) \$24.50 ea.
3 Col. Vender \$32.50 ea.

STAMP FOLDERS Very Low Prices

1/3 With Order, Balance C.O.D.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

WANTED

Capsules and Charms

Diedrick Supply Co.
123 Walnut St. Chaska, Minn.

NATD Cites General Cigar

NEW YORK, Oct. 2.—The General Cigar Company here has been awarded an engraved plaque for designing and erecting the "most original" exhibit of the 22d National Association of Tobacco Distributors.

The award was made in New York last week by Ira Katz, NATD vice-president and president of the Metropolitan Tobacco Company, to Julius Strauss, GCC president.

The General exhibit featured a modern research laboratory that was built and operated on the convention floor.

Indevco Sets

• Continued from page 87

chocolate with a standard hot water heater.

Vassiliev said it could be used by cafeterias as a counter dispenser when the counter is open, and as a vending machine when the counter is not manned.

300 Cups

The model P2 contains the same features as the P1, and also has a National Rejectors cup dispensing mechanism. It lists for \$300 and has a capacity of 300 cups.

While the unit has only one powder dispenser, a tank with sugar sirup is added, thus giving two selections. The cabinet is baked white enamel.

Indevco is currently making hot water kits—including thermostat, level and timing controls—for units which have no hot water system. List prices are from \$50 to \$100, depending on specifications.

Marlboro

• Continued from page 87

snap-open package, will soon go on sale in Rhode Island and Bristol County, Mass.

Company officials said that further distribution plans would be announced soon. Meanwhile, regular Marlboro ivory tips in the 70-mm. size will be produced to meet the demand in those areas where the new styles are not yet in distribution.

The new Marlboro pack, designed by Frank Gianninoto and Associates, features a red, white and blue motif. Philip Morris has prepared point-of-sale posters and plans a heavy advertising campaign.

Meanwhile, a third new Marlboro product will be field tested in Rochester, N. Y., starting October 11.

It is a filtered, king-size pack with a cork tip in a snap-open package. A heavy advertising campaign is planned in the area.

Downward Trend

• Continued from page 87

sales are now divided between more brands—and more types—than ever before. And while full-time variety is no problem for retailers, there is a limit to the number of brands a machine can carry—and brand rotation is no solution as it is for other phases of automatic merchandising. Cigarette smokers do not switch brands as often or buy an assortment of brands as readily do candy bar customers, for example.

The Agriculture Department this week added a sobering note, predicted that production will dip 2 or 3 per cent from last year (see separate story in this section).

Williamson Candy Ups TV Advertising

CHICAGO, Oct. 2. — To provide vending operators with local promotional support, Williamson Candy Company has stepped up its TV advertising on Oh Henry! candy bars on a market-by-market basis.

James A. Dickens, vice-president, said that this year's campaign had already been extended to 112 TV stations.

Dickens said radio advertising would also be used to promote Oh Henry! candy bars this fall.

GOODNESS GRACIOUS!

UNION, N. J., Oct. 2.—Progress and what the mayor of this North Jersey community calls "gracious living" evidently cannot be reconciled here.

Adding insult to injury, Mayor F. E. Biertuempfel, commenting a recent township ordinance banning milk venders on outdoor locations, declared the automatic merchandisers "are not in keeping with Union's policy of gracious living."

He topped off his remarks by condemning as unsightly, "the slot machine method of selling products." The ordinance which prohibits outdoor milk venders allows them in stores, factories and schools.

MUSIC MACHINE OPERATORS SWAMI

Is a welcome and profitable partner in your restaurant locations. Swami is being accepted by restaurants all over the land because their commission more than pays for the napkins they have been giving away at considerable cost.

Swami dispenses a ticket for 1c with answers to any yes or no question and a fortune. We have proof from operators of continued earnings of from 50 to 200% on the investment. Swami is also an added service to your location which makes that location more secure and makes you a profit.

Write today for particulars on this proven moneymaker.

Packaged 10 to the case keyed alike. Small lots \$19.50 ea. Quantity prices on request. Terms: 1/3 Deposit, Balance C.O.D. or sight draft. FOB Sacramento.

F. E. ERICKSON CO., INC.
1300 Dixianne Ave. No. Sacramento, Calif.

VICTOR SUPER V

4 to 99 . . . \$17.95 ea.
100 or more . . . 16.95 ea.

NEW CAPSULE ITEM

Jingle Bell Rings . . . \$22.50 per 1000

Time payment plan available. Trade-ins accepted. Prices subject to change without notice. All Victor Models available. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

McPHAIL VENDING SERVICE
1218 Eglinton Avenue West
Toronto, Ontario, Canada

Apco to Move To New Office

NEW YORK, Oct. 2. — Apco, Inc., will move from its current sales and showrooms at 250 W. 52d St. to larger quarters on the 22d floor of the Mutual Life Insurance Company at 1740 Broadway.

Sam Kresberg, Apco president, said the move will take place Friday (1), with open house for operators to be held after the National Automatic Merchandising Association's Washington Convention October 10-13.

The new offices will contain 6,000 square feet of floor space, three times as much as the current headquarters. This is Apco's second move in 18 months, both being caused by the need for more space.

About five office employees will be added to the staff. The customer service division at 43 W. 61 Street will not be affected by the move.

Status Defined

• Continued from page 87

as any other commercial or business tenant.

The only requirement would be that it continue to pay "rent," in this case the agreed-upon percentage of the gross, and may not be evicted either physically or thru court action.

However, the court ruled that vending operators do not come under the law. Only tenants whose leases give them exclusive right to specific space are protected. A firm or person who has the right to use undesignated space would be termed a licensee.

Not Protected

Moreover, even when the agreement refers to specific space in the basement, it may not be held to constitute a lease creating a tenancy protected by the emergency laws.

It would appear that the ruling is applicable to operators of milk and cigarette venders in apartment buildings as well.

Dairymen

• Continued from page 87

Cocoa Division of General Foods, the Dixie Cup Company, Empire Biscuit Company, Eskimo Pie Corporation, Hooten Chocolate Company, LeRoy Sales Division of the Bury Biscuit Corporation, Lily-Tulip Corporation, National Biscuit Company, the Nestle Company, C. J. Van Houten & Zoon and Wilbur-Suchard Chocolate Company.

Almost certain to come up for discussion will be the role of automatic merchandising in milk distribution. One of the key problems confronting the dairymen is the making of milk available to the consumer, with more and more of the milkmen turning to automatic merchandising for the answer.

Bert Mills

• Continued from page 87

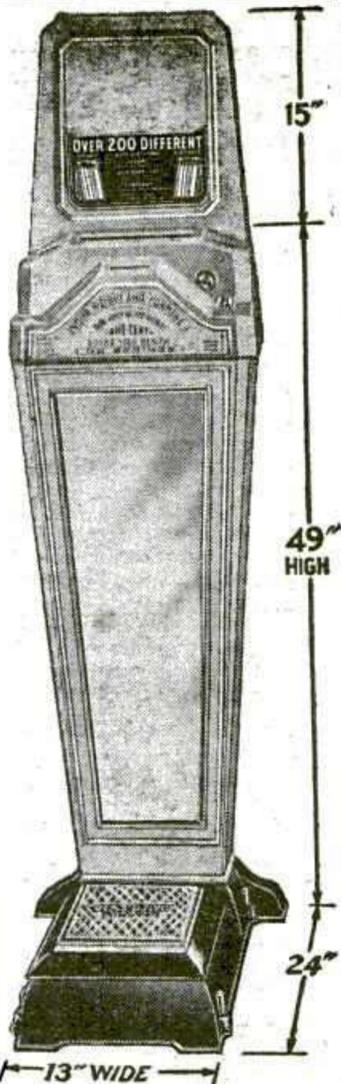
69 inches high. List price is \$231; \$256 with coin changer. Standard coin mechanism will accept both nickels and dimes for 10-cent operation.

A second soup vender, offering three selections, will be introduced later this fall. It will be priced under \$400, provide for two soup and one hot chocolate or all soup selections.

Mills' third unit, scheduled for introduction next spring, is a bulk milk vender. According to the firm, prototype models have been approved by the Chicago Board of Health.

O. P. McComas Cited

NEW YORK, Oct. 2. — O. Parker McComas, president of Philip Morris & Company, Ltd., Inc., has been awarded the "Statesman in Industry" award by the National Urban League. The award was "for pioneering in industrial relations with social vision and statesmanship."



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE

PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

BLOODY TOOTH!

Here's a fabulous brand-new "Price Exclusive" capsule item that's reaping a merry harvest of coins for operators all over the country. Get your supply today!

EACH CAPSULE HAS CATCHY INSERT READING . . .

THE BLOODY TOOTH

Here it is, Mom! I just pulled out my tooth! If I put it under my pillow will I get a dollar?

ONLY \$22.00 per M

Send for Our Complete List of Sales Stimulators!

WRITE, WIRE, PHONE YOUR ORDERS

PAUL A. PRICE CO.
55 Leonard St., New York 13

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

BALL NUT AND CANDY COMPANY
409 South Beckley
Dallas, Texas

AMI Distributors Unveil Model F October 10

Additional Op Showings Skedded; New Phono Available in 40's, 80's & 120's

CHICAGO, Oct. 2.—Sparkling showrooms, new back drops and shipments of new phonographs called the turn this week at AMI distributor offices as preparations for operator showings of the new AMI model F, scheduled for October 10-11, got under way.

Meanwhile, shipments of the new phonograph have been pour-

ing out of the Grand Rapids factory this week, supplying distributors with sufficient floor models for the unveiling. Officials at the plant said that the shipments would continue thruout next week as well.

The new model was introduced to distributors at a special meeting in Grand Rapids September 16 in the Rowe Hotel. Following the meeting it was learned that the new phonograph was to be available in 40, 80 and 120-selections and that the cabinet design had been changed considerably.

While the first launching of operator showings will get under way next Sunday (10), distributors have reported that second and third showings would follow within a week in neighboring cities.

AMI regional and factory representatives will assist distributor staff members during the showings.

Also to be shown at the unveilings will be a complete line of auxiliary equipment.

Northern Music Opens Branch In Columbus

COLUMBUS, O., Oct. 2.—Northern Music, Inc., this week launched the grand opening of its new branch office here at 622 West Broad Street with operators from all over the territory attending the event.

Dick Gilger, a newcomer to the Northern staff, altho an eight-year veteran in the coin music field, was appointed manager of the new branch. Paul Hott was named to head up the service department.

Herb Wedewen, president, said that the new outlet was established as a result of a recent program adopted by the firm calling for expansion of sales and service facilities.

Earlier this year Northern moved its main office in Cleveland to a new building at 2006 Prospect Avenue.

In conjunction with the branch opening, Reed Whipple, Wurlitzer field service engineer, instructed service classes on all Wurlitzer equipment.

5c SALES NO HELP

Ops Find Used Disk Loss Can Be Eased

By BENN OLLMAN

MILWAUKEE, Oct. 2.—Used phonograph records—an added source of revenue or a music operator headache?

Like many other businessmen, music operators are faced with a "waste" or "left-over" problem. Every year some 60,000,000 records are purchased for use on the nation's juke boxes. As these disks wear out, or lose their popularity they must be removed from the machines and then stored or sold.

A recent survey by The Billboard showed that most operators keep a fairly large inventory of used records on their shelves just in case a tune should ever make a comeback. However, even with a large inventory, the bulk of the used records must be sold to help offset the cost of new stock.

The majority of operators reported that used record sales were made to wholesale buyers in bulk lots. Lack of warehouse space and insufficient help to properly sort the records taken off the machines were the principal reasons given by all who sold their discards in this manner.

Bulk Sales

Here in Milwaukee, a survey showed that most of the coin-operated music firms solved their old record problem with the bulk sales method. The greatest number of buyers coming from the Chicago area, with a few being reported from as far away as Cleveland.

Disk Vender Gets Patent; No Pilot Built

NEW YORK, Oct. 2.—Bernard Marder, Far Rockaway, N. Y., has been granted Patent No. 2,686,583 from the United States Patent Office for a phonograph record vending machine.

Marder said the electrically operated unit may be attached to a juke box—to vend selections on the juke box—or it may stand alone.

He added that he has discussed with a chain store organization the possibility of using the record vender in combination with a juke box, with the customer getting his nickel refunded if he decides to buy the record after hearing it on the juke box.

Top 10 Tunes

According to Marder, the record vender would dispense the top 10 tunes, with the regular juke box serviceman stocking the vender on his music machine route.

Marder said that no pilot model has yet been built. He is currently writing juke box, coin machine and record companies in an attempt to find a manufacturer.

Each selection is stored in a separate department. Number of selections and total capacity has not yet been decided.

Prices received from these sources usually average about 5 cents per disk.

But with the trend today toward multi-selection equipment, old records are accumulating even faster than before, and operators are beginning to find the loss in revenue from these nickel sales a bitter pill to swallow.

Red's Novelty Company, West Allis coin machine firm, headed by (Continued on page 94)

McCarran Death Hits Backers of Juke Royalties

WASHINGTON, Oct. 2.—Backers of legislation to extend copyright royalties to juke boxes lost one of their staunchest Hill advocates this week in the death of Sen. Pat McCarran (D., Nev.).

Senator McCarran was sponsor of the Juke Box Royalty Bill under consideration by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks in the last Congress. Altho Sen. Everett Dirksen (R., Ill.) sponsored a similar bill, his proposal was not under deliberation in the subcommittee's hearings. The McCarran bill failed to emerge from the subcommittee.

Sen. Estes Kefauver (D., Tenn.) is currently the Senate's best-known advocate of the box royalties legislation. Kefauver, who co-sponsored a bill of this kind with the late Rep. Joseph Bryson (D., S. C.) in the 82d Congress, is (Continued on page 94)

Mrs. Hear Pantages Map Ad Proposal

CHICAGO, Oct. 2.—Rodney Pantages, originator of the proposal to put singing commercials on the nation's juke boxes, left for California yesterday (1) following a three-day visit here contacting juke box manufacturers.

Mass advertising via juke boxes was first introduced during an MOA board of directors meeting here at the Morrison Hotel last July. At a special luncheon attended by juke box manufacturers, Pantages indicated that he would return to Chicago to explain his proposal in detail.

The visit this week followed on the heels of a formal contract signed by Pantages and MOA (The Billboard, October 2).

UMO of Mich. Skeds Oct. 4 For Second Meet

10c Play Question To Key Activities; Op Interest High

DETROIT, Oct. 2.—The United Music Operators of Michigan, recently revived juke box association here, placed the question, "Will 10-Cent Play Help You Make Money?" foremost on the agenda for its second monthly meeting to be held Monday (4) at the Fort Wayne Hotel.

In a letter urging operators to attend the event, conciliator Roy Small, asked, "Would this change to dime play be desirable to you? The subject seems to be uppermost in the minds of most of UMO members."

In addition to this renewed interest in dime play, UMO is start- (Continued on page 94)

Va. Op Assn. Meets Oct. 11; 10c Play Gains

NORFOLK, Oct. 2.—Members of the United Coin Machine Operators' Association have scheduled their next meeting to be held here at Lou's Ringside, located at Princess Anne Road and Granby Street, on October 11.

Sparkling the meeting will be the recently adopted proposal to switch to dime play. As a result of the association comprising about 95 per cent of the Norfolk-Portsmouth-Virginia Beach operators, the move to eliminate the nickel chute from juke boxes has already been reported to have gained considerable headway.

Association officers directing the new proposal are I. Voder, president; W. H. Jennings, vice-president; E. N. Creech, secretary, and A. L. (Buddy) Nicholson, treasurer.

MOA PRES. RIPS OFF-COLOR DISKS

OAKLAND, Calif., Oct. 2.—George A. Miller, president and business manager of Music Operators of America, this week fired both guns at the use of off-color disks in the coin-operated phonograph industry.

Miller said that there was no

tify and discourage their members from using these lewd recordings.

He said, "I earnestly and sincerely ask the co-operation of all members of MOA, and of all music operators thruout the country, in discouraging the use of such records immediately."

This, Miller said, could become a national problem. Only if it is torn down now while it is still in its infant stage can the automatic phonograph industry escape without some kind of a black eye.

Should the Federal Communications Commission take action against these off-color disks, Miller said, record manufacturers, radio stations and juke boxes would be hurt. "An extra dollar in this instance," Miller observed, "could at the same time give the entire industry some very bad publicity."

A BIG STEP

Colo. Op Sees Location Head Co-Op Nets \$\$

AURORA, Colo., Oct. 2.—Co-operation between location owners and music operators took a big step forward here this week when Jack Arnold, head of the American Amusement Company, announced that he was planning to hold an open house in the near future for all location owners and potential location owners in this area.

Arnold, who recently moved into new quarters here, said he plans to capitalize on such advantages as a modern showroom, a complete service repair and maintenance shop, ample storage space and efficient offices. Arnolds plan? To increase the size of his route during the coming year.

The open house will include refreshments and tour thru the entire building. It will also give location owners the opportunity to meet the people responsible for maintaining their machines, Arnold said.

Simultaneously, Arnold announced that Joe Bonacci, formerly an independent operator in Omaha, had been added to American's staff. Bonacci will head up the service department of the Denver suburban firm.



GEORGE A. MILLER

place in the automatic phonograph industry for this type of music and that any juke box operator who believed that these records would increase his income, was in for a sad awakening.

Because these off-color disks could possibly reflect on the juke box industry, Miller said that he would personally contact representatives of all State and local associations and urge them to no-

Calendar for Coinmen

October 4—United Music Operators of Michigan, monthly meeting, UMO headquarters, Detroit.

October 10-13—National Automatic Merchandising Association, annual convention, exhibit, National Guard Armory, Washington, D. C.

October 11—United Coin Machine Operators' Association, of Richmond, Va., bi-weekly meeting, Lou's Ringside, Richmond.

October 16—Music Operators of New York, Inc., 17th annual banquet, Grand Ballroom of Waldorf-Astoria, New York.

October 19—California Music Merchants' Association, Los Angeles Division, monthly meeting, Conference Room No. 8, Hotel Biltmore, Los Angeles.

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 31-November 4—International Popcorn Association, annual convention, exhibit, Conrad Hilton Hotel, Chicago.

Info in Other Departments

Among the stories of general interest to the coin machine industry to be found in the General, Music and other departments up front in this issue of The Billboard are:

45 R.P.M. DISKS GAIN HEADWAY with New York radio stations. ABC this week goes along with record manufacturers and okays use of small platter on deejay shows (Music department).

OFF-COLOR RECORDINGS at retail level as dangerous as over the air, warns editorial. Retailers urged to ban the use of these new two-day tunes before they do unreparable damage (Music department).

R.&B. MANUFACTURERS IN ARMS at Stan Freberg's blast against blues market during West Coast interview. Without beating around the bush, Freberg said he just didn't like 'em (Music department).

ALL'S QUIET IN PUBLISHING this week as World Series takes usual bustle out of business and substitutes funeral parlor effect (Music department).

And many other informative new stories, as well as the Honor Roll of Hits and pop charts.

You are cordially invited

to attend

The First Showings of the Great New

AMI Model "F"

The first and only automatic phonograph

with

MULTI-HORN HIGH FIDELITY

and

FULL RANGE SONORAMIC SOUND

At Your A.M.I. Distributors

Beginning October 9th, 1954

COINMEN YOU KNOW

Chicago

Communications to:
Ken Knauf
Central 6-8761

4 New Games Hit Fall Market . . .

Four new amusement games were shipped to distributors recently by Chicago Manufacturers. D. Gottlieb & Company shipped Super Jumbo, a new type pinball game; United Manufacturing Company delivered Carnival Gun, a new 22 rifle unit with moving targets, and also a new shuffle bowler, the 11th Frame Shuffle Alley; Williams Manufacturing Company bowed Super Jet Fighter, a new gun game with moving airplane targets.

Bert Mills, president of Bert Mills Corporation, is going to Hawaii for a vacation, planning to return November 1. Herbert Shadwick, vice-president, will represent the company at the NAMA show in Washington, D. C., October 10-13.

Ed Levin, Chicago Coin Machine Company, reports Sam London and son, Perry, of S. L. London Music Company, Milwaukee, dropped in and placed a large order for Holiday Bowlers. Phil Robinson, Chicago Coin's West Coast repre-

sentative, spent a week in the Windy City recently.

Paul Huebsch, general manager of J. H. Keeney & Company, is getting ready to leave for the Washington NAMA show. Roy McGinnis, president; John Conroe, vice-president, and Walter Harrison, chief engineer, are all making the trip to the capital, as are project engineers Pete Engels and Ed Lipski. Keeney will exhibit his new cigarette venders and coffee venders. Visiting at Keeney headquarters this week was Ron Rood, Southern Music Distributing, Orlando, Fla.

The folks at Empire Coin Exchange are hoping to see Howard Freer back in action soon. Howard landed in the hospital for a two-week stay with a blood clot in his chest. Gil Kitt remarks that the export business is up, with game shipments recently to Europe and South America.

Don Moloney, Donan Distributing Company, moved into his new Wilmette home. This means baby daughter, Mary Ann, will have to get used to new environment. Tom Cath says the Bally Variety game is bringing in big orders. Shirley Saunche recently received a diamond engagement ring, so Donan will be on the outlook for another beautiful blonde receptionist.

Herb Perkins, Purveyor Distributing owner, headed for New York City—strictly business this time—says Herb. Monte West has been making a tour of Illinois with the new Keeney shuffle games and meeting with State operators.

At National Coin Exchange, Mort Levinson reports orders already piling up for the new Gottlieb Super Jumbo pinball. Mort says that he smashed up his new car on his recent sojourn to Florida. Sheldon Spira matched Mort, also

smashing up his car. Outside of these calamities, says Levinson, business is good.

Fred Skor, World Wide Distributors, says the firm has tripled its exports to Europe recently. Al Stern, Joel Stern, and Fred are all giving the export trade much of their attention. Len Micon is busy moving the 50-selection Rock-Ola which is getting particularly good orders.

Clay Nemeroff and Charley Pieri, Monarch Coin Machines, are happy with the results of Chicago Coin's Holiday Bowler. Monarch is also moving a lot of used game equipment. Mrs. Buck, Monarch receptionist, was welcomed back after a long illness. Floyd Altman, of Lincoln, Ill., was among the Monarch visitors recently.

Coven Distributors' Chris Tiasen is back in town after traveling the Hoosier highways contacting operators. Ben Coven is trying hard to get settled after returning to Chicago after a sunny summer in Lake Geneva. Service schools in Illinois and Indiana kept the folks at Coven on the jump. Reed Whipple, regional representative for Wurliizer, conducted the service classes.

Ralph Sheffield is back at Genco after tripping to Cleveland and Cincinnati. Genco received orders for games recently from many parts of the world, including Philippine Islands, Guam, Hawaiian Islands, Mexico and South America.

Lou Urban, Jennings & Company, left September 19 for Nevada. Lou planned to hit Las Vegas, Reno and Lake Tahoe.

Bill De Selm reports United Manufacturing Company's golf banquet at Highland House, Niles, a big success, with steak dinner, refreshments and card playing. Ken

(Continued on page 96)

Operators Find Used Disk

Continued from page 92

Jerome (Red) Jacomet, has gained recognition hereabouts for its outstanding job of merchandising old box records at what stacks up as premium prices.

Retail Method

Housed in a neat brick building, this firm sells its used disks across the counter as would any retail record shop selling new stock. And it has chalked up this recognition with seemingly little promotional effort.

Since entering the retail end of the business, Jacomet said, Red's Novelty has built up a regular customer trade, with representatives in all age brackets. However, most of the customers, Jacomet added, are older persons.

The teen-age group, Jacomet explained, usually purchase their favorite diskings at regular retail outlets, not wanting to wait for the popularity of the latest numbers to wane. Adults who have old juke boxes or phonographs in their recreation rooms replenish their supply regularly at Red's Novelty.

Records are neatly arranged on a

counter, with the top sellers sectioned off to aid customers make their selections, either Jacomet or one of his roulemen handle the transactions. On weekends, a part-time office girl, who comes in to do correspondence and put the books in order, handles the record counter chores.

Selling Price

Red's Novelty charges 35 cents each, or three for a dollar for 45 r.p.m. records of recent vintage, while the 78's sell for 25 cents each, or seven for a dollar. The supply of records from the firm's own routes is seldom sufficient, and so purchases from other operators has become a regular procedure.

Another music firm doing a nice job with old disks is the Hilltop Coin Machine Company, run by Doug Opitz and Ken Kulow.

The partners keep a table loaded down with old records and a sign brightly painted and prominently situated in their front window stating, "Records—seven for \$1."

Many of Hilltop music machines spin a heavy schedule of rhythm and blues numbers. As a result their record culls include a sizable quantity of odd labels, not found elsewhere in Milwaukee. Collectors of jazz and blues records constitute a large share of the customers making trips to the Hilltop Coin headquarters to buy their records.

Aids Good Will

According to Vince Waters, old records can be used to build good will.

Tho Waters admits that he sells most of his old records to Chicago buyers, he says: "Many tavern keepers appreciate receiving some of the better hit numbers and unusual records for their own family use. So I give a lot of them away and use them as sort of public relations material."

Five and 10-cent stores and games Arcades are another market for old juke box records, operators report. However, these buyers are interested only in the more popular records. Selling to these outlets requires time-consuming screening, but they usually take a sizable quantity and pay a good price.

Move to Ban Off-Color Disk Play

DAVENPORT, Ia., Oct. 2.—The affects of the current rise of "off-color" recordings came to attention again this week here in the Midwest, with regard to the juke box business.

City Marshall Ray Schieser announced that officials in Davenport may follow the lead of Rock Island, Ill., in banning a recording from all city juke boxes.

The tune titled "Hawaiian Tale" was recently banned from automatic phonographs in Rock Island. Claus Miller, Rock Island Police Chief, termed the disk "unfit to be played in mixed company."

Meanwhile, George A. Miller president of the Music Operators of America, urged all operators to discourage and ban the use of this type of disk. (See separate story.)

UMO of Mich.

Continued from page 92

ing a twofold campaign for broader coverage and recognition. Briefly here are the two plans as far as they have gone:

1. To secure placement of UMO certificates on all juke boxes belonging to members, in order to clarify conditions of solicitation in all locations.

2. To enroll non-members in the association. The membership now represents 80 per cent of the juke boxes operated in the four-county metropolitan area, Small said.

In a statement to non-members, Small noted two of the reasons behind the revival of UMO:

1. To more fully stabilize the coin-operated phonograph business on a profitable level.

2. To offer operators the benefits accruing from co-operation and friendship.

Small said that the owners of the remaining 20 per cent of music equipment in the surrounding four counties were expected to join the association for the betterment of their own business.

Indicative of the participation by members in the affairs of the organization is the size of the entertainment committee appointed by Edward Carlson, president of the association, and headed by Lou Nemesh.

Members on the committee are Carl Angott, Frank Antaya, Joseph Brilliant, James Dunne, Dominic Carrado, Gordon Fruitman, Nick George, Fred A. Grinole, Mike Harowski, Sidney Ketchem, George Kelly, Mary Ann Knutson, Frank McNichols, G. M. Patton, R. Pinkston, Wanda Rheaume, Martin Rice, Harry Riche, James Rothis Jr., William Ryan, Anthony Sanders, Sam Sapienza Jr., Dale Sauve, Clarence Spooner, Frank Staffe, Frank Stankiewicz, Peter Tocco and Grace Ziegler.

Marvel Adds New Patterns

CHICAGO, Oct. 2.—Marvel Manufacturing Company announced this week that plans were under way to expand its entire line.

Making a specialty of designing and producing plastic parts for used juke boxes, the firm now plans to add new patterns for nearly all of the older machines. Delivery on the new parts has been scheduled in the near future.

Miles City Operator, John Nuwkoop, Dies

MILES CITY, Mont., Oct. 2.—Funeral rites were held here this week for John J. Nuwkoop, 59, who died suddenly Friday (24) evening.

Nuwkoop was a veteran music operator, with music routes both in this city and in Belfield, N. D.

Services were held in Memorial Chapel. Surviving are his widow, Mary Ina; two daughters, Mrs. D. F. Hatendorf and Mrs. P. F. Kanski, both of Billings, and two stepchildren.

McCarran Death

Continued from page 92

fourth-ranking Democratic member of the Senate Judiciary Committee, and would have become committee chairman in a Democratic-controlled Senate.

On the home side, Rep. Emanuel Celler (D., N. Y.) who would head the House Judiciary Committee in a Democratic sweep (The Billboard, Oct. 2), is an arch-supporter of legislation to impose royalty payments on juke box disk playings.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- NEW CUP VENDER LINE to be bowed by Apco, Inc., at National Automatic Merchandising Association convention. New special line will include all models of the current standard line and will include three new models besides. (Page 80, The Billboard, October 2.)
- ROWE BUYS SPACARB. Principal assets of Spacarb, Inc., purchased by the Rowe Corporation with Spacarb to be liquidated. New Rowe division—Rowe-Spacarb, Inc.—to be formed. Total liquidating dividends of \$2 a share to be paid on each of the 164,445 Spacarb shares. (Page 80, The Billboard, October 2.)

- GERMAN JUKE INDUSTRY BOOMS. German distributor reports that infant German juke box industry (3,000 machines on location) has a potential for many times that figure in next few years. German juke box manufacturing industry, less than a year old, now accounts for 10 per cent of all units on location—rest American-made machines. (Page 85, The Billboard, October 2.)

- JUKE COMMERCIAL CONTRACT inked by MOA and Rodney Pantages. Contract gives Pantages exclusive rights to furnish Music Operators of America with material to be used for commercials for a period of 10 years. Contract gives Pantages MOA's official endorsement to approach national advertisers to sell advertising time on the nation's juke boxes. (Page 85, The Billboard, October 2.)

- NEW GUN GAMES open new spots, up fall takes, ops report. The new target rifle units have already moved into taverns and bowling alleys across the nation—as well as usual Arcade spots. Units have succeeded in hiking operator takes in cases reported an average \$40 to \$50 a week. Operators agree realistic guns "here to stay." (Page 91, The Billboard, October 2.)

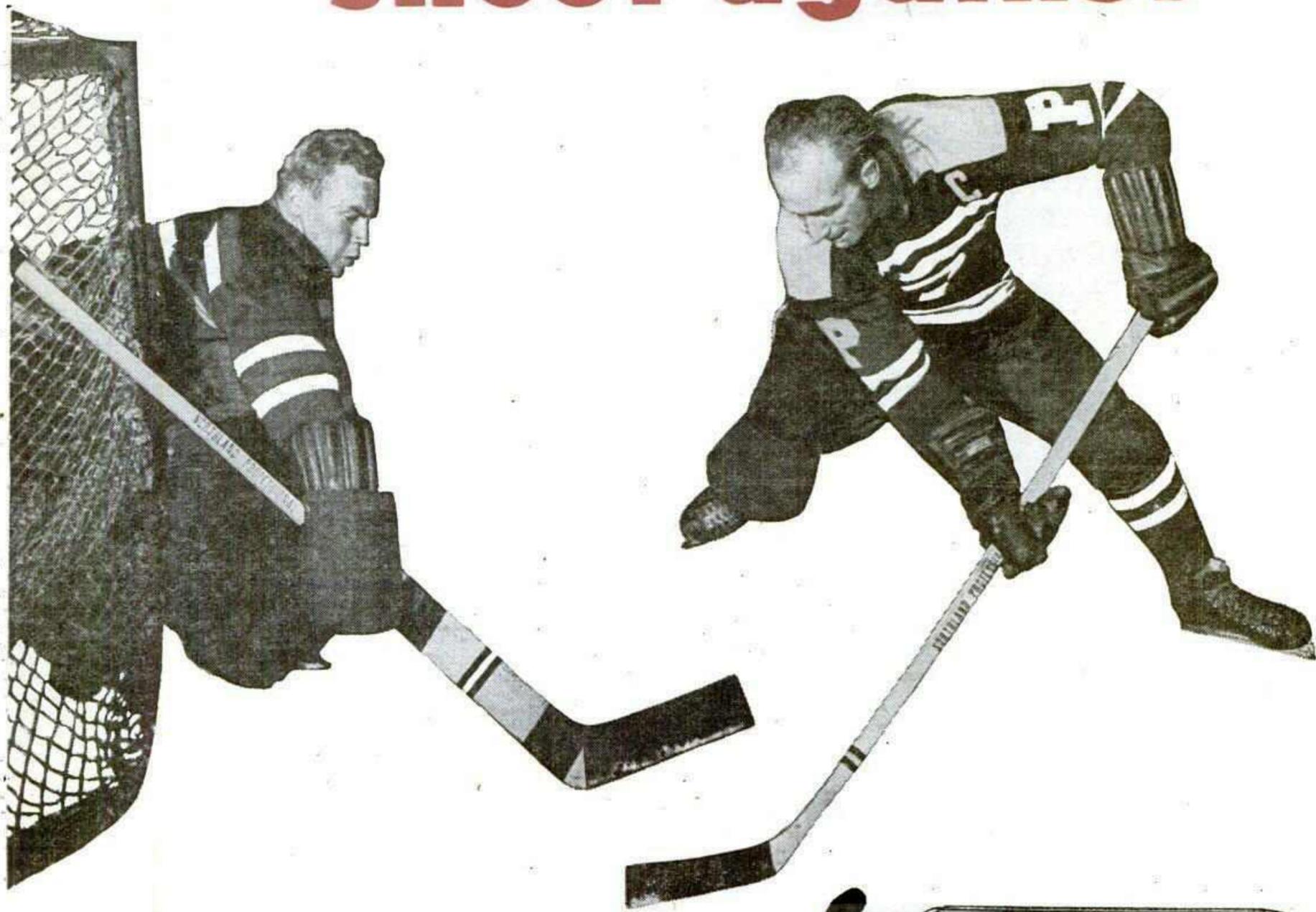
IF YOU MISSED READING THE OCTOBER 2 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

A hard one to shoot against



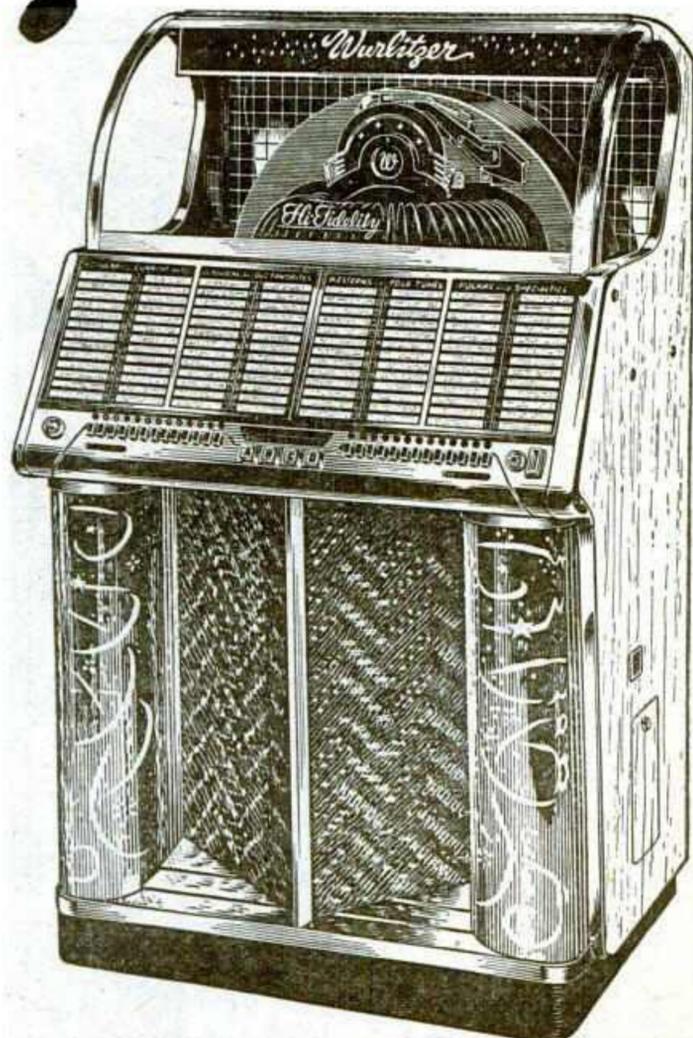
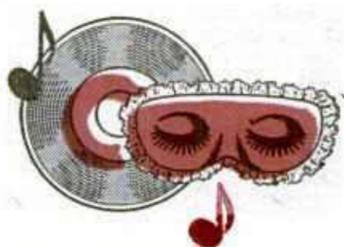
On location, the gorgeous Wurlitzer 1700 with its fabulous high fidelity sound, proves a "goalie" with a terrific defense record.

Its colorful, profitable, day in and day out performance, makes it a hard one to shoot against—a great player to have on your side.

**SEE IT-HEAR IT-BUY IT,
AT YOUR WURLITZER DISTRIBUTOR,
THE HIGH EARNING, HIGH FIDELITY**

Wurlitzer **1700HF**

**TAKES THE MASK
OFF THE MUSIC**



THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

COINMEN YOU KNOW

• Continued from page 94

Sheldon was pointing out the features on United's new Carnival Gun and 11th Frame Shuffle Alley.

Alvin Gottlieb is enthused over D. Gottlieb & Company's new Super Jumbo pinball game. Recent visitors at the Gottlieb headquarters included Meyer Park-off, Seaboard New York Corporation, New York, and Leo Weinberg-

er, Southern Automatic, Louisville.

Wally Finke, First Coin Machine Exchange, says that the week following Labor Day was one of First's busiest weeks in history. Sam Kolberg is back from a trip thru Illinois where he got orders for Chicago Coin's new Holiday Bowler. The First showrooms, which were in the process of remodeling, are now near completion.

Los Angeles

Communications to:
Joel Friedman
HOLLYWOOD 9-5831

Mencuri to Rep Minthorne at NAMA . . .

Frank Mencuri, Minthorne Music Company, slated to represent the firm at the upcoming NAMA convention in Washington, D. C., October 10. Firm plans on having a member of their organization attend all future industry conventions and meetings.

Dave Wallich, regional representative for the J. H. Keeney Company, returned from a trip to Texas and other southern areas recently. Sid Bloom, treasurer, Oak Manufacturing Company, became a grandfather when his daughter, Marilyn Bloom Sherman, presented him with a new grandson.

Charley Daniels and Ed Wilkes are holding down the fort at the Paul Laymon Company with Jimmy Wilkins off on a road trip, and Britt Alderman on vacation. The new Bally game, Variety, arrived here recently with Wilkes and Daniels reporting tremendous operator enthusiasm for the new Magic-Lines feature.

Jean and Dolores Minthorne are back from their trip to Phoenix. Lyn Brown, Lyn Brown Company, returned from a trip to Northern California. Exhibit's new Star gun is being received with much operator interest. Phil Robinson, Chicago Coin Company, reports heavy interest in its new Holiday Bowler.

Operators along coin row recently included Johnny Ketchersid, Long Beach; Dick Gray, San Bernardino; Tommy Felkins, Victorville; Milton Oriega and Lawrence Reya from Colton; Bill Bradley, Covina; Jack Neel, Riverside, and Lolyd Dindinger, Carlsbad.

Sid Bloom, Oak Manufacturing Company treasurer in Culver City, and Leo Hartman, head of Penny King Company, Pittsburgh, eastern division of Oak, will be at the Carleton Sheraton-Hotel in Washington, D. C., during the National Automatic Merchandising Associa-

CIVIC AID

Juke Plays Educator at Oregon Fair

SALEM, Ore., Oct. 2.—A juke box turned educator at the 1954 Oregon State Fair here to help teach a civic lesson.

In an exhibit sponsored by the State Board of Higher Education, a new phonograph played records reciting the attractions and historic background of each of the State's 36 counties. A wall box was converted to a selector that allowed the listener to pick out any county he desired, and as the record played, that county was illuminated on a large map of Oregon.

The phonograph was provided free and transported to the fair by Western Distributors of Portland, and the conversion of the wall box to synchronize the lighting with the records was done by Jack Turner, field man for Western.

Jim Voelker, N. Y. Op, Ends Bachelor Days

BUFFALO, N. Y., Oct. 2.—Jim Voelker, local operator, wound up his bachelor days last Tuesday (28) as he took the marriage vows with his new wife Gracie. The new Mrs. Voelker and hubby met at Voelker's Amerherst Amusements Company.

Prominent coinmen attending the ceremony included Bob Scott, head of Coin Amusement Service; Eddie Clinton, manager of Century Music Distributors' Wurlitzer outlet, and Bill Bolles, Keeney representative.

Phil Weinberg, Bally, due out last weekend for a visit with Mr. and Mrs. Paul Laymon, Southern California distributors for the firm. Genial Paul Laymon reports excellent operator reception to Bally's new game, Variety.

World Series activity had most coinmen and a flock of visitors clustered around their television sets. Badger Sales, via a multitude of sets in their appliance department, drew the heaviest turnout on coinrow. Pop Burris, Montebello operator, returned from a deer hunting trip up around Fresno last week.

Jack Simon, Simon Sales, reports a land office business with International Mutoscope's new Drive-mobile. Ray Walsh, local coin machine freight trucker, the father of a boy last week. The Walsh tribe now reads Mike, Pat and Katie. Clyde Denlinger, Balboa, off on a three-week vacation to Idaho. Pete Shoup off to Bishop for some hunting.

Jean Minthorne, president of Minthorne Music, joined by general manager Hank Tornick, Ed Wisler and Wayne Davis in reporting one of the busiest seasons ever for the firm. Mrs. Alice Jane, San Diego operator, returned from a three-week vacation up North this week.

Joe Duarte, Badger Sales export department manager, inviting any and all to watch his six-year-old daughter, Linda, in her dancing debut at the Los Angeles County Fair this week. Mary and Kay Solle, William Leuenhagen's Record Bar, trying their best to make arrangements for a Honolulu vacation via the Lurline. Frank Mencuri, Minthorne Music, celebrates his daughter Nancy Mae's 15th birthday this week.

New York

Communications to:
Aaron Sternfield
PLaza 7-2800

Burglars Break Into Young Dist. Co. . . .

For the second time in four weeks burglars broke into the office of the Young Distributing

YOU JUST CAN'T PLEASE 'EM ALL

SACRAMENTO, Oct. 2.—Patrons at "Frank's Joynt" are thoroughly convinced of the durability of coin-operated phonographs—and for good reason.

It all came about last week when a fellow named Willie Krein didn't like the record being played on the juke box. Deciding to change it, he drew his trusty .38 and fired six rapid shots into the machine.

When the juke box kept right on playing, Willie threw down his revolver and walked out, but only to be picked up by the police in a near-by tavern.

Luke E. Challenor Vet. Music Op Dies

RICHMOND, Va., Oct. 2.—Luke E. (Jock) Challenor died Wednesday, September 22, at a local hospital. Mr. Challenor was a partner in the Richmond Amusement Sales Company, phonograph operators and distributors, and in the recently established Chalco Wholesale Distributing Company, distributor of novelties and confections.

Funeral services were held Friday (24) at St. Andrews Episcopal Church with interment at Hollywood Cemetery.

Surviving are his widow, Mrs. Florence Baker Challenor; two stepdaughters, Mrs. Madora Ann Rauh, of Richmond, and Mrs. C. Wesley Cunningham, of Chesterfield; two sisters, Mrs. Mary C. Jones and Mrs. William J. Reardon, both of Richmond; two brothers, Garland H. and Raymond S. Challenor, both of Richmond, and two step-grandsons.

Company, local Wurlitzer outlet, Thursday (30). The intruders broke in thru the skylight. Missing was a diamond ring belonging to Joe Young. Damage was slight.

Murray Kaye, Atlantic-New York, said the firm is still behind on orders for the new Seeburg Hi-Fi 100-R. Recent visitors to the Avenue were Carl Pavesi, head of the Westchester Music Guild, and Joe De Cristafaro, Southampton, L. I., operator.

Bob Slifer, Seacoast Distributors, is awaiting the new Rock-Ola model. His secretary, the former Fran Lo Mauro, is now back at work as Mrs. Bob Sanchez.

Runyon Sales is a popular place during the World Series. Parked in front of the Runyon TV set were Ray Knoss, Bob Luttmann, Harry Green, Jack Semel and Jack Mitten.

Abe Lipsky, Young Distributing, said that Wurlitzer sales have picked up and are going strong. Al Simon expects to receive the new Chicago Coin Flash Bowler next week. Meanwhile, he reports that the Genco gun game is selling well as a location piece.

Seen on 10th Avenue this week were Walter and Dave Conrad, Conrad Music Service, Suffern, N. Y., and Tony Cantonese, Silver King Amusements, Suffern.

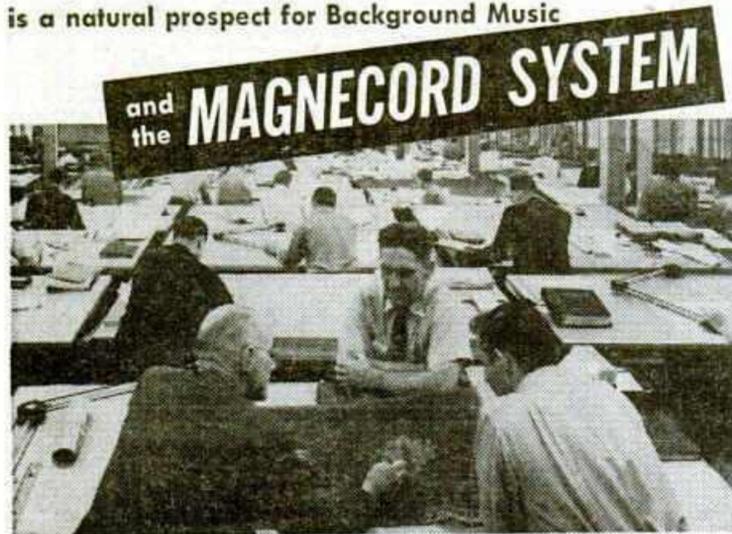
Fran Lo Mauro, secretary to Bob Slifer, Seacoast Distributors, was married September 23 to Bob Sanchez in New York. The pair are honeymooning. Walter Graves, Eastern sales manager of Mills Industries, was in to see Slifer recently.

Lona Mittleberg, wife of Sid Mittleberg, Progressive Music, gave birth to a son, Steven. Announcement cards were in the form of a miniature phonograph record, with the title "All I Want for Christmas. . . ."

Among the New York coinmen who attended the recent meeting of the Westchester Music Guild were Al Denver, Sid Levine, Mac Pollay, Sandy Moore, Irv Kempner and Jack Gordon.

New members of the Associated Amusement Machine Operators of
(Continued on page 97)

every company with 10 or more employees
is a natural prospect for Background Music



You can profit with
MAGNECORD

You'll interest every business owner, operator and manager when you tell them about the benefits of Background Music . . . the great new MAGNECORD WAY! Outstanding economy, flexibility and efficiency are sales' points no other Background Music service can match. Get full details today . . . write Magnecord, Inc. at the address below.

ONLY MAGNECORD OFFERS
RCA "PLANNED MUSIC" . . .
AND TALENT LIKE THIS:

Freddy Martin
Sammy Kaye
Hugo Winterhauer
George Melachrino
Kovier Cugat

Others, every name a
top-talent you know.

MAGNECORD, inc.

Henry ("Heinie") T. Roberts,
Vice President and General Manager, Commercial Music Division
1101 S. Kilbourn Ave., Chicago 24, Ill.—Telephone: Van Buren 6-9301



COINMEN YOU KNOW

Continued from page 96

New York are **John Ablett**, Bay-ridge Music, and **Nat Feinstein**, Atlas Music. **Murray Kaye**, Atlantic-New York, reports that orders are still coming in fast on the new Seeburg Hi-Fi 100-R.

Visitors to 10th Avenue recently included **Mrs. Gertrude Brown**, Paramount Vending, Beacon, N. Y., and **Louis and John Tartaglia**, County Enterprises, Port Chester, N. Y.

Buddy Fox, Runyon Sales, was operated on at Long Island College Hospital, Brooklyn. **Irv Kempner**, Runyon, says sales have been picking up the last few weeks.

Miami

Communications to:
Al Denny
83-3696

Take it from **Ken Willis**, Bush Distributing Company, the export business in coin machines can be rewarding. Once the foreign buyer has confidence in a firm and knows he can get uniform merchandise with every shipment, it has won a customer, Willis opines. Willis and his assistant, **Joe Catarineau**, are hard pressed to keep up with the orders and correspondence which flows into the office every week. Willis is an old hand at selling to Central and South Americans, having made several trips to the Latin countries in the past few years.

Eddie Petrocine, North Dade Vending Company, sold his music route and now operates only games.

The comfortable air-conditioned AMOA office draws a lot of visitors every day. Members drop in on business or to shoot the breeze with Business Manager **Jimmie Bonnie** and Secretary **Doris Shapiro**.

Eli Ross, Ross Distributing Company, believes collections will climb in the next few months. He

predicts that pin game manufacturers will come up with new ideas which will stimulate play.

Bowlers in the AMOA Bowling League had better look to their laurels. **Sam Taran**, owner of Taran Distributing and a bit older than some of his fellow keggers, promises to be on hand to roll for the team which he sponsors in the coin loop.

Detroit

Bell Coin Machine Resumes Operation . . .

Michael Bellantuoni has withdrawn from partnership in the General Coin Machine Sales and Repair Company, which is now under the sole ownership of the **Koepp Brothers**, Max G., and **Guenther**. The latter is better known to the vending trade as **Ginner Koepp**, having been with the **Wiedman National Sales Company** for some 17 years previously. **Bellantuoni** continues to head the **Bell Coin Machine Company**, which was temporarily inactive.

Don Kennedy, who operated a route of 125 of **Panoram** machines in this area for some six years, is celebrating his 50th anniversary in show business. He is now projectionist at the **Town Drive-In Theater**.

Ray Merritt, of the **Howe Vending Company**, is adding a number of coffee and soft drink units to his established candy and cigarette venders.

Bill Hall is expanding his route under the name of **Hall Vending**, adding a mixed route of cigarette and candy vending, after operating a peanut and gum vending route for some time.

George Torango, of **Torango Vending** in the downriver suburb of **Trenton**, is the proud father of a second son, born September 17.

Bill Jones, **Angott Music Distributors'** record department staff member, is honeymooning in Indiana. He became the husband of **Minta Hamilton** September 11 at **Grace Presbyterian Church**.

Joseph Brilliant, **Brilliant Music**, is back on the job again. **Brilliant** has been convalescing from a siege in the hospital three weeks ago.

Veteran coinman **Herb Moss**, **Moss Music**, spent the past week at the **Mayo Clinic**, **Rochester, Minn.** **Herb** has been absent from his concern for quite a spell because of illness.

Irving Moss, of **Moss Music Company**, who has been ill with heart trouble, has suffered a relapse, and has been taken to **Rochester** for treatment. His partner, **Harry Riche**, has taken over active management of the route.

Lou Nemesh, head of the **Music Systems** office, has been named entertainment chairman of the **United Music Operators of Michigan**, and is planning a big charity event.

Sonia Sears, who has been with various offices in **Los Angeles** and **Detroit**, has been named office secretary of the **United Music Operators** at their new quarters in the **Fort Wayne Hotel**.

The **Siracuse Brothers**, **James**, of **United Sound**, and **Tony**, of **Circle Music**, have closed their summer cottage on their private island at the mouth of **Lake Superior** and returned to **Detroit** for the winter.

Carl Dross, proprietor of the **Detroit Popcorn Company**, headed for **Northern Michigan** over the past weekend to take advantage of the opening of the duck hunting season.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

East Hartford Distribs Expand . . .

Frederick G. Cook has joined administrative staff of **Radio & Appliance Distributors, Inc.**, **East Hartford**, according to an announcement by **Louis K. Roth**, president, just back from a European business trip. **Cook** will serve as merchandise manager and will be responsible for co-ordinating sales, advertising and general merchandising.

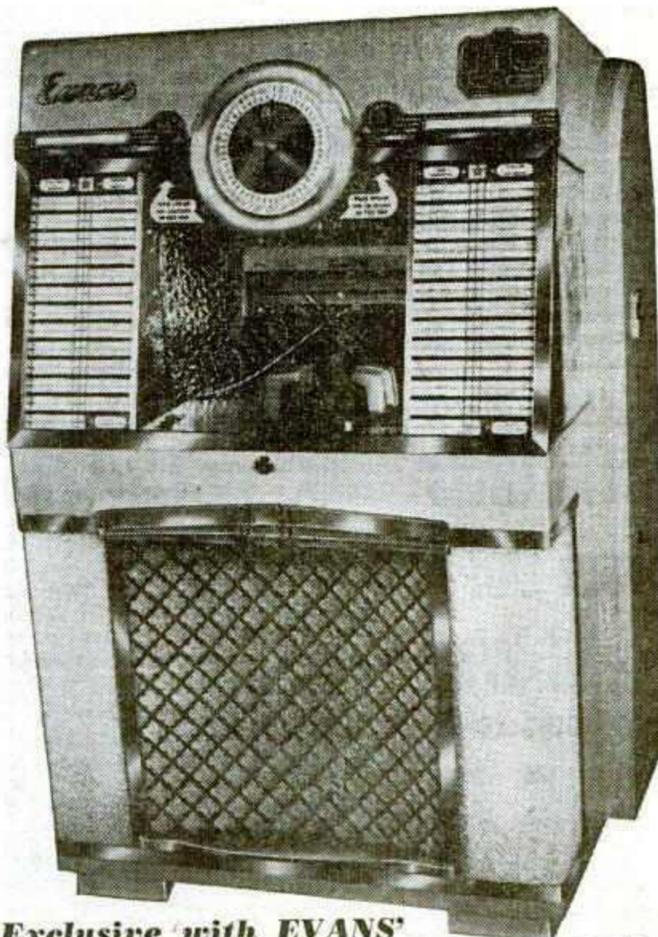
Bell Cigarette Vending has taken over the **State Cigarette Vending** space in **Hartford**.

NEW—ALL THE WAY THRU!

EVANS'

HOLIDAY

100 SELECTION • 45 RPM



Exclusive with EVANS'

PANORAMIC SOUND DISTRIBUTION!

A new scientific method of diffusing sound waves! Every nuance of sound is faithfully reproduced thru the entire tone range. Sound waves emanate from the full width of the cabinet, completely unhampered . . . projected in all directions to permeate the room in clear, rich tones. Only **Panoramic Sound Distribution** assures true Hi-Fidelity reproduction!

ON DISPLAY AT YOUR EVANS DISTRIBUTOR!

OPERATORS: IF NO DISTRIBUTOR IN YOUR TERRITORY, WRITE TO FACTORY DIRECT FOR COMPLETE DETAILS.

H. C. EVANS & CO. 1556 W. CARROLL AVENUE CHICAGO 7, ILLINOIS

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC 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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of Oct. 2	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11
Model A	\$129.00 225.00	\$129.00 150.00	\$129.00 150.00	\$129.00 150.00
Model C				249.00
Model D-40	329.00	329.00	475.00	329.00
Model D-80	469.00	469.00		469.00
EVANS				
Constellation	240.00	240.00	240.00	240.00
MILLS				
Constellation	150.00 175.00	150.00 175.00	175.00	175.00
ROCK-OLA				
Rock-Ola Fireball	395.00			382.50
1422		75.00		
1426		75.00		
1428	175.00			
1434	325.00	325.00	325.00	325.00
1436 Fireball 45 RPM	375.00 395.00	395.00	395.00	395.00
SEEBURG				
M 100-A (78 RPM)		475.00		
M 100-B		495.00		
M 100-C		695.00		
146	99.00	69.50	99.00	99.00
146 Hideaway		69.50		
147	119.00	69.50	119.00	119.00
147 Hideaway		69.50		
147 M			55.00	
148 M	149.00	149.00	149.00	149.00
148 ML	169.00	169.00	169.00	169.00
WURLITZER				
750		59.00		
1015	89.50 125.00	79.50 110.00	125.00	125.00
		125.00		
1017 Hideaway		89.50		
1080	99.00	99.00	99.00	99.00
1100	225.00	175.00(2)	180.00 225.00	180.00 225.00
		225.00		
H 1217	159.00	159.00	159.00	159.00
1250	265.00	249.00 265.00	265.00	265.00
1250 Hideaway			150.00	
1400		395.00		389.50

How Was Your Timing on . . .

"HOLD MY HAND"

DON CCRNELL
CORAL 61206

Now on Billboard's "Best Selling Singles" Chart

Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. **Billboard's** weekly **BEST BUYS** are the answer. Arrange now to have title strips of **BEST BUYS** supplied day and date with their publication in **Billboard**. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a **Billboard BEST BUY**

AUGUST 31, 1954

Title Strips Ready for Top Juke Profits

AUGUST 31, 1954

Sterling Title Strip Co.
2 E. 45th St., New York 17

Date _____

Please start sending me _____ title strip cards of **Billboard's "Best Buys"** to cost \$ _____ for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

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		

N. Y. Game Revenue Runs 20% Ahead

Tourney Play Factor in Increase; Gun Game Switches Aid Location Takes

NEW YORK, Oct. 2.—Late summer and early fall shuffleboard collections here are currently running from 20 to 25 per cent ahead of 1953, according to George Ponser, head of the Associated Amusement Machine Operators of New York.

Ponser attributes the increase to one factor—the approval by city authorities of prizes and tournament play. He estimates that 5,000 locations are currently operating on a tournament basis, with 2,000

tourney kits sold to ops by the AAMONY and another 3,000 by other sources.

He emphasized that employment and general business conditions are not as good as a year ago, and, by all rules, the coin amusement business should be trailing—but it isn't.

Target Games

Some operators, Ponser said, are making intelligent use of target games as location pieces. He said that while these games have not, in the past, proved steady earners, they can be utilized to increase revenues. Here's how it works:

Based on the theory that gun games have a 4 to 10-week span as novelty pieces, an operator can replace a shuffleboard on location with a gun game. Chances are the gun game will return high takes for a month or so. After that, it will probably trail off. When this happens, the operator yanks the gun game and comes back with his shuffleboard.

Heavier Play

Operators working this system have discovered that, when the shuffleboard is returned, play is much heavier than it had been before the switch. Meanwhile, the gun game is moved to a new location, where the same procedure is repeated. Thus an operator can, with the purchase of only a few gun games, stimulate business on many locations for any extended period.

SERIES BOTH BOON AND BANE TO N. Y. COIN OPS

NEW YORK, Oct. 2.—The World Series in a blessing and a bane to local operators—a minor bonanza to the amusement men, and a moderate nuisance to music merchants. Game operators find that more persons patronize bars to watch the series on TV, and many of them hang around after the game and give the shuffleboard a go. As the games don't usually do much in the afternoon, whatever play there is is velvet. On music, it's a different story. There is usually some afternoon play even tho bar business is slow. When the series is on the juke boxes stay silent.

N. Y. Coin Ops To Hold Fete At LQ Dec. 19

NEW YORK, Oct. 2.—The fifth annual dinner dance of the Associated Amusement Machine Operators of New York will be held at the Latin Quarter December 19. Arrangements are being handled by George Ponser, AAMONY executive director, and his secretary, Claire Morano.

Ponser said attendance of from 450 to 500 is expected this year. Last year about 400 turned out.

Ponser is scheduled to go to Chicago soon to sell coin machine manufacturers space in the souvenir journal.

VARIETY BOOM

New Ideas Key Fall Game Output

CHICAGO, Oct. 2.—New ideas in games—thus far the outstanding characteristic of the fall amusement game scene—are adding new life to a market that by its nature requires great variety.

The trend* to more colorful, play-provoking games is evident in the latest games shipped from Chicago manufacturers here in the hub of the coin machine industry.

Several manufacturers in other sections of the country, also aware of the demand for novelty pieces, have joined in the new-type-games parade.

The new models include radically different shuffle bowling games, ever-increasing varieties of gun games, and brand new conceptions of pinball units.

Among the new-type-games now being shipped are Bally Manufacturing Company's Variety five-ball game, and the Jet and Rocket Bowlers; Chicago Coin Machine Company's Holiday Bowler; D. Gottlieb & Company's Super Jumbo pinball game; Williams Manufacturing Company's Super Jet Fighter, and United Manufacturing Company's Carnival Gun and Shuffle Targetette.

'Magic Lines'

The Bally Variety, in-line five-ball game, features "magic lines" that gives the player the opportunity to manipulate numbers up and down in each of three vertical lines on the backglass for improved chances on in-line scores. With the Bally shuffle bowling games, Jet and Rocket Bowlers, an electronic eye clocks the speed of player-aimed pucks. The feature called the Speed-o-Meter permits a player to increase the scoring value of strikes and spares by controlling the speed of each shot.

Chicago Coin's Holiday Bowler features a new point credit system which registers match scores and carries these over from game to game until a three-way match

is made. When a player matches his bowling score with a number, one point credit is scored. For each number and star matched, 10 point credits are scored. The player making a three-way match—number, star and crown—is entitled to all of the point credits registered on the point credit unit.

The Gottlieb Super Jumbo pinball game is a new multiple-player type which allows up to four players to compete in one game. It is the first of a new line of pinball games to go into production by the Gottlieb firm. Each player shoots a ball in turn, as individual

(Continued on page 102)

Flash Bowler, New Chi Coin Shuffle Game

CHICAGO, Oct. 2.—Chicago Coin Machine Company shipped samples to distributors this week of Flash Bowler, a new shuffle game.

Altho details on the game were not yet available, Ed Levin, Chicago Coin director of sales, announced that the Flash will be a regular type model without match play. Levin added that a new play idea is a special feature of the game.

Jap Pinballs Out-Grossing Dept. Stores

TOKYO, Japan, Oct. 2.—Pinball games are currently getting bigger grosses in Japan than department stores, according to a recent Associated Press release.

Pachinko games, the Japanese pinballs, named for the sound of the ball, reportedly take in \$42 million a month on location at Pachinko parlors thruout the country, while Japanese department stores bring in \$35 million.

There are 40,000 pachinko parlors in Japan, 6,500 of these in Tokyo alone. The number of games totals 185,000 in Tokyo and 2,000,000 thruout the country.

Tokyo's frequent electric power breaks inspired one enterprising operator to equip his games with balls that glow in the dark so the fans could go right on playing.

Bally Horse Gains Encore

CHICAGO, Oct. 2. — Champion Horse, first unveiled by Bally Manufacturing Company in March, 1952, is again in production.

According to Jack Nelson, Bally general sales manager, the new production on the Champion is aimed at meeting the national demand for the popular pony kiddie ride.

The Champion is a coin-operated version of a Western pony. It is equipped with a leather saddle, reins and stirrups. It operates on 10-cent play and is powered by a heavy duty 1/2 h.p. AC motor. The body of the horse is made of steel-reinforced plastic.

The new Champion horse, while remaining the same in shape and riding action, has been changed to a golden blond colored palomino, and the base, formerly made of wood, is now heavy-gauge steel.

KIDDIE PARK

Coin Units Tent-Out Until Winter

DETROIT, Oct. 2.—A combination of portable and coin-operated units is an essential feature of the city's newest outdoor center—Northland Kiddie Park—which is "tenting out" until new indoor winter quarters are prepared.

In this way the kiddie park will be able to operate year-round rather than closing down after Labor Day.

The park is temporarily located on a parking lot. Set up like a carnival, it includes a separate pavilion tent which houses five coin-operated kiddie rides operating at a dime, and four Midget Movie units operating on a nickel.

This is combined with four regular portable rides: A miniature railway, a Merry-Go-Round, a Rocket, and a Kiddie Coaster. The Merry-Go-Round is under canvas, the others are out in the open.

This combination allows the miniature park to present a wide range of attractions to offer the small fry, and an incentive for them to be good while parents are shopping with them in 80 nearby stores.

With the coming of winter the rides will occupy a large room in a nearby building, specially designed for the purpose, with the walls bearing kiddieland decorative murals. Because of the space requirements however, there will be some changes in the types of units in operation.

8 Hydro-Duck Distribs Picked

NEW YORK, Oct. 2.—Al Blendow, sales head of Blendow & Wilson, manufacturer of Hydro-Duck, reported this week that eight distributors have been selected for the target game.

They are Capitol Projectors, New York; Empire Coin Exchange, Chicago; Uni-Con Distributing Company, Kansas City, Mo.; Redd Distributing Company, Boston; Frank Thorwald, Denver; Sheldon Sales, Buffalo; Bush Distributing Company, Miami, and C. E. Pope, Harrisburg, Pa.

Blendow said the game has been in production two weeks, with the firm already behind in orders. He added that one location, a J. J. Newberry outlet in New York, has been averaging \$25 a week for five weeks at 5-cent play.

Blendow is also making and selling kiddie rides as the Meteor Sales Corporation, purchased from the assets of the Meteor Machine Corporation, a kiddie ride manufacturer of which Blendow was formerly sales manager.

GUN GAMES ON MOVE

Ops Shift Target Units, Up Takes

CHICAGO, Oct. 2.—Gun games are bringing a lot of action into the fall amusement game field. One reason is the heavy play these units are attracting, but another is the increased activity of gun game operators who are busy moving the guns from one location to another for boosts in take.

A gun game has a relatively short life in any one location, and so, to keep the take from a target unit in the higher brackets, operators move the guns from one spot to another about every six weeks. This depends, of course, on the individual location.

Years ago gun games were designed strictly for location in Arcades and other spots where there was plenty of available space. Now with the new gun games taking up about the same amount of space as a pinball game, and no more space than a shuffle bowling game, the guns are being moved into thousands of bowling alley and tavern locations across the nation.

Since operators do have to move the guns often for best results, many have backed away from gun game operations; but those operators who have introduced gun games on their route are netting

New Arcade Opens Richmond Station

RICHMOND, Va., Oct. 2. — Reuben Scher, Scher Vending Machine Company, opened an Arcade in the new Trailways Bus Terminal at 9th and Broad streets.

The new location makes the second in the same block for Scher. The operator plans to concentrate on the new venture, presumably letting the original go on expiration of the lease.

increased profits despite the added transportation troubles.

One Chicago operator had 27 gun games on location for several months, and despite a \$100 a month moving bill, the guns netted an average of \$30 a month. Once a gun falls under \$18 a month net, the operator moves it to another location.

Despite the high takes, gun games are concentrated with a relatively small number of operators in Chicago. While the target units generally cost no more than shuffle games, operators still balk at the moving problems, and an opportunity to increase business is often abandoned.

Now some operators are moving as many as 20 gun games a week and finding it well worth the time and trouble, but the guns offer the small operator as well as the large, the chance to diversify his route and pick up added takes.

Iowa County Hits Shuffle Game Prizes

DAVENPORT, Ia., Oct. 2.—Since cracking down on illegal pinball games, Scott county authorities report that a "new type of gambling device" has made its appearance here.

According to County Attorney Charles Rehling the new devices are a version of shuffle bowling games, but have an added feature entitling a player to a prize if he comes up with a "mystery" number.

Rehling said that "This provides the gambling element in the new games. If they are not removed voluntarily we are going to see that they are taken out of operation."

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table listing various amusement games and their prices across four issues: Oct. 2, Sept. 25, Sept. 18, and Sept. 11. Games include ABC (United), Arabian Knights, Arcade, Army & Navy, Basketball Champ, etc.

Table listing various amusement games and their prices across four issues: Oct. 2, Sept. 25, Sept. 18, and Sept. 11. Games include Quarterback (Williams), Quartette, Quintette, Rag Mop, etc.

COUNTER GAMES
A.B.T. Challenger
Shipman Art Show
Shipman Stamp Vendor, 3 col.
Advance Electric Shocker
Zig-Zag
Bally Line-A-Basket
Kicker and Catcher
Touchdown
Hit-A-Homer
Whirl-A-Ball
Bat-A-Ball
Flip Skill, Mills
Totalizer
Hunter, Target King
32-Page 200 Illustration Catalog Free.
HIREMUNVES
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
42 YEARS SERVICE • EST 1912

FOUR #1200 MAGNAFLO'S
Slightly Used
Guaranteed Like New
Only \$895.00 Each
Act Quickly—Order Today
DAVID ROSEN
Exclusive A.M.I. Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA
PHONE: STEVENSON 2-2903

FOR SALE
Well-established Slot Machine Route
located in thriving Anaconda mining
town. Reasonable. For particulars write
BOX 935
Yerington, Nevada

THE MARKET PLACE for the COIN MACHINE INDUSTRY
The National Exchange for Coin Machine Personnel, Products, Services and Opportunities
CLASSIFIED ADVERTISING

ADVERTISING RATES
REGULAR CLASSIFIED ADS
DISPLAY CLASSIFIED ADS
IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.
ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities
COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. oc30

Help Wanted
WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. Jal

Parts, Supplies & Services
COIN OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. oc16

STAMP MACHINE FOLDERS DIRECT from our factory; low prices. Braun Mfg. 171 E. 82d St., New York, N. Y. oc16

Routes for Sale
JUKE BOX-GAME ROUTE—NORTHERN California; \$30,000, easy terms. Average take \$3000 month; ill health forces sale. Write or wire, P. O. Box 531, Crescent City, Calif. oc9

Used Coin-Operated Equipment
A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL, Chicago 18, Ill. 2952 Milwaukee Ave. oc16

CIGARETTE MACHINES—COUNTER model, \$22.50 each. Floor models, \$35 each. All quarter operation. Candy Bar Machines, 1-Select-it, 72 bar, \$20 each; 74 bar, \$25 each. Stater Cookie Machines, \$15 each. For real low prices, Harris Vend, 2717 N. Park Ave., Phila., Pa. oc16

CIGARETTE MACHINES JUST OFF LOCATION: 25¢ or 30¢ operation. Central Vending Machine Service Co., 3867 Parrish St., Phila., Pa. EVERgreen 5-4244. ch

FOR SALE—MASSENGILL SLOTTYPE pool tables; as is, \$50 each f.o.b. Ralph Alexander, Inc., Phone 563, Seneca, S. C. MAKE CASH OR TRADE OFFER FOR slightly used vending machines. 10 Hawk-eye "Salted in the Shell," peanut or potato chip, 10 Silver Queen candy and gum. T. W. Wolfert, R. 4 N. 37th St., Sheboygan, Wisc. ch-oc30

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veeedo Sales Co., 2124 Market St., Philadelphia 3, Pa. L.Ocust 7-1448 ch-oc30

NOTICE TO BELL USERS—A REAL BARGAIN in 5-10-25 & 50¢ machines in quantities of 10 or more. All machines thoroughly guaranteed to be in A-1 working condition. Backed by reliable established firm. Box M86, c/o Billboard 22, Cincinnati, Ohio. oc9

TWO DELUXE PHOTOMATIC MACHINES—Just in from location, \$550 each, two for one thousand. D. and D. Enterprises, Waterford, N. Y.

300 CORADIOS, 1 HOUR PLAY, 25¢ GOOD condition; 100 tables to match. While they last \$25 each. Tables, \$5, 1/3 cash. bal. c.o.d. Roy E. Giles, 2812 Cove Road N.W., Roanoke, Va. oc9

SANITARY VENDING MACHINE HEADQUARTERS
"Spare" sanitary napkin vendors; DAV razor blade vendors, 21-F's, Advance 23C's, National #3, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors. NATIONAL SANITARY SALES Dept. B-9, 4307 W. Lawrence Ave., Chicago 30

29 SHIPMAN TWO-COLUMN GUM-MINT vendors, 38 each. Seven Rowe penny tab Gum Vendors, 85 each; 45 Silver King Hot Nuts, \$6 each; 99 Atlas Bantams, \$4 each. Aaron, 789 Valencia, San Francisco 10, Calif.

75 2, 3, AND 5-IN-ONE VENDORS, \$3 PER unit. Bingo counter games, \$15; 25 vending machine stands, \$3 each. Al Hoff, 1980 Rose, Baltimore 13, Md.

Wanted to Buy
CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. ch-16

USE THIS HANDY FORM TODAY
Forms close Thursday for the following week's issue. Please use pencil when filling in this form.
1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
3. Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.
The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio
Please insert my ad in "Market Place" and run as indicated below:
Next 6 issues Next 4 issues Next 3 issues Next issue only
\$ Payment enclosed
Name
Address
City Zone State

PINBALL REGULATIONS

Across the Nation

HOW TO USE THIS CHART.

1. Determine from chart whether or not pinballs or free-plays are prohibited or not prohibited by a particular State. "No" means prohibited; "Yes" means not prohibited.

2. Refer to comments to the right for the interpretation of that State's listing on the chart.

(States listed "no reply" are those from which The Billboard received no reply in answer to a questionnaire relating to current pinball regulations in the State.)

State	Pinballs		Free-Plays	
	No	Yes	No	Yes
Alabama	x		x	
Arizona	x		x	
Arkansas	No reply		No reply	
California		x		x
Colorado		x		x
Connecticut		x		x
Delaware	No reply		No reply	
Florida		x		x
Georgia		x		x
Idaho		x		x
Illinois		x		x
Indiana		x		x
Iowa	No reply		No reply	
Kansas		x		x
Kentucky		x		x
Louisiana		x		x
Maine	No reply		No reply	
Maryland		x		x
Massachusetts		x		x
Michigan	x		x	
Minnesota		x		x
Mississippi		x		x
Missouri	No reply		No reply	
Montana		x		x
Nebraska		x		x
Nevada		x		x
New Hampshire	No reply		No reply	
New Jersey		x		x
New Mexico		x		x
New York		x		x
North Carolina	x		x	
North Dakota		x		x
Ohio		x		x
Oklahoma		x		x
Oregon	x		x	
Pennsylvania	No reply		No reply	
Rhode Island	No reply		No reply	
South Carolina		x		x
South Dakota		x		x
Tennessee		x		x
Texas		x		x
Utah		x		x
Vermont		x		x
Virginia	No reply		No reply	
Washington	x		x	
West Virginia		x		x
Wisconsin		x		x
Wyoming		x		x

ALABAMA. Generally, pinball games have been held to be games of chance and hence gambling devices, if the games are so constructed that the element of chance predominates the results. If a pinball game is operated, or can be operated, as a game of chance, then it is outlawed by the statutes of this State.

ARIZONA. Game devices of all description forbidden by laws of the State.

CALIFORNIA. Pinball, and other amusement machines or devices which are predominantly games of skill, whether affording the opportunity of additional chances or free plays or not, are exempted from the Penal Code. However, the attorney general concludes that pinball machines, as well as any other machines or devices that are predominantly games of chance, are prohibited by the Penal Code.

COLORADO. Whether pinball games are gambling devices *per se* has not been legally determined in this State. Pinball games are allowed to operate in most parts of the State. They are not subject to State regulation or licensed.

CONNECTICUT. Pinball games are not licensed as such under State law. There are laws in this State concerning gambling devices and these laws prohibit possession of such devices. The pinball game is generally considered in another category and it is necessary to obtain evidence that the machines are used for purposes of gambling in order to institute criminal procedure.

FLORIDA. Any machine or device is a slot machine or device within the provisions of Statutes prohibiting them if it is one that is adapted for use in such a way that, as a result of the insertion of any piece of money or coin or other object, such machine or device is caused to operate or may be operated, and by reason of any element of chance of other outcome of such operation unpredictable by him, the user may receive or become entitled to receive any piece of money, credit, allowance or thing of value, or any check, slug, token or memorandum, whether of value or otherwise, which may be given in trade, or the user may secure additional chances or rights to use such machine, apparatus or device, even tho it may, in addition to any element of chance or unpredictable outcome of such operation, also sell, deliver or present some merchandise, indication of weight, entertainment, or thing of value.

GEORGIA. Where pinball games are operated for the purpose of amusement and the player deposits money in the machine not expecting to get any return for the money other than the pleasure of playing the same, and there is not gambling connected with its operation, such a machine would not within itself be illegal. If the same was operated by the player with the chance of receiving something in connection with the operation of the machine, such would be illegal. To determine the legality of a pinball game, the facts of its operation would have to be considered.

IDAHO. State Supreme Court has held that pinball games which pay in money or free games are gambling devices and thus prohibited. The same conclusion would apply to payment of any thing of value as a prize.

ILLINOIS. Amendments passed by State Legislature in 1953 repealed prohibition of pinball games and declared coin-in-the-slot operated mechanical pinball devices played for amusement, which reward the player with the right to replay such mechanical device and which are so constructed or devised as to make the result of the operation thereof depend in

part upon the skill of the player and that said devices return to the players thereof no coins, tokens or merchandise, shall not be considered a gambling device and any right of replay so obtained shall not represent a valuable thing.

INDIANA. An official opinion of the attorney general holds that a scoring machine in which a nickel is placed and a number of balls shot at holes for the purpose of determining the score, where the score determines whether or not the player is to be rewarded and the amount of the award, whether it be in free games, money or other things of value, is a gambling device and illegal.

KANSAS. No statute relating to pinball games.

KENTUCKY. Pinball games which only give a free game or games for the skill of the player playing such games and not used for the purpose of gambling, are legal. If a player is rewarded in cash, merchandise or other valuable prizes for his skill, then the machine may be confiscated as a gambling device under statutes. Legalized pinballs duly licensed by the State.

LOUISIANA. Pinball games are licensed in this State. If such machine has an automatic pay-off or if on winning combinations a pay-off is made, such operation constitutes gambling and violates the Criminal Code.

MARYLAND. Provides for licensing of pinball games in State, but is restricted to three counties. In remainder of State, pinball games are legal as long as they are of the free game variety and no prizes or money awards are given. Pinballs are subject to gambling laws of State, except in counties where gambling devices, such as slot machines, are legally licensed.

MASSACHUSETTS. Free-play pinballs allowed, but a prerequisite to the issuance of local license for amusement devices is approval of the device by the Division of Standards of the State Department of Labor and Industries.

MICHIGAN. Penal Code makes punishable any person who for hire, gain or reward keeps or maintains any game of skill or chance, or partly of skill or partly of chance, used for gaming. Pinball games may not be licensed in this State. State Supreme Court has decided that pinball games are gaming devices prohibited by provisions of Penal Code.

MINNESOTA. It is the attorney general's opinion that the operation of pinball games which return to the players only free replays should not, until the enactment of more definite legislation to that effect, be construed as violating either the lottery or the gambling laws of the State.

MISSISSIPPI. Operation of pinball games not in itself illegal, but is the subject of a privilege tax; the use of such games as gambling devices is strictly prohibited.

MONTANA. Pinball games which award to the player actual money, or tokens redeemable in money or merchandise, constitute a lottery. This same rule applies where the game totals free games mechanically and these games are awarded directly to the player by the person in charge of the establishment where the game is located. In 1941 the attorney general issued an official opinion declaring such devices to be illegal, and that opinion still holds.

NEBRASKA. State Constitution prohibits any game of chance no matter what is given for the play. Within contemplation of this law, a five-ball pinball game which gives a player an additional free game or games upon obtaining a high enough score is a game of chance played for money or property and is prohibited in this State.

NEVADA. Pinball games for amusement only are covered only by city regulation and licensing.

NEW JERSEY. Pinballs regulated in the various municipalities by ordinances of the respective municipalities.

NEW MEXICO. State law does not prohibit pinball games unless the machines are used as gambling devices. The State Supreme Court has held that the giving of free games constitutes a thing of value and would therefore be a gambling device. As long as pinballs are used for amusement only, they are not prohibited by State law.

NEW YORK. The Penal Law of this State makes it unlawful to manufacture, own, possess, etc., slot machines or devices which are or which may be adapted to gambling purposes and certain types of pinball machines have been held by the courts to be within the prohibition of this section. There is no other provision for the regulation or licensing of pinball games by the State.

NORTH CAROLINA. Possession, sale, use or operation of pinball games is not permitted in the State. State Supreme Court has upheld the validity of the pertaining statute in a number of cases.

NORTH DAKOTA. Not all pinball games and other such amusement devices are legal. For that reason the office of the attorney general must know exactly the type of mechanical devices which are sought to be licensed by any applicant, so that only legal machines will be permitted to operate. Many coin-operated machines are illegal under State laws and therefore cannot be licensed. All applications must be carefully examined before licenses can be issued.

OHIO. To the extent that any of such games would constitute gambling devices they are prohibited by the general gambling statutes.

OKLAHOMA. Pinball games require a State license to be operated in the State. However, there are certain counties that do not permit them to be operated while others do. No legislation is being considered in any of the State courts or Legislature. License law is not to be construed as legalizing any device that may be prohibited by any of the Statutes of this State. Pinball games are legal and acceptable so long as something of value, including free games, is not won or played for by chance. Its use strictly for entertainment and amusement is acceptable.

OREGON. All pinball games are gambling devices within the meaning of statute. Being thus in violation of general State law, they cannot be legalized in any manner by a local government unit. The Legislature has made no change in the law since case was decided in 1949.

SOUTH CAROLINA. Any coin-operated non-payout pin table with free play feature shall apply for and procure from the State Tax Commission a license for the privilege of operating every such machine and shall pay for such a license a tax of \$15 per machine.

SOUTH DAKOTA. Pinball games are prohibited gambling devices when a free play privilege is accorded the operator by the operation of the machine. A device by the operation of which nothing of value is won or lost dependent upon chance as a dominant feature of the machine, even tho a consideration is paid for the privilege of operating it, does not come within the prohibition. Nor does the fact that so-called "side bets" or wagers are placed upon the result of the score registered in the operation of the machine, make the machine, of itself, a gambling device within the meaning of the law.

TENNESSEE. Pinballs taxed by State. \$15 in cities of 20,000 or over, \$7.50 in cities of less than 20,000 inhabitants. No pinball restrictions, no pending legislation or controversy.

TEXAS. The manufacture, ownership, transportation, possession, etc., of coin-operated pinball or marble games which are designed, manufactured or adapted so as to deliver to the winner, as a result of the application of an element of chance, money, free games, or any other property, are prohibited by State law.

UTAH. State law prohibits the use of any devices of any nature for purposes of gambling, but to date the State Legislature has not seen fit to control pinball games expressly by name. Cities, towns and counties in the State have power to license or otherwise regulate pinballs. A number of cities and counties, comprising the major population zones of the State, have used this power recently in expressly prohibiting pinball games in their respective local areas.

VERMONT. \$100 a year license required on each pinball game. A machine or device of any kind or nature by the use or operation of which there is an element of chance for the winning or losing of money or other things of value, called a gambling machine, and prohibited.

WASHINGTON. It has been held that pinball games are gambling devices within the meaning of statute. Being thus in violation of general State law, they cannot be legalized in any manner by a local government unit. The Legislature has made no change in the law since case was decided in 1949.

WEST VIRGINIA. State Code reveals no laws concerning pinball games.

WISCONSIN. Most machines which contain an element of chance are illegal. Pinballs are not illegal *per se*, but many have been declared illegal.

WYOMING. Pinball games as such are not licensed, prohibited or otherwise regulated by the State. Pinballs are not now nor have they been a subject of contention in the State Legislature or in the courts.

SHUFFLE GAMES

	Issue of Oct. 2	Issue of Sept. 25	Issue of Sept. 18	Issue of Sept. 11
Advance Bowler (Chicago Coin)	\$325.00(2) 350.00	\$299.00 325.00(3) 365.00	\$325.00 355.00 365.00	\$325.00(2) 355.00 365.00
Big League Bowler, 4 player (Keeney)	65.00w/p 300.00(2)	65.00w/p 300.00(2)	65.00w/p 300.00 365.00	65.00w/p 349.50 350.00 365.00 375.00
Bonus Bowler (Keeney)	365.00 100.00(2)	365.00 59.00 100.00	365.00 100.00	365.00 100.00
Bowl-a-Ball (Chicago Coin) ..	325.00	325.00	325.00	325.00
Bowl-a-Matic (Universal)	39.50	39.50	39.50	39.50
Bowling Alley (Chicago Coin) ..				
Carnival Bowler (Keeney)	195.00(2)	195.00(2)	195.00 200.00	195.00(2) 200.00
Cascade Shuffle Alley 6 player (United)	190.00 195.00(2) 210.00 229.50	175.00(2) 195.00(2) 199.00 200.00 210.00 225.00 229.50	195.00(2) 200.00 210.00 225.00 229.50	175.00 195.00(2) 200.00 210.00 229.50 235.00
Champion Bowler (Bally)	475.00			
Classic Shuffle Alley, 6 player (United)	225.00 250.00 265.00 269.50	225.00 250.00(2) 265.00 269.50	250.00 260.00 265.00 269.50	250.00 260.00 265.00 269.50
Clover Shuffle Alley, 6 player (United)	185.00 195.00 200.00 225.00 235.00 249.50	185.00 189.00 195.00 200.00 225.00(2) 235.00 249.50	185.00 195.00 225.00(2) 235.00 249.50	195.00 200.00 225.00(2) 235.00 249.50
Club Bowler, 10 player (Keeney)	145.00	145.00	145.00	145.00 150.00
Criss-Cross Bowler (Chicago Coin)	365.00	355.00 365.00	365.00	365.00
Crown Bowler (Chicago Coin) ..	225.00 250.00 265.00(2)	179.00 225.00(2) 230.00 250.00 265.00(2)	230.00 250.00 265.00 275.00	230.00 265.00 275.00 285.00
Deluxe League Bowler (Keeney)			80.00	80.00
Domino Bowler (Keeney)	215.00	215.00	215.00	195.00 215.00
Double Score Bowler 10th Frame (Chicago Coin) ..	175.00 185.00 195.00(2)	185.00 190.00 195.00(2) 220.00	190.00 210.00 220.00	190.00 195.00 210.00 220.00
Five Player Shuffle Alley (United)	50.00(3) 65.00 79.50	39.50 60.00(2) 65.00(2) 79.50	60.00(2) 65.00 79.50	25.00 55.00 60.00(2) 65.00 79.50
Four Player (Keeney)	75.00	45.00 125.00	45.00	25.00 45.00(2)
Four Player Shuffle Alley (United)	40.00 69.50	50.00 69.50	50.00 69.50	50.00 69.50
Gold Cup Bowler (Chicago Coin)	285.00 295.00	269.00 285.00 300.00	300.00	300.00
High Score Bowler (Universal) ..	45.00	45.00	45.00	45.00
Hook Bowler (Bally)				35.00
Imperial Shuffle Alley (United)	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00	325.00 345.00 349.50 350.00
League Bowler (United)	365.00 375.00	365.00 395.00	390.00 395.00	390.00 395.00
Leader Shuffle Alley (United) ..	395.00(2)	395.00(2)	395.00(2)	395.00(2)
League Bowler, 6 player (Keeney)			60.00	60.00
Matched Bowler, 6 player (Chicago Coin)	125.00	125.00	125.00	125.00
Name Bowler (Chicago Coin) ..	165.00	154.00 165.00	165.00	165.00
Official Shuffle Alley, 4 player (United)	90.00 95.00 100.00 115.00	95.00 100.00(2) 115.00	100.00 110.00 115.00	95.00 100.00(3) 115.00
Olympics Shuffle Alley (United)	200.00 225.00(3) 230.00 249.00 249.50 259.00w/p 259.00w/p	200.00 225.00(2) 249.00 249.50 259.00w/p 260.00	225.00(2) 249.00 249.50 259.00w/p 260.00	225.00 249.00 249.50 259.00w/p 260.00
Pacemaker Bowler (Keeney) ..	250.00 295.00	250.00 295.00	250.00 315.00	250.00 275.00 315.00
Royal Shuffle Alley (United) ..	325.00 329.00 329.50	295.00(2) 329.50	329.00 329.50	295.00 329.00 329.50
Shuffle Alley, 2 player (United)				25.00
Shuffle Alley Deluxe (Chicago Coin)	95.00	100.00	100.00	100.00
Shuffle Alley, 6 player (Chicago Coin)	50.00 60.00 85.00 95.00(2)	85.00 95.00(2)	85.00 95.00	40.00 85.00 95.00(2) 110.00w/p
Shuffle Alley Deluxe, 6 player (United)	65.00 75.00(2) 80.00 95.00(2) 99.50	54.00 65.00 75.00 80.00 90.00 95.00(3) 99.50	75.00 80.00 95.00(3) 99.50	50.00 75.00 80.00 95.00(3) 99.50 125.00
Shuffle Alley, 6 player (Keeney)	69.50w/p 75.00 75.00w/p 85.00w/p	69.50w/p 75.00	69.50w/p 75.00 75.00w/p 85.00w/p	35.00 65.00 69.50w/p 95.00
Shuffle Alley, 6 player (United)	50.00 60.00 70.00 75.00 89.50	49.50 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50	70.00 75.00 85.00 89.50	50.00 70.00 75.00 75.00w/p 85.00 85.00w/p 89.50 95.00
Shuffle Alley, 10 player (Keeney)	140.00	95.00 140.00	140.00	140.00
Six Player 10th Frame (United)	125.00	125.00 140.00	125.00	125.00 140.00
Star 6 Player (United)	125.00 135.00(2) 145.00	125.00 135.00(2) 145.00 150.00	125.00 135.00(2) 145.00 150.00	125.00 135.00(2) 145.00 150.00
Star 10 Frame, 6 player (United)	135.00 175.00 189.50	129.00 135.00 150.00 175.00 189.50	135.00 175.00 189.50	135.00 175.00 189.50
Super Frame Bowler (Chicago Coin)	395.00	395.00(2)	395.00	395.00
Super Matched Bowler (Chicago Coin)	145.00	124.00 145.00	145.00	145.00
Super Six Shuffle Alley (United)	95.00 110.00(2) 125.00 129.50	110.00(2) 115.00 125.00 129.50	110.00(2) 115.00 125.00 129.50	75.00 110.00(2) 115.00 125.00 129.50
Target (Genco)	50.00	50.00	50.00	50.00
Team Bowler (United)	375.00 385.00 395.00 425.00	385.00 395.00 410.00 425.00	395.00 410.00(2) 425.00	395.00 410.00(2) 425.00
Team Bowler, 10 player (Keeney)	135.00 145.00	135.00 145.00	135.00 165.00	100.00 135.00 165.00
Tenth Frame Special Bowler (Chicago Coin)	160.00 225.00	165.00 185.00 225.00	185.00 225.00	165.00 185.00 225.00
10th Frame Super Shuffle Alley (United)	120.00 125.00 168.50	125.00 140.00 168.50	140.00 168.50	140.00 168.50
10th Frame Bowler (Chicago Coin)	175.00	140.00 150.00	140.00	140.00 150.00
Triple Score Bowler (Chicago Coin)	235.00(2) 245.00 250.00(2)	235.00 245.00 250.00(2) 280.00	245.00 250.00 260.00 280.00	245.00 250.00 260.00 280.00

Bingo Specials

- Surf Club \$460
- Ice Frolics 395
- Palm Springs . . . 380
- Beach Club 345
- Dude Ranch 345
- Bally Beauty . . . 260
- Yacht Club 210
- Frolics 195
- Atlantic City . . . 150
- Palm Beach 140
- Coney Island . . . 80
- Spotlite 70
- Bright Spot 70

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- ✓ Cabinet professionally refinished

SEEBURG	WURLITZER
146 \$ 99	1080 \$ 99
147 119	1015 125
148M 149	1100 225
148ML 169	H1217 159

AMI

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"A" \$129

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SEEBURG . . . M-100B
WURLITZER . . . 1250
WURLITZER . . . 1600
WURLITZER . . . 1650
WURLITZER . . . 1500
WURLITZER . . . 1550

And all other late model phonographs

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—Reconditioned and Rebuilt—

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- Wurlitzer 2140, 5¢ 3.95
- Wurlitzer 3031 3.95
- Wurlitzer 3020 9.95
- Wurlitzer 3025, 5¢ 5.95
- Wurlitzer 219 Stepper 14.95
- Wurlitzer 4204, 10¢ selection . . \$69.00

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for Used Bally In-Line Games

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- Un. Leaders . . . } \$395
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- Un. Clover } 225
- Chicoin 6-Player . . . } 95

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- Ex. Big Broncho \$395
- Bally Champion Horse . . 395
- Ex. Rabbit Ride 295
- Ex. Rudolph 295
- Ex. Six Shooter 125
- Ex. Gun Patrol 165
- Pop Corn Set Vendor . . . 69

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Monarch Coin Machine, Inc. Write for Latest List.
2257-59 N. Lincoln, Chicago 14, Ill.
Lincoln 9-3996-7-8

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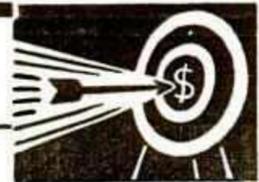
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Address
City Zone State
Occupation



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NEW Chicago Coin HOLIDAY
Chicago Coin PLAYTIME
Chicago Coin STARLITE
"First-Conditioned"
UNITED—MATCH

ACE	\$445
TEAM, 10/25c	395
IMPERIAL	335
CLASSIC	255
STAR 10th FRAME	175
STAR 6 PLAYER	135

UNITED—REGULAR

ROYAL	\$315
OLYMPIC	245
CASCADE	195
SUPER 6 PLAYER	125
DELUXE 6 PLAYER	85
6 PLAYER w/form	65

CHICAGO COIN

SUPER FRAME BOWLER, 10/25c	\$395
CROWN (Match)	265
TRIPLE SCORE	235
DOUBLE SCORE	195
SIX PLAYER	85

KEENEY

BONUS (Match), 10/25c	\$350
DOMINO (Match)	210
CARNIVAL	195
CLUB 10 PLAYER	145
TEAM 10 PLAYER	135
6 PLAYER, Jumb. Pins/Form.	85
6 PLAYER, Jumbo Pins	75
BIG LEAGUE BOWLER, Jumbo Pins	65
KEENEY SHUFFLEBOARD CONVERSION, 4-WAY BOWLER	\$95

ARCADE

NEW Exhibit STAR SHOOTING GALLERY
Chicago Coin HOME RUN
Genco 2-PLAYER BASKETBALL
"First-Conditioned"

Exhibit RUDOLPH	\$325
Genco SKY GUNNER	245
Roovers METAL TYPER, late model	195
Chicago Coin BASKETBALL CHAMP.	175
Exhibit JET GUN	175
Seeburg SHOOT THE BEAR	155
TELEQUIZ & FILM	125
Mercury 13-WAY ATHLETIC SCALE	85
Chicago Coin PISTOL PETE	85
Chicago Coin GOALEE	75
RIFLE RANGE RAY GUN	65
Seeburg CHICKEN SAM	65
ZINGO	65
Exhibit DALE GUN	65
Exhibit CARD VENDOR	49

COUNTER GAMES

NEW! Bennet-Frantz
KICKER & CATCHER

1c	\$49.50
5c	\$54.50

ABT CHALLENGER \$25
POP-UP 24
PLAY POKER 19
BEST HAND 19

SUPPLIES

SHUFFLE GAME PUCKS \$1.75
WAX, Case of 12 Cans 3.50

TICKETS—Rolls, Spindles—
WRITE

Variety Boom

• Continued from page 98

scores are registered on scoring reels on the backglass.

Jet Bombers

Super Jet Fighter is the new Williams gun game which features three jet bomber targets which appear in military formation to the right of the screen, then dive, swoop or soar across the target area in ever-varying patterns for 15 flights. The player aims thru a sight along the top of a miniature jet plane, directionally controlled by using two handle grips. A beam of light confirms the player's aim and targets turn from white to red when hit.

With the United Carnival Gun, a .22 rifle unit operating on the electrical contact system, the player gets bonus scores for completing 25 shots in 60 seconds or less. The player may take his time shooting the gun if he wishes, but if he can score two points per second he saves under the 60-second rule. Targets include moving ducks and bull's-eyes.

Shuffle Targette, combination shuffle-target game, has the player shooting metal pucks down a Formica board, which slants upward at the end, dropping the puck into a molded rubber target area.

In addition to these new ideas in games, Blewdown & Wilson, New York, is shipping Hydro-Duck, a new type gun game in which the player shoots a jet of water at eight plastic ducks floating on water, trying to get them all "beached" at the rear of the cabinet. The jet of water comes from a triggerless pistol on the front panel of the compact game.

Willie Blatt, Miami, has also contributed to the variety of games on the market with Bull's-Eye, manufactured under his direction by Production Facilities Company, Miami. Bull's-Eye is a pistol game which shoots "bullets" (steel ball bearings) at a revolving wheel of targets.

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New Revolutionary Developments in Coin-Operated Mechanisms

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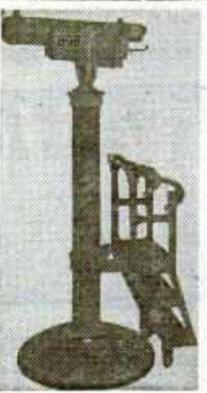


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NEW PROFIT HORIZONS WITH VISTA-SCOPE COIN-OPERATED TELESCOPE



Add this self-liquidating 20-power telescope to your present route of coin-operated equipment at little or no extra service costs. Vista-Scope is simple to maintain and brings a steady flow of profits day after day, year after year. Anyone can operate it. Anyone can set it up and look after it.

Ideal for all Outdoor Locations Where People Gather.

Specifications:

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- 10c coin chute
- Two-tone grey with red ladder

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Bingos and Late Model Shuffle Alleys... Write, wire or phone

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Atlantic City	175
Bright Spot	95
Coney Island	95
Spot Lite	95
Bright Lights	90
Long Beach	95
Havana	395
Rio	345

UNITED CARNIVAL GUN

CHICOIN 6 PL. BASEBALL
GENCO 2 PL. BASKETBALL
GENCO RIFLE GALLERY
AUTO-PHOTO
AIR FOOTBALL
AIR HOCKEY
SET SHOT BASKETBALL
CHI. 6 PL. HOME RUN
EXH. SHOOTING GALLERY

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Midget Movies 295.00
Genco Night Fighter .. 275.00
Genco Sky Gunner 250.00
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Photomatic, Pre-War .. 250.00
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Exh. Jet Gun 195.00
Telequiz & Film 169.00
Muto, Flying Saucer .. 159.00
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GENCO

Puddin' Head	\$54.50
Screwball	49.50
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Canasta	59.50
3 Feathers	54.40

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EXHIBIT

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Sally	49.50
Bermuda	49.50

TERMS: 1/2 DEPOSIT, BALANCE SIGHT DRAFT OR C.O.D.

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UNITED SHUFFLE TARGETTE
UNITED 11th FRAME, HIGH SCORE
UNITED 11th FRAME, DE LUXE, MATCH
GENCO 4 PLAYER SKEEBALL

United Team S.A., 3/25c	\$425.00
United Imperial, Match Score	349.50
United Royal, High Score	329.50
United Classic, Match Score	269.50
United Olympic, High Score	249.50
United Clover, Match Score	249.50
United Cascade, High Score	229.50
United Star 10th Frame	189.50
United Super 10th Frame, 6 Pl.	168.50
United Star 6 Player	145.00
United Super 6 Player, S.A.	129.50
United De Luxe S. A., 6 Player	99.50
United 6 Player w/Formica, 7-10	89.50
United 5 Player w/Formica, 7-10	79.50
United 4 Player w/Formica, 7-10	69.50
Chicoin Bowling Alley w/Formica	39.50
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ACORN VENDER, 1c or 5c \$14.95
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Jockey Special .. 54.50

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Rowe President, 10 Col. or 8 Col.	\$155
National Model 950, 9 Col.	145
National 930, 9 Col.	130
Unedapak Model 500, 9 Col.	135
DuGrenier Model "W", 9 Col.	125

COKEY ISLAND
Cleaned & Checked
\$95.00

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THE LEADING EXPORTER OF COIN OPERATED EQUIPMENT FOR OVER 25 YEARS.

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- Trimount offers all types of 5 Balls and Arcade Equipment.
- Every machine is guaranteed mechanically and electrically perfect — all have been completely reconditioned.
- Trimount has New England's largest parts department and finest service department.
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**GOTTLIEB'S REVOLUTIONARY
 SUPER JUMBO**
*Sensationally New
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**GIVE TO DAMON RUNYON
 CANCER FUND**

**COINMEN
 YOU KNOW**

Detroit
 Communications to:
 Hal Reves
 Woodward 2-1100

Bell Coin Machine
 Resumes Operation . . .

Michael Bellantuoni has with-
 drawn from partnership in the
 General Coin Machine Sales and
 Repair Company, which is now
 under the sole ownership of the
 Koeppel Brothers, Max G., and
 Guenther. The latter is better
 known to the vending trade as
 Ginner Koeppel, having been with
 the Wiedman National Sales Com-
 pany for some 17 years previously.
 Bellantuoni continues to head the
 Bell Coin Machine Company, which
 was temporarily inactive.

**Levin Leaves
 Empire, Starts
 New Operation**

CHICAGO, Oct. 2. — Stanley
 Levin, who has been with Empire
 Coin Machine Exchange sales staff
 for four years, has left the firm to
 conduct his own coin machine op-
 eration.

As of October 1, he will be op-
 erating Rapid Fire Sales, along
 with Mickey Schaffer.

The new Chicago organization
 will concentrate on operating
 coin-operated gun games and shuf-
 fle games.

**Balkema Plans
 Detroit Automatic
 Parking Garage**

DETROIT, Oct. 2.—Plans for
 early construction of a 10-story
 automatic parking garage on the
 fringe of the downtown district
 were announced Tuesday by B. B.
 Balkema, head of Automatic Stor-
 age Company of Grand Rapids.

The Balkema device, originally
 announced in 1952, has been de-
 veloped to the point where actual
 installation at a city-owned site is
 expected to start the first of the
 year and is to be completed in
 about three months.

The Balkema machine works
 thru a ticket vending unit, with
 the driver taking one half the ticket
 and the machine operator placing
 the other half in a bin to represent
 the designated empty storage sec-
 tion. When the car is locked and
 released by the driver, it is taken
 by conveyor to an elevator section
 and moved onto one of 10 floors,
 each having stalls for four cars. It
 is brought back to the delivery
 point by a push-button type of
 control upon order.

The projected automatic parker
 is believed to be considerably dif-
 ferent from any automatic devices
 now known or planned. The first
 40-car unit is designed as a model,
 with an ultimate 300-car unit pro-
 jected for the same era. The
 planned fee comparable to down-
 town parking rates is 25 cents the
 first hour and 10 cents each addi-
 tional hour, up to 50 cents for all-
 day parking.

*Great Skill and Competition Features
 Assure High Earnings*



DRIVEMOBILE
 Trademark—U.S. Patent 2,265,598

**Thrilling Drive Yourself
 Road Test**

Most exciting amusement machine introduced
 in years . . . now earning amazing profits on
 location. Appeal for both adults and chil-
 dren . . . tests skill, reflexes and grades
 performance. Is highly competitive
 and lots of fun too.



Driver sits behind real
 steering wheel, inserts
 coin, and he's on the
 road with a feeling of
 actual driving. Road
 swings in unpredict-
 able fashion, scenery
 and cars sweep by. At
 end of one minute
 driver is rated from
 "creeper" to "wizard"

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 PHONE
 FOR DETAILS
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**An Open
 Highway To
 SURE PROFITS**

INTERNATIONAL MUTOSCOPE CORP.
 44-02 Eleventh Street, Long Island City 1, N. Y. STillwell 4-3800

**T. Silbert to Chair
 Columbia Lectures**

NEW YORK, Oct. 2. — Theo-
 dore H. Silbert, president of the
 Standard Factors Corporation, will
 be co-ordinator and moderator at
 a series of nine Tuesday evening
 seminars on "The Problems of Ex-
 panding Small Businesses" at the
 Institute of Arts and Sciences at
 Columbia University. Standard
 Factors handles paper for many
 coin machine operators.

Lecturers will include Dave
 Beck, president of the Teamsters'
 Union, of which Local 805, vend-
 ing machine employees, is a mem-
 ber, and Howard S. Cullman,
 Philip Morris executive. The series
 begins October 5.

A dog named Denny belonging
 to Oscar Garcia, of Garcia Music
 Company in Key West, got into
 the newsreels posing with a self-
 answering telephone. When the
 receiver automatically went off
 the hook, the pooch bow-wowed
 into the mouthpiece.

**EXCLUSIVE DISTRIBUTORS FOR
 CHICAGO COIN MACHINE CO. & GENCO MFG. CO.**

SPECIAL SALE ON USED SHUFFLE ALLEYS

CHICAGO COIN BOWLERS	UNITED SHUFFLE ALLEYS
6 Player Formica Top \$ 60.00	4 Player Formica Top \$ 40.00
6 Player Deluxe, Reel Scoring 95.00	5 Player Formica Top 50.00
6 Player Match Bowler 125.00	6 Player Regular Formica Top 60.00
6 Player Super Match With 10th Frame Feature 145.00	6 Player Deluxe Original For- mica Top, Up and Down Scoring Glass 65.00
6 Player 10th Frame Special, Doubles in 5th Frame 160.00	6 Player Super, Reel Scoring 95.00
6 Player Name Bowler, Match Feature 165.00	4 Player Official Match Bowler, Reel Scoring Formica Top 90.00
6 Player Double Score Bowler, Doubles in 5th and 10th . . . 195.00	Super 10th Frame 120.00
6 Player Triple Score Bowler 235.00	Cascade, Doubles in 3d, 5th & 7th Frame 195.00
6 Player Gold Cup Bowler, Triples in 5th and 10th Frame Also Replay and Match Score Feature 285.00	Olympic, Doubles and Triples 230.00
6 Player Advance Bowler, Doubles, Triples and Quad- riples 350.00	Royal 325.00

ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE
 INSTALLED FOR \$10.00 EXTRA ON EACH GAME.

1/2 deposit on all orders.

**Monroe COIN MACHINE
 EXCHANGE, INC.**

3642-45 W. Montrose Chicago 18, Ill.
 Tel. 511-1011

EXPERTLY RECONDITIONED

Un. 5 Player, form. top/ig. pins . . . \$ 49
Un. 6 Player DeLuxe 69
Un. 10th Frame Star 149
Un. Top Hat, Double, Triple, Quadruple 229
Un. Clover 209
Genco Shuffle Pool 239
Bally Coney Island 79
Bally Atlantic City 139

Write for list of new and reconditioned
 equipment of every kind.

Terms: 1/3 Deposit, Bal. C.O.D.

**IRV. OVITZ
 ACME-INTERNATIONAL
 DISTRIBUTORS**

3642-45 W. Montrose Chicago 18, Ill.
 w. montrose coin machine exchange, inc.

Want Action?

**EXHIBIT'S
 STAR SHOOTING GALLERY
 HAS IT!**

3 Target set-ups move into action during each game.

Want Play Appeal?

**EXHIBIT'S
 STAR SHOOTING GALLERY
 HAS IT!**

All Targets are in view between games to attract
 player interest.

Want A Gun For ANY Location?

**EXHIBIT'S
 STAR SHOOTING GALLERY
 IS IT!**

Dime return or free game on Perfect or Match Score—
 or play selector will give you choice of 8 different
 plug-in combinations to suit every location.

Want A Full Cash-Box?

**EXHIBIT'S
 STAR SHOOTING GALLERY**

fills it fast and keeps it full!

*** A Few Choice Distributorships Still Available**

EXHIBIT SUPPLY

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**WURLITZER 1500
 \$449.50**

Write for Illustrated Catalog of
 Other Late Model Phonographs

Shaffer Music Co.

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1200 Walnut St.	849 N. High St.	1327 Capitol Ave.
MAin 6310	KLondike 4614	MElrose 4-3571

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 America's Greatest Proven Money Makers. We Specialize in Export Trade.
 We Have 20 Years' Experience in Export Sales! Export Shipping! Export Financing!

SPECIALS RECONDITIONED LIKE NEW

AMI Model 120 \$495.00	Seeburg Coon Gun \$495.00
AMI Model 80 595.00	Exhibit's Shooting Gallery 325.00
Seeburg Model C 675.00	Genco Sky Gunner 225.00
Seeburg Model A 450.00	Lee Musical Merry-Go-Round . . . 495.00
AMI Model D80 475.00	Bally Palm Beach 195.00
Wurlitzer Model 1400 375.00	Gottlieb Hawaiian Beauty 225.00
AMI Model C 40 275.00	Gottlieb Daisy May 225.00

LARGE QUANTITY LOW PRICE GOOD CONDITION 5-BALL PIN GAMES.

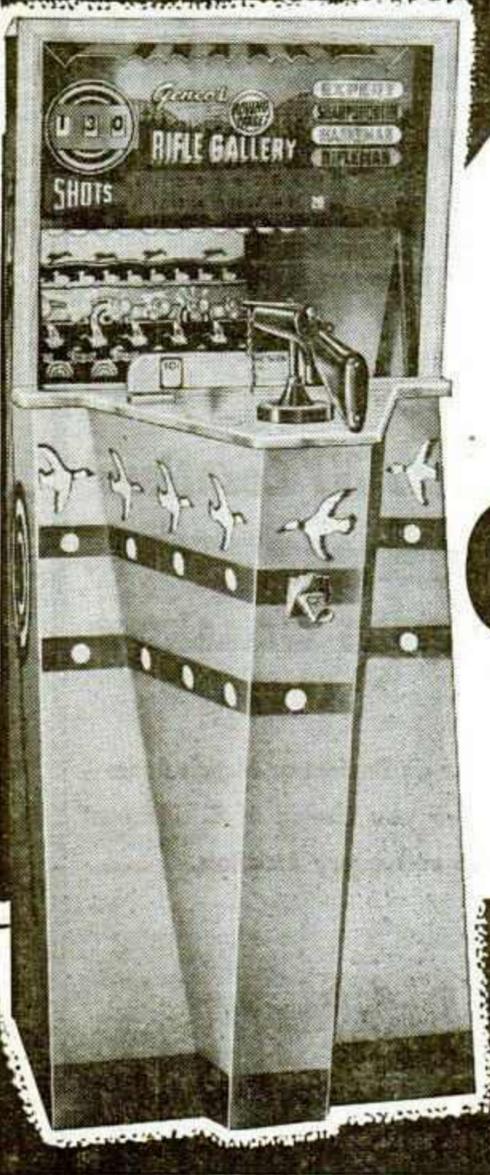
Write or Cable for Complete Catalogs and Special Price List
 Cable Address: BAGERSAL LOS ANGELES

BADGER SALES COMPANY, INC.

2351 WEST PICO BOULEVARD LOS ANGELES 6, CALIFORNIA

Lots of
MONEY
That's all it earns!

Proven! Trouble-Free! Used Everywhere!



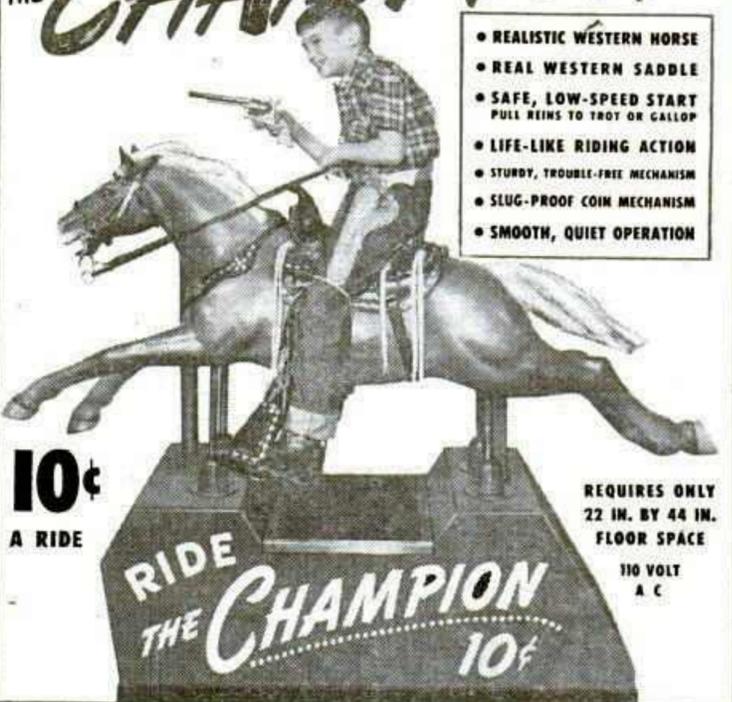
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ALL-LOCATION
RIFLE GALLERY

GENCO

MFG. & SALES CO.
2621 North Ashland
Chicago 14, Illinois

**BACK IN PRODUCTION
TO MEET POPULAR DEMAND**

Bally
THE CHAMPION



- REALISTIC WESTERN HORSE
- REAL WESTERN SADDLE
- SAFE, LOW-SPEED START
PULL REINS TO TROT OR GALLOP
- LIFE-LIKE RIDING ACTION
- STURDY, TROUBLE-FREE MECHANISM
- SLUG-PROOF COIN MECHANISM
- SMOOTH, QUIET OPERATION

10¢
A RIDE

REQUIRES ONLY
22 IN. BY 44 IN.
FLOOR SPACE
110 VOLT
A C

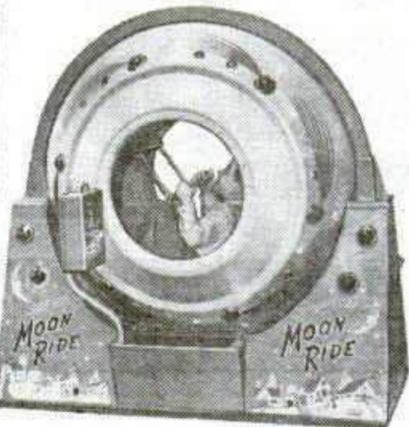
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FASTEST MONEY-MAKER

EVER BUILT IN **KIDDY-RIDE CLASS**



"Flying Saucer" Fuselage Spins Round and Round
Cockpit Swings Back and Forth, Up and Down

An age version of the oldest, greatest kiddy-ride in history—the ever popular swing—Moon-Ride gets immediate attention on location, gets repeat riding day after day, month after month, gets biggest, steadiest profits ever earned in kiddy-ride field. Get your share of the Moon-Ride money! Get MOON-RIDE on your location now!



FLASHY EYE-APPEAL

- Silver saucer, blue base
- Rotating lights, stars and comets whiz by cockpit-window
- SPACE-GUN SOUND-EFFECTS**
- POSITIVELY SAFE**
- ADJUSTABLE RIDE-TIME
- ALL-METAL CONSTRUCTION**
- NATIONAL COIN-MECHANISM**
- 25 IN. BY 42 IN., 47 IN. HIGH
- RETRACTABLE CASTERS

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Illinois

WORLD WIDE... MORE FOR YOUR MONEY, EVERY TIME!

NOW DELIVERING

Williams SUPER JET FIGHTER
United DELUXE CARNIVAL GUN
Bally VARIETY
United DELUXE 11TH FRAME

LATE 5-BALLS

DEALER	\$225
GUN CLUB	115
QUEEN OF HEARTS	110
FAIRWAY	95
SILVER SKATES	95
TWENTY GRAND	85
SLUGFEST	85
OLYMPICS	75
SHINDIG	165
GUYS-DOLLS	135

TERMS: 1/3 Deposit, Balance Sight Draft.

Genuine Silk Screen Deluxe

FORMICA TOPS

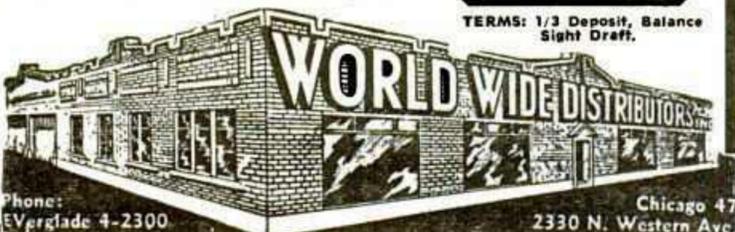
for All United 8" Shuffle Games.
30 Available.
As Lot \$9.50 Ea.

BEST BUYS in BINGOS

BRIGHT SPOT	\$ 95	YACHT CLUB	\$225
BRIGHT LITE	75	BEACH CLUB	325
CONEY ISLAND	115	PALM SPRINGS	385
CABANA	225	ICE FROLICS	395
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Thoroughly Reconditioned
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MILLS CONSTELLATION 150



Phone: Everglade 4-2300

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A PERFECT COIN BOX
FOR YOUR LOCATIONS**

Owners, managers and money handlers in arcades, rides, shows, banks, theaters and all locations are enthusiastic about the "CHOICE" Coin Box. This 9"x3 1/2" coin box holds \$60 in dimes or \$20 in nickels or \$5 in pennies, or combinations, and will not cut hands. Better spacing design makes easier, faster, better handling. Can be used with or without nickel nudger. Eliminates coin counting and saves cost of wrappers. Convenient for storing coins in safe. To open or close the "Choice" Coin Box you merely push either end. Ideal Christmas gifts for your locations, and now is the time to buy. Price—\$1.00 each F.O.B. Salt Lake City. Sample sent on request. Distributors and agents wanted.

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NOTICE

We will trade any of the below for good used Bingo Games or for 5-Balls.

45 United 5-Player Bowlers, Formica Top, 7-10 Split.	\$ 60.00
10 Bally Turf Kings	40.00
15 Universal Winners	30.00
3 Exhibit Shooting Galleries	325.00
6 Jumping Jacks	60.00

MODERN DISTRIBUTING COMPANY
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ROCK-OLA FIREBALL—45 RPM, (120 Selection) \$395

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WURLITZER 1500 575



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Terms: 1/3 Deposit, Bal. C.O.D.

A Quarter Century of Service.
ATLAS MUSIC COMPANY
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Spot Light 75	Match \$445	Telequiz, w/film 110
Atlantic City 140	Keeney Diamond—	Exhibit Jet Gun 135
Cabana 195	Match 395	Genco Sky Gunner 175
Tropics 275	Keeney Carnival 195	Exhibit Gun Patrol 145
Palm Springs 395	Keeney 10 Pl. Team 145	
	United Ace—Match 425	
	United Classic—Match 225	
	United 6 Pl. Star—	
	Match 125	
	United League 365	
	United Olympic 200	
	United 6 Pl. Deluxe 75	
	C. C. Double Score 185	
	Genco Shuffle Pool 225	
	Write for complete list.	

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The NEW A.M.I. MODEL F

40 - 80 - 120

ALL OPERATORS, THEIR FAMILIES AND SERVICE MEN ARE CORDIALLY INVITED. MAKE A DATE NOW FOR SATURDAY AND SUNDAY, OCTOBER 9TH AND 10TH.

We will also have on display for the first time some of the newest type games, guns, etc. We believe some of these will open up new locations for operators, and greatly increase collections. Some of these games have been tested and shown large collections.

SEE THE NEW SENSATIONAL A.M.I. MODEL F IN 40-80-120 SELECTIONS

OPEN HOUSE
SATURDAY, OCTOBER 9th
SUNDAY, OCTOBER 10th

REFRESHMENTS SERVED—
GIFTS FOR ALL

ATTEND SHOWING AT
OFFICE NEAREST YOU

NOTE

EVANSVILLE OPERATORS VISIT SHOWROOM OF CARL J. SPEIS 314 W. COLUMBIA STREET

SPECIAL NOTE

OPERATORS OF COLUMBUS, O., and SURROUNDING TERRITORY —SEE THE NEW MODEL F AT OUR CINCINNATI SHOWROOM

Exclusive **AMi** Distributors in Kentucky, Indiana, Southern Ohio

"The House that Confidence Built"

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

ESTABLISHED 1923

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INDIANAPOLIS, INDIANA
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Exclusive Distributors for BALLY • ROCK-OLA • KEENEY • CHICAGO COIN

NEW EQUIPMENT—Now Delivering

Bally Variety Chicago Coin Holiday Bowler
Bally Jet and Rocket Bowler Chicago Coin Playtime Bowler
Bally's Complete Line Kiddie Rides Keeneey American Bowler
Exhibit Star Shooting Gallery Rock-Ola Comets, 45 RPM, 120 Selection
Chicago Coin Super Home Run Rock-Ola 1442 Hi Fidelity, 50 Selection, 45 RPM

USED EQUIPMENT—Ready for Location

MUSIC	SHUFFLE ALLEYS	BINGOS
Rock-Ola 1436 Fireball, 45 RPM, 120 Selection\$395.00	United Imperial\$325.00	Spot Lights\$ 85.00
Rock-Ola 1434 Rockets, 78 RPM, 50 Selection 325.00	United Clover 185.00	Ice Frolics 400.00
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		Palm Springs Write
		Hi Fi Write
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CALDERON DISTRIBUTING Co.
450 Massachusetts Avenue Indianapolis, Indiana

SHUFFLE ALLEYS THOROUGHLY RECONDITIONED

CHICAGO COIN:	UNITED:
SUPER FRAME\$395.00	TEAM BOWLER\$325.00
ADVANCE 310.00	ROYAL 285.00
TRIPLE SCORE 225.00	CASCADE 175.00
DOUBLE SCORE 185.00	OFFICIAL 100.00
10th FRAME SPECIAL 165.00	10th FRAME SUPER 140.00
10th FRAME BOWLER 150.00	GENCO SHUFFLE POOL 225.00
SUPER LATCH 150.00	

Terms: 1/3 cash with order, balance C.O.D. Write for complete list. Exclusive AMI, Chicago Coin, Exhibit, Genco, Gottlieb, Williams Distributor

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239-245 W. BIDDLE STREET • BALTIMORE, MD. • PHONE VERNON 4119-20-21

ELECTRIC SCOREBOARDS
Overhead, 15-21 pts, Horsecollar, \$125 ea.
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PLA-POOL, New, Belgian-Type Pool Game, packed\$275
Palm Beach\$150.00
United Stars 85.00
Atlantic City 150.00
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United Leader 65.00
United Circus 150.00
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SHUFFLEBOARDS
22", 20" and 18" Refinished Playfield and Cabinet
22"\$179.50
20" & 18" 149.50
Shuffleboard Adjusters, set\$12.00
Pucks (set of 8) 12.00
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TICKETS
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Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.
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Tel.: Dickens 2-3444

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ZIG-ZAG (New) Counter Game ..\$39.50

NEW—RECONDITIONED

METAL TYPER MACHINES

We Carry a Complete Line of Parts in Stock

WRITE FOR PRICES

NOW!
Buy Your Aluminum Discs in Rolls of 100.



STANDARD METAL TYPER CO.
1318 N. Western Ave., Chicago 22, Ill.



Of course it would be "nyet"—Russian for "no"—for coin machine sales to Iron Curtain countries. Flashy, attractive American amusement games and juke boxes might be admired by Soviet citizens and get them to thinking that capitalists have more fun.

Anyway, who wants payment in red rubles?

The rest of the world is plenty big—big enough for an \$11 million market for coin machine exports to the nations of the free world. It's a booming "plus" market for extra coin machine profits... and it's easier than you may think to make foreign sales and receive payment in U. S. dollars.

If you wish to expand your present export market—or if you have yet to make your first export sale—let The Billboard FALL EXPORT QUARTERLY lead you to foreign buyers, at the same time you sell your regular U. S. customers.

If you act RIGHT AWAY, you can still run an ad in The Billboard Coin Machine

FALL EXPORT QUARTERLY

FINAL ADVERTISING DEADLINE **OCT. 6** ISSUE DATED **OCT. 16**

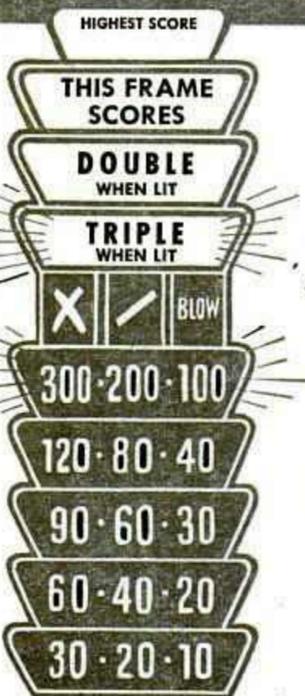
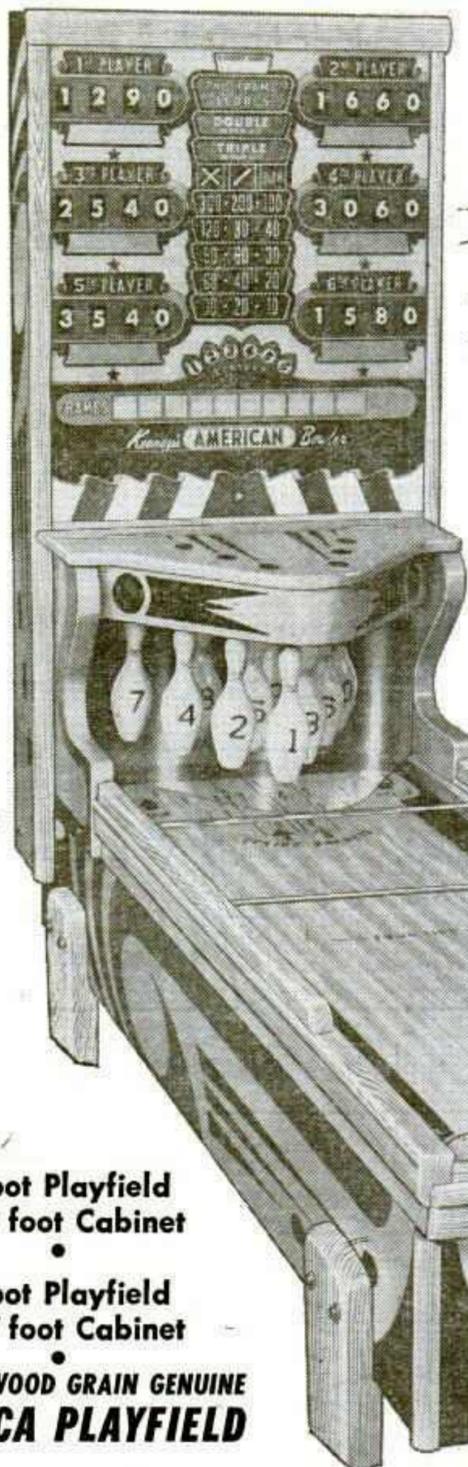
CENTRAL OHIO SPECIALS
New United Shuffle Alleys for Prompt Shipment
11th FRAME BOWLER
11th FRAME DELUXE
Sensational—New **TARGETTE USED SHUFFLES**
Chi Coin Super Frame\$425.00
Chi Coin 10th Frame Special 215.00
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Chi Coin Triple 245.00
Many More Used Shuffles.
Write, Wire, Phone
CENTRAL OHIO COIN MACHINE EXCH.
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These **NEW "SCORE FEATURES"** get more Profitable Play!

The MATCH

- FEATURE PULLS HEAVY PLAY!
- BACKGLASS SLIDES OUT FROM EITHER SIDE!
- HINGED HOOD OVER PINS!
- HINGED LITE INSERT!
- METAL STRIP ON PIN SHIELD PREVENTS CURLING!
- PLEXIGLASS PROTECTED ROLLOVERS!



IT'S *Keeney's* NEW **AMERICAN BOWLER**

WITH KEENEY'S ORIGINAL **CHANGING VALUES** AT THE START OF EVERY FRAME!

STRIKES } score DOUBLE in 3rd and 7th frames!
 SPARES }
 BLOWS } score TRIPLE in 5th and 10th frames!

UNLIMITED SCORING
 as long as player continues to strike in 10th frame

Easy to Service...

PINS AND CONTACT AREA RECESSED UNDER LITEBOX. ENTIRE PLAYFIELD SLIDES FORWARD AND LIFTS UPWARD!

SIMPLE PLUG ATTACHMENT ON SWING-OUT FRONT DOOR ENABLES OPERATOR TO CHANGE FROM SINGLE TO DOUBLE CHUTE FOR 10c OR 3 FOR 25c PLAY. DOOR REPLACEMENT AVAILABLE AT SLIGHT EXTRA COST.

SEE YOUR *Keeney* DISTRIBUTOR NOW!

J. H. Keeney & CO., INC.
 2600 W. FIFTIETH STREET • CHICAGO 37, ILLINOIS

9 foot Playfield on 8 foot Cabinet
 8 foot Playfield on 7 foot Cabinet

NATURAL WOOD GRAIN GENUINE FORMICA PLAYFIELD

Available as "NATIONAL BOWLER" without match feature!

YOU'RE INVITED

EXPOSITION DAY

at

LAZAR'S

FEATURING NEW IDEAS BY:

**BALLY • CHICAGO COIN
 GENCO • GOTTLIEB
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OCTOBER 10, 1954—NOON 'TIL SIX
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35 Fifth Ave., Pittsburgh, Pa.

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Wurlitzer 48-sel.

- 1 #1650 \$494.50
- 2 #1400 384.50
- 1 #1250 234.50

Wurlitzer 24-sel.

- 1 #1100 \$209.50
- 1 #1080 94.50
- 6 #1015 74.50
- 1 #800 49.50
- 2 #750 49.50

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- 4 CROWN BOWLER \$174.50
- 2 NAME BOWLER 139.50
- 2 BOWL-A-BALL 63.00
- 1 10th FRAME 118.50

T & L DISTRIBUTING CO.

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 Phone: MA 8751

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- DONALD DUCK KIDDIE RIDE \$149.50
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 - Genco Basketball 325.00
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 - Seeburg 147M 79.50
 - United Twin Shufflecade 45.00
- Send for complete bargain list.
OLSHEIN DIST. CO.
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ATTENTION

OWNERS OF BELL TYPE MACHINES We are in the market for brand new Mills Bells. Write, giving full description, price, etc., to **MILLS SALES COMPANY, LTD.** ATTN: E. STEWART Bender Warehouse Reno, Nevada

FOREIGN BUYERS

Our Service Is Quick Efficient and Reliable

In addition to all the latest equipment we have thousands of thoroughly reconditioned machines available for your selection including pin games, kiddie rides, music machines, arcade equipment and alleys.

Cable for Special Price List
 Parts and Service Manual Available

INTERNATIONAL AMUSEMENT CO.

1423 SPRING GARDEN STREET



SCOTT-CROSSE COMPANY

Rittenhouse 6-7712 PHILADELPHIA 30, PA.



Joe Ash Says...

FOREIGN and DOMESTIC BUYERS will find TROUBLE FREE machines at LOWER PRICES here.

FOR IMMEDIATE DELIVERY of

- WURLITZER { 1100's
- { 1500's
- { 1400's
- SEEBURG { M100A's
- { M100B's
- { M100BL's
- { M100C's

EXCLUSIVE WURLITZER and D. GOTTLIEB & CO. DISTRIBUTORS in Delaware, S. Jersey, and S. E. Pennsylvania.

ACTIVE

AMUSEMENT MACHINES CO.

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

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 Write or wire for prices

WANTED—GOOD BINGO MECHANIC

Must furnish reference. Good pay.

Write The Billboard, Box D-56, Cincinnati 22, Ohio.

a Winner! Different! Better! For LONG RUN PROFITABLE OPERATION...



Williams
TRUE MOVING TARGETS
SWEEP ASIDE
ALL COMPARISON
IN THE MOST REVOLUTIONARY
GUN GAME OF ALL TIME ...

Super **JET FIGHTER!**

3 Jet Planes Speed Across Screen in Military Flight Formation!

- **MATCH-A-SCORE FEATURE:**
Number-Star-Plane
- **CONVERTIBLE OPTIONAL REPLAY**

15 Fast Flights Across Board... for a Dime!

- Hitting ALL THREE PLANES in any flight scores "Extra Flights" and Bonus Score! Up to 15 Extra Flights possible per game.
- Progressive Scoring - with scores increasing in 5th-10th-and 15th flight!

HIGH SCORE OVER 8000

SPECTACULAR PLAY APPEAL!

- **SUPER JET FIGHTER** is the first "True-Moving" Target Gun-Game. Planes appear in triple echelon formation to the right of screen. They dive, swoop, or soar across the board in ever-varying patterns as the man-behind-the-gun hits 1-2-3 planes each flight.
- Hits are made by precision remote control, the gunner spotting each target thru the sight atop the jet pursuit plane at front of game. Beam of light shows precisely where gun is aimed. It's intriguing—Simply loaded with appeal!

Most Lasting Appeal of All Gun Games

Also AVAILABLE WITHOUT MATCH FEATURE OR REPLAY



See your *Williams* DISTRIBUTOR!

CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

KIDDIE RIDES FULLY GUARANTEED! COMPLETELY RECONDITIONED!

BEAUTIFUL BALLY CHAMPION HORSE.....\$495
 BERT LANE MUSICAL MERRY-GO-ROUND..... 495

BALLY SPACE SHIP, EXHIBIT BIG BRONCO ONLY
 DECO SPACE SHIP (Hydraulic) **\$395**
 NYLCO SPACE SHIP (Hydraulic)

SHUFFLE ALLEYS **MISC.**

UNITED COVERS\$195 EXHIBIT SHOOTING
 UNITED STAR 10th GALLERYCall Collect
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 UNITED 6 PLAYER 50 CHI. COIN 6 PLAYER
 UNITED 5 PLAYER 50 HOME RUN, special. Call Collect
 CHI. COIN GOLD CUP 295
 CHI. COIN TRIPLE SCORE
 BOWLER 250
 CHI. COIN 10th FRAME .. 175
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WANTED!
 WILL PAY CASH FOR
 SEEBURG 100-A-B-C

LARGEST STOCK IN WORLD OF

Boats Merry-Co-Rounds Alleys Bingo Machines
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FINEST BINGOS
 FACTORY RECONDITIONED
 Like \$50 In Your Pocket
 Returnable 3rd Day—Full Refund

PALM SPRINGS (almost new) ..\$395.00
 YACHT CLUB (new superline freq.) 205.00
 PALM BEACH 140.00
 DUDE RANCH 370.00
 BEACH CLUBS 345.00
 ATLANTIC CITY 130.00
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 CONEY ISLANDS 80.00
 GENCO 400's (percentaged right)..... 65.00

Want Bingos—Mail Your List
W. E. Keeney Mfg. Co.
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 Keeney 10 PLAYER S.A. 140.00
 Keeney 6 PLAYER S.A. 75.00
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 858 N. High St. Columbus 8, Ohio
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COBRA CARTRIDGES
 Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES
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LONG AFTER
 you have forgotten the price—the excellent value and quality will be remembered.

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 6 Player\$ 70.00
 6 Player Deluxe 80.00
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 6 Player Cascade .. 190.00
 6 Player Stars 135.00
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 C.C. 10th Fr. Double 175.00
 C.C. Match-A-Score 120.00
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 All Factory Shopped—25¢ Chute.

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 United Circus—Frolics—Rodeos—Show Boats—Panorams
HIGHEST PRICES PAID
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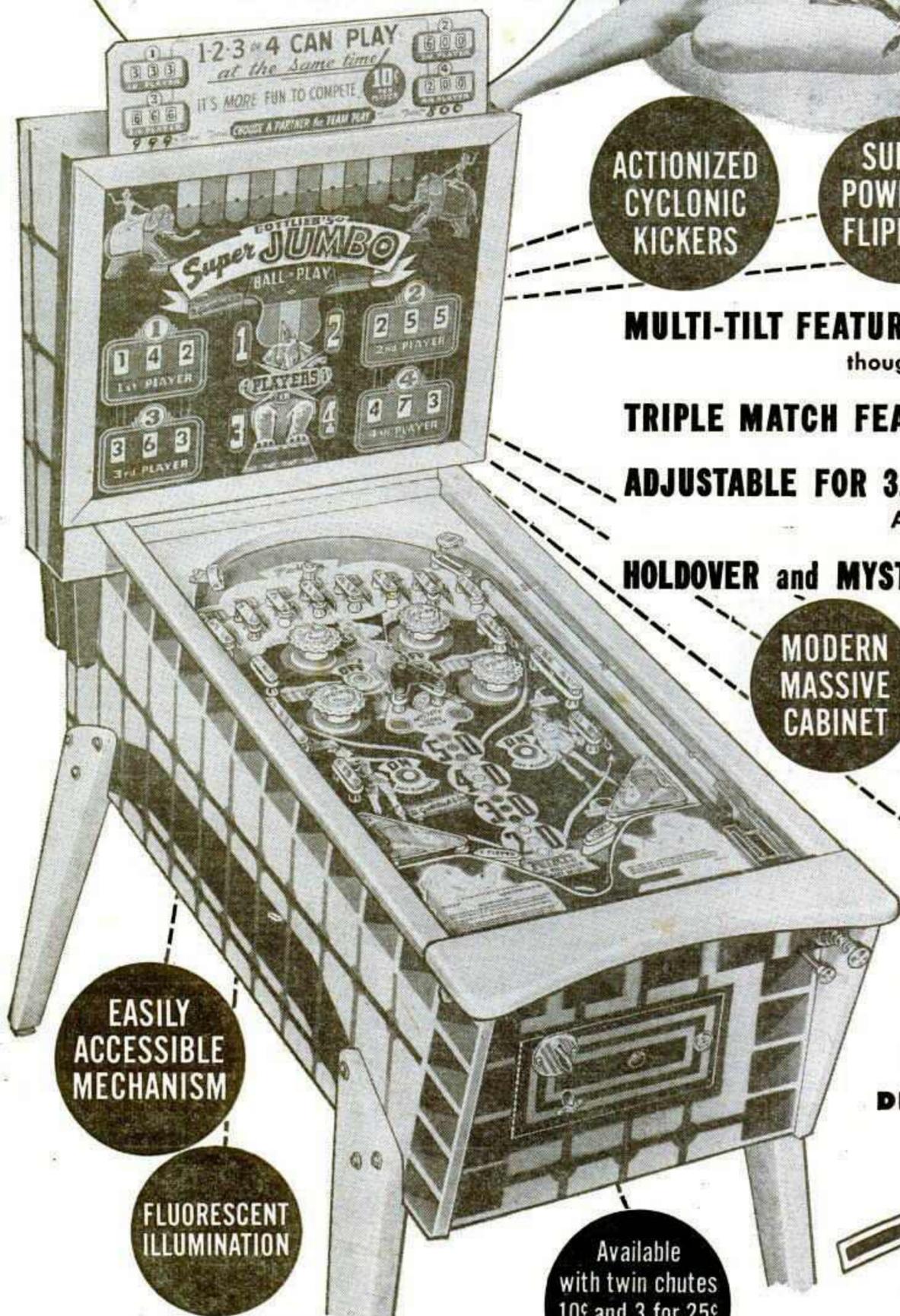
when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

RIDING HIGH WITH

GOTTLIEB'S *Super* JUMBO

A PERFECT
MULTIPLE
PLAYER AMUSEMENT
MACHINE

1-2-3 or 4 can play at
the same time



**ACTIONIZED
CYCLONIC
KICKERS**

**SUPER
POWERED
FLIPPERS**

**HI-SPEED
POP
BUMPERS**

MULTI-TILT FEATURE Action continues for remaining players even though one or more players tilt out their own scores.

TRIPLE MATCH FEATURE with **MULTIPLE PLAY AWARDS**

ADJUSTABLE FOR 3, 4 or 5 BALL PLAY
A competitive **HIGH SCORE** amusement machine.

HOLDOVER and **MYSTERY SUPER BONUS**

**MODERN
MASSIVE
CABINET**

**BURGLAR-
PROOF
CASH BOX**

**ADVANCE
DESIGN
SCORING UNITS:**
A Gottlieb perfected unit with heavy duty coils; metal drums for easy cleaning.

**EASILY
ACCESSIBLE
MECHANISM**

**FLUORESCENT
ILLUMINATION**

Available with twin chutes
10¢ and 3 for 25¢

**THE NATURAL EVOLUTION
OF AMUSEMENT MACHINES:**
*The result of many months of
extensive research and severe testing*

For the past few months, dozens of SUPER JUMBOS have been on test locations all over the United States and Canada. This very comprehensive test, covering a period of approximately 600 operating days, has proven conclusively that SUPER JUMBO is one of the very finest Amusement Machines in many years. Coupled with the solid player appeal and terrific earning capacity is a typical Gottlieb perfected mechanism assuring years of dependable cash receipts.

**SEE IT AT
YOUR
DISTRIBUTOR
NOW!**

D. Gottlieb & Co.

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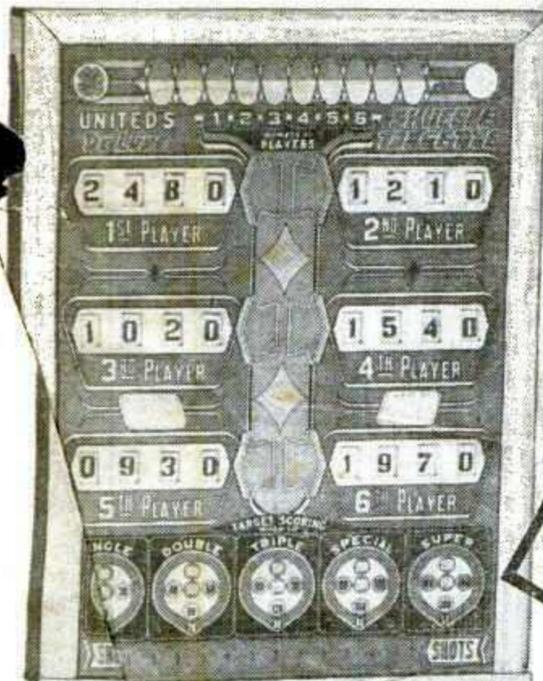
DELUXE JUMBO FOR NON-REPLAY AREAS



UNITED'S DELUXE SHUFFLE TARGETTE

6 PLAYER SHUFFLE TYPE SKEE-TARGETTE GAME

GREATEST COMPETITIVE GAME OF ALL TIME!



SINGLE, DOUBLE, TRIPLE, QUADRUPLE, QUINTUPLE SCORING
TERRIFIC SUSPENSE FINISH

LAST 3 SHOTS QUINTUPLE (5X) SCORE

INTRIGUING
SKEE-TARGETTE
 TESTS PLAYERS' SKILL
 MADE OF
**HEAVY DUTY DURABLE
 MOLDED RUBBER**

12 Shots
 10¢
 •
**EXTRA
 FAST
 PLAY**

•
**POPULAR
 TRIPLE MATCH
 FEATURE**

**SMOOTH,
 QUIET
 OPERATION**

UNITED'S FAMOUS E-Z SERVICE FEATURES

**SEE YOUR DISTRIBUTOR
 NOW!**

**UNITED'S
 SHUFFLE
 TARGETTE**

Same as Deluxe
 SHUFFLE
 TARGETTE
 without
 TRIPLE MATCH
 FEATURE

CONVENTIONAL SIZE 8 FT. BY 2 FT.

ALSO
 AVAILABLE
 WITH
 TWIN CHUTES
 10¢ and
 3 for 25¢

**UNITED'S
 NEVADA**

Fast Action In-Line Game

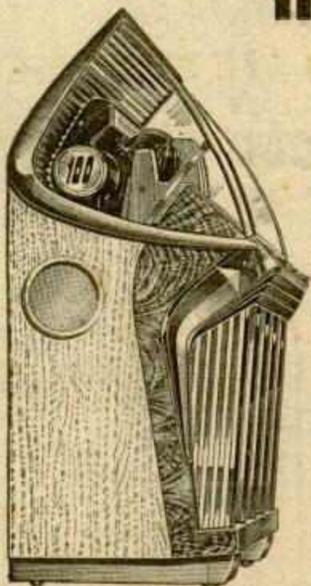
With
 NEW
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STANDARD PINBALL
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Omni-Directional Sound
means music in ALL DIRECTIONS
... another SEEBURG FIRST!



This is new! This is Seeburg Omni-Directional Sound... music in all directions... for the last word in listening pleasure.

Mounted in the acoustical chamber of the Select-O-Matic "100" are two heavy-duty, 12-inch low-frequency speakers, a 5-inch high-frequency speaker and two 8-inch wide-range speakers, one on each side. It's the most advanced electro-acoustical system ever offered our industry.

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