

The Billboard



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AN OPEN LETTER

To The Reader's Digest

The following is a letter written by W. D. Littleford, publisher of the The Billboard, to DeWitt Wallace, editor of Reader's Digest, in reply to an article in the November issue of the Digest. The article in question—"Racket in the Juke Box"—attacks the juke box industry.

Mr. DeWitt Wallace, Editor
The Reader's Digest
Pleasantville, New York

Dear Mr. Wallace:

The current issue of Reader's Digest does a grave injustice to thousands of law-abiding men and women who make an honest living in the juke box industry and, by a confusion of terminology, it does an equal injustice to additional thousands who are engaged in selling merchandise thru vending machines.

We refer to the article entitled "Racket in the Juke Box" by Lester Velie.

Mr. Velie's article misleads your readers on two scores: It takes a handful of facts from three Midwestern cities and concludes that these facts are typical of the juke box business "In many cities." It therefore indicts the vast majority of operators in cities where the juke box business has never been invaded by racketeers, or, more important, where juke box people have fought their way clear of previous invasions by racketeers.

The second basic error is that the article proceeds to group automatic merchandising with juke boxes, and, by innuendo, implies the hoodlums are "fencing off" the sale of cigarettes, milk, hot coffee, pastry, cold drinks and other products thru vending machines.

To make any sort of intelligent reply to Mr. Velie's article, it is first essential to point out that the juke box is an entertainment medium. The vending machine is a method of retailing merchandise.

We make this distinction because Mr. Velie's article moves effortlessly from juke boxes to nylon hosiery vending machines, grouping all of these various kinds of equipment into what the article calls the "coin-vending business."

We recognize that the juke box industry is extremely vulnerable to public attack. To completely understand this vulnerability you have to go back to the late twenties and early thirties, when music machines were installed by slot machine operators in the same locations where their gambling equipment was situated. The fact that the juke box was once used as such a front—however innocent the juke box was and is—established an atmosphere in which all sorts of allegations became credible.

Many facts concerning the juke box business in the three cities Mr. Velie names were omitted.

To cite one example, Mr. Velie did not report that juke box operators in Detroit testified to corrupt practices before both a Congressional Investigating Committee and a grand jury. Nor did he report that the grand jury investigating the same situation, refused, on the basis of evidence presented, to return indictments. Does not this indicate that Mr. Velie was tempted by an eagerness to sensationalize? Certainly other facts he presented about Detroit indicate he did a pretty thorough research job—that he knew the facts that would have revealed to your readers that there are many people even in the racket-ridden cities who are looking for and welcoming outside help to drive out the corrupt minority.

It isn't possible to calculate the
(Continued on page 74)

Gleason Eyes Movie Script

NEW YORK, Oct. 22.—Jackie Gleason's first feature film since becoming a big-time TV comic will probably be "Uncle Ed and Circumstance," the Frank Gilroy script produced on "Studio One" several weeks ago. The movie will be shot early next year, probably here, after Gleason finishes work on the 39 films in his current video series for Buick. No producer or director has been set.

Gleason was offered the lead in the Elia Kazan production of "The Arkansas Traveler" but turned the part down because he didn't think it was right. He expects to work with Kazan in the future.

U. S. JUKE BOX EXPORTS BOOM DESPITE ODDS

By BOB DIETMEIER

CHICAGO, Oct. 22.—The U. S. juke box is winning a battle against formidable odds in the world market. It is setting the world to music despite severe obstacles such as tight import restrictions in many countries and high equipment costs caused by shipping charges and tariffs.

One of the resounding successes of the music machine industry, the spectacular growth of the juke box export business is all the more remarkable when viewed against the background of barriers hamstringing the development of the market to its true potential.

This is expected to be the sixth consecutive year that a new record for dollar volume will be tallied for music machines exported.

And this current sales boom, directly affecting the entire music-record industry, finds U. S. pop, jazz and rhythm and blues music vying hotly with foreign artists, tunes and labels.

\$1 Million a Month

In 1950, U. S. automatic phonograph exports were just \$1.8 million; in 1953, volume topped \$6 million. Last year, 21,711 juke boxes were shipped out of the country for a total dollar volume of just under \$11 million. And exports so far this year have been running at an average
(Continued on page 84)

What's in a Hype? Nothing, If Material Doesn't Have Stuff

No Amount of Song, Disk Fanfare Can Sell NSG Product; A Lot Fail

By PAUL ACKERMAN and IS HOROWITZ

NEW YORK, Oct. 22. — It's generally admitted that the music business is firmly wedded to the art of the "hype"—so much so that this is an integral part of the trade. But a quick glance over the song and record output of the last year indicates the truth of the old saying: "It's what is in the record groove that counts."

What constitutes a hype? It's the launching of tunes and records with great fanfare and thousands of free promotional records to disk jockeys and juke box operators, tunes which were recorded by top artists on major labels and which inspired numerous "cover" disks and reams of publicity. A flock of big hypes have faded away ignobly. Many sold relatively few disks and virtually no sheet music and garnered a minimum of performance money.

List Is Legion

The list is legion. There was "Chee Chee—Oo Chee," for instance, an entrant from Italy via the Hill & Range publishing firm, which failed to live up to its touted promise. This, despite the fact that considerable excitement attended the release of sides by Perry Como and Jaye P. Morgan

on Victor, the Gaylords on Mercury, the Mariners on Decca and Dennis Hale and the Johnston Brothers (two disks), on London.

Consider such entrants as Eddie Fisher's "A Man Chases a Girl" on Victor. This was an interesting case in point, owing to the fact that the disk's release came at the peak of the publicity attendant upon Fisher's romance with Debbie Reynolds. Here was a top artist, top label, top publicity—all with negative results.

Not TV Either

Bill Hayes, fresh from his triumph with "Davy Crockett," drew a deuce with "The Berry Tree." Even the gigantic TV build-ups can't put a tune or record over the top when it just isn't in the groove. An outstanding example is chanteuse Joan Weber. Fresh from her Columbia Records smash, "Let Me Go Lover," published by the intrepid Aberbach brothers, she recorded "It May Sound Silly." In the professional parlance, the disk didn't happen. The same tune, however, scored well when done by the McGuire Sisters on Coral.

A hype of truly gigantic proportions occurred a few months ago and well illustrates the philosophy that if it's not in the groove the publisher, artist and artists and repertoire man all should have stayed at home. This was June Valli's "Kiss Like Yours" on Victor.

This hype had its unusual aspects; for behind the enthusiasm generated by Sheldon Music and the record firm was a calculated attempt to ascertain whether promotion on a gigantic level could put over a song no matter what the relative quality of the song material or artist. Literally thousands of disks were issued gratis to operators, one-stops, disk jockeys, etc., but nothing worked.

Sheldon did prove a point, even it was in reverse.

More recently, Tony Martin's
(Continued on page 12)

Misses May Still Earn \$

NEW YORK, Oct. 22. — Altho making the best-selling retail pop chart is indicative of a record's having achieved hit status, it does not necessarily obtain that failure to make the chart signifies that the disk was a total flop. It is particularly true in the case of big pop artists that a record may sell profitably and make enough money to get the diskery off the nut, and still not make the best-selling chart.

Such a disk will also be profitable from the publisher's viewpoint—that of exploiting the copyright and producing performance money. In the case of lesser artists, however, failure to make the chart is more closely related to general economic failure.

NEWS OF THE WEEK

British TV Film Production Rises; Outstrips N. Y. in Supplying U. S. . . .

Great Britain is already outpacing New York as a supplier of TV film programs for U. S. TV and the amount of production there is on the upswing. There are now six shows shooting in Britain for airing or sales here, against five in New York. This is still a drop in the bucket compared to Hollywood, where over 60 film series are shooting for network and syndication. . . . Page 5

'Colgate Variety Show' Gains in Rating; Esty to Solidify Format . . .

Encouraged by the placing of the "Colgate Variety Hour" on the Nielsen top ten, only a few points behind the Ed Sullivan show, the William Esty agency is laying plans to put the show on a more solid basis with a permanent emcee and several theme shows. It faces a tough challenge, since the show will be deprived of the services of Martin and Lewis for the next couple of months. . . . Page 2

Texas State Fair, With 3 Days to Go, Is Ahead of '54 Attendance . . .

State Fair of Texas, Dallas, was running at a record-breaking pace. Thru Thursday (22), with three days to go, gate was 2,139,079, compared to 2,041,090 to the same point in '54, previous peak year. The expo set a single date gate record Saturday (15) when it pulled 323,224. . . . Page 53

Largest Circus, Largest Carnival Booked for Louisiana State Fair . . .

The world's largest circus and its biggest carnival will play alongside of each other Wednesday (26) at the Louisiana State Fair,

Shreveport, La. The Ringling-Barnum circus will be a one-day attraction at the fair. The Royal American Shows are on the midway for the full run of the fair. . . . Page 53

Boom in Music Instrument Sales Seen Spur to Sheet Music Income . . .

With musical instrument sales zooming to an all-time peak, a vast new market is opening up for printed music. Tin Pan Alley publishers, who had virtually written off regular copy sales as a major source of income, are discovering the "educational" field. Efforts of schools to combat juvenile delinquency are regarded a major factor in the musical upswing. . . . Page 13

Coin Machine Industry Around World Looks to Future Expansion . . .

Coin Machine Quarterly International section spotlights juke box, amusement game and vending machine business reports from countries around the globe. International coin machine executive board reviews industry advances and problems in nine countries. U. S. coin machine exports point to sixth straight record year. . . . Page 84

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COLGATE CATCHING SULLIVAN?

Variety Hour, Climbing, Aims For Half of Sunday Viewers

NEW YORK, Oct. 22.—The fairly good Trendex rating achieved by the "Colgate Variety Hour" on last Sunday's (16) show—21.6 vs. Ed Sullivan's 28.6—is another indication that the program may be starting to make a comeback. Trendex ratings this summer were 30 per cent better than during the summer of 1954, another such hopeful sign.

The ambition of the William Esty Agency which services the stanza for Colgate—the first year it has done so—is to split the audience with Sullivan. Its thinking is that there are enough viewers watching TV Sundays 8-9 p.m. to make the show a good buy, if about half the video public stays with it.

When the agency took over the show it was not unmindful of the terrific following that Sullivan had already built up and the concomitant advantages that would give him. It knew that to overtake Sullivan would require *chutzpah* and ingenuity. It was thought that the deal with York Productions, the Martin and Lewis subsidiary of Paramount Pictures, would provide an important asset.

But things have not turned out that way. For one thing, the feature film company did not release many pictures during the summer and consequently had no clips available. For another, because so many shows are using film clips this fall, some of the attractiveness has been taken out of their display, unless they are cleverly integrated for maximum entertainment value. And work is being done along those lines.

Sam Northross, who runs Esty's TV department, has gone after Sullivan with one of his weapons—placing a theme behind a show which emphasizes topicality or timeliness and dressing it up with marquee value. A good example was the salute to "Oklahoma!" of last week, which did so well. Other upcoming shows of the same nature will be a salute to Modern Screen's 25th Anniversary, which stars Joan Crawford and innumerable movie luminaries of the past and present; another show based on Cecil B. de Mille's feature, "Ten Commandments," a

Para-DuMont Confer in N. Y.

HOLLYWOOD, Oct. 22.—A conference to determine the future course of the Paramount-DuMont TV setup will be held in New York next week. A Paramount spokesman on the Coast said that excess felt it was time to re-evaluate the role the organization should play in television.

It's believed by industry observers that the confab will consider policy on Paramount's full-scale entry into the TV arena. Thru DuMont the company now has three key stations in New York, Washington, and Hollywood, and is readying facilities on the Coast for both live and film production (The Billboard, October 8).

Norwich Buys Into 'Ozzie'

NEW YORK, Oct. 22.—ABC-TV has picked up Norwich Pharmacal as bankroller of one-fourth of its "Ozzie and Harriet" stanza starting after the first of the year.

Norwich will replace Telechron Division of General Electric, which is bowing out after completing a two-month sojourn as one-fourth sponsor of the show.

show from Las Vegas honoring the owner of an important hotel—which will also be heavily laden with talent.

Esty also realizes that the show needs a permanent emcee. One is to be selected next week who will remain with it thru the 1956 season. George Murphy was first choice late this summer, but he refused to take the spot.

Another device used to build up the program is the signing of talent for several appearances so as to make it more attractive to them. Harry Belafonte has such a deal,

as have the Hamilton Trio, the Alberghettis and Cordor Mac-Craes.

During the next 14 weeks, however, the Colgate Variety Hour will be without the services of Martin and Lewis, who have done yeoman work in beefing up its rating. On their only full-scale show against Sullivan they topped him in ratings. Esty realizes that during the next three months, without their services, the show will have to make good on its own, and it is hopeful that the work it has already put into it will pay off.

Silvers' Shift May Nip Berle Position

CBS Comedian's Trendex Score Shows Him Strong Foe; 'Navy Log' a Factor

NEW YORK, Oct. 22.—Milton Berle's long-time position as a top Tuesday night attraction may be in jeopardy. CBS-TV is switching the Phil Silvers show into the Tuesday 8-8:30 time period shortly, and Berle will now come to immediate grips with strongest property he has had to fight, a show which was a mere 3.4 Trendex rating points behind him last week (18). "Navy Log" now precedes Berle.

NBC is aware that Berle is beginning to be in trouble and said in a memo last week that his "smaller share of the viewing audience stems from the increased competitive pressure being exerted on the part of CBS and ABC. A study of Trendex ratings since the season's beginning indicates that the network's evaluation is entirely correct and that Silvers is moving upward swiftly in the favor of viewers.

Trendex Picture

According to Trendex, on September 27 Berle received a 27.4 against Silver's 14.1; on October 18 Berle got a 19.8, his lowest rating in years, as opposed to Silver's 16.4. Only Martha Raye has been able to keep the Silver's rating below 12. And "Navy Log," which starts the hour 8-9 Tuesday, has gotten its best ratings against Berle, further substantiating the feeling that he may be losing some of his viewing public.

ABC-TV, of course, is exerting

pressure, too, on Berle. This season's "Wyatt Earp" continues to get about a 20 per cent share of the viewing audience which is double the amount achieved by "Twenty Questions." Berle is said to be unhappy in Hollywood and desirous of returning to New York.

AUTO RACE IN MAKING

Chevrolet Leads Move Into Day Programming

NEW YORK, Oct. 22.—An agreement of far-reaching significance to the television and automotive industries was consummated this week in the form of the purchase by Chevrolet of a quarter-hour segment of CBS-TV's daytime Garry Moore stanza.

Both CBS and NBC for several years now have been trying to convince the auto firms to move into the daytime TV picture in order to reach the women of the house, who have a big say in the automobile purchases of the men. Chevrolet's buy this week, however, marks the first time in TV history that an auto firm has picked up a slice of a daytime network stanza. Some of the auto companies, in their bid to reach

FLASH: WOMEN LIKE MEN!

Otherwise, Chart Shows Any TV Format's Okay

The success of two national sponsors in reaching the female audience is brought out quite vividly in the audience composition studies of The Billboard's TV Program and Time-Buying Guide, which begins this week on page six.

Revlon thru its "\$64,000 Question" on CBS-TV and Carter's thru "Mr. District Attorney" on a 40-station spot line-up are both selling cosmetic products that are of primary interest to women, and both these shows prove to be top female attractions.

"\$64,000" is second only to the Ed Sullivan show in women per cent, and then only by a fraction. And, of course, it trounces Sullivan in over-all ARB rating, so that the total number of women it reaches far exceeds any other show.

Among syndicated shows, "Mr. District Attorney" is second only to Liberace in its proportion of women viewers. And then it beats Liberace in its national average weighted Pulse rating. In fact, among the top 25 shows for women, "Mr. D. A." gets the third highest national average rating.

How to reach the women? That's the problem confronting most TV sponsors, since it's the women who do the shopping, and many an advertised product is only for their personal use. True,

women by and large do most of the TV viewing. But the problem is how to dominate them.

Looking over the top female attractions in this week's chart, no single format stands out. Music, variety, drama, adventure, audience participation—samples of each of these prove to have high feminine appeal.

But, on second thought, there is one common characteristic to all these shows. There is one thing that women seem to like regardless of circumstance: men. Tough or suave, brave or coy, Hal March, Ed Sullivan, Perry Como, David Brian or Liberace, they're men and they're obviously interesting specimens to women.

The shows topped by female personalities, such as Loretta Young or "Meet Millie," while getting a goodly share of female viewers, are not at the top of the list.

Boosters Get Okay of FCC

WASHINGTON, Oct. 22.—"Booster" stations got a boost from the Federal Communications Commission this week. An initial decision by an FCC examiner would cancel cease and desist orders against three unlicensed boosters in Central Washington State.

The unlicensed boosters have had a questionable fate hanging over them. But in considering the Washington community efforts to obtain TV by boosters, the Commission came to a kindly conclusion: "Television service is thus provided to many residents of the area who could not otherwise receive it."

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Congressional Action Seems Only Solution to UHF, VHF Civil War

Industry, Engineers Deadlocked; FCC Divided as Pleas From Both Flood In

By MILDRED HALL

WASHINGTON, Oct. 20.—Congressional action now seems the only answer to the VHF-UHF civil war raging on television fronts all over the country. The Federal Communications Commission is divided on the deintermixture question, industry and engineering groups are deadlocked.

Another climax was reached this week when a blizzard of petitions hit the FCC from both the UHF's and VHF's. Both claim "gross miscarriage of justice" in the continuing delays, and both are seething in comment on the possibility of another "freeze" or any other makeshift solution.

The UHF's ask chiefly for extension of time to comment, now that the deintermixture policy threatens to turn from all-UHF to all-VHF. But time is running out. Onlookers feel that the be-

sieged commissioners may be waiting out the scant two months for Congress to reconvene. The FCC itself has suggested that Congress itself determine major allocation changes (The Billboard, October 15), and Commissioner Webster, speaking of nation-wide TV problems, has said: "The questions are too big for any seven men to decide."

Public Demand

With an election year looming, an increasing number of legislators are getting demands from constituents to do something about areas where TV is lacking because of the breakdown of ill-fitting rules. (Talk is also current that if Congress arbitrates the TV war, it may put major issues like fee TV to popular vote.)

Petitions piling up at the FCC this week come from distressed UHF's pleading "no rash action,"

and from VHF applicants demanding "long-overdue" decisions. The whole country is represented, from the Gulf States to New England, and from New Mexico and California to Wisconsin.

In New England, from the General-Times Television Corporation, the New Britain Broadcasting Company and the Hampden-Hampshire Corporation, comes the plea for the FCC to: 1. Allow more time for comment, now that deintermixture has become part of a general allocation revision; 2. Consider deintermixture on its own merits, immediately, regardless of prospective revision; 3. Work with in the sixth report, or "we will jettison it without knowing what we will replace it with."

Illinois-California

From another "selected deintermixture" area, Peoria, Ill., and from (Continued on page 4)

'Tune' Bounced From CBS Slot For Kid Show

NEW YORK, Oct. 22.—A programming and probably sponsorship change is slated to take place in CBS-TV's Tuesday, 7:30-8 p.m. time period, currently occupied by Whitehall Pharracal's "Name That Tune" stanza.

So poorly has the show been doing in the time slot, which is filled the rest of the week with kiddie stanzas that have been proving quite successful, that the web this week notified Whitehall the show must go and another kiddie stanza put in its stead. Whitehall, it's understood, does not want to sponsor a kiddie show. In all probability, therefore, Whitehall will bow out of the spot.

CBS is known to have had its heart set on programming a kid show in that Tuesday time period right from the start, in line with its 7:30-8 p.m. kid strip programming policy switch. Tuesday is one of the two nights of the week that CBS doesn't compete with ABC's 7:30-8 p.m. kiddie programming.

On the other night, Monday, CBS' "Robin Hood" stanza is giving ABC's adult "Topper" show a sound drubbing. Tho it wasn't too happy with Whitehall's decision to program "Name That Tune" on Tuesday nights, CBS went along with the move.

Motorola Near Big Rerun Deal

NEW YORK, Oct. 22.—Motorola is on the brink of closing a major national deal for a rerun TV film series, which it will spot book on a nationwide basis-reportedly in co-operation with its dealers.

The firm has narrowed its choice of TV distribution outfits from which it will buy the show, a dramatic anthology series, down to a small number—among them Screen Gems, ABC Film Syndication, MCA and Ziv. Leo Burnett is the agency.

ECA for NBC Telementaries

NEW YORK, Oct. 22.—The Electric Companies of America will probably pick up sponsorship of nine NBC-TV telementaries this season. They include "Three, Two, One—Zero," "Nightmare in Red," one covering the life of Adolf Hitler and another about Walt Whitman.

They will be programmed in prime time periods during the week. N. W. Ayer is the agency.

Gallu Plans Two Series

NEW YORK, Oct. 22.—Two new TV film series are being planned by Sam Gallu, producer of CBS-TV's "Navy Log" series.

One, based on William Shirer's "Berlin Diary," will be shot in Berlin and Munich. Gallu is considering Herbert Marshall or Rex Harrison for the lead.

The other, titled "Skool," is described by Gallu as a family series on the order of "I Remember Mama." Lauritz Melchior would be the star.

NBC Plans 'Queen' For Net in Spring

NEW YORK, Oct. 22.—"Queen for a Day," starring Jack Bailey, has apparently been making quite a hit on a daytime network of seven West Coast stations. NBC-TV has been so impressed with its response that it is planning to put the show into the daytime schedule of the full network sometime in the spring.

ANIMATION USES GERMAN FLAVOR

HOLLYWOOD, Oct. 22.—Animation, Inc., is going all out to give its beer commercials that genuine lager flavor. Producer Earl Klein is sending to Germany for the sound track for the new spots.

The voice will be that of veteran actor Jerry Hausner, now with Radio Free Europe. Hausner, apparently, has picked up that certain knack of making people watching TV develop a sudden thirst.

ABC Lines Up '56-'57 Shows For Ad Pitches

NEW YORK, Oct. 22.—ABC-TV is wasting little time in picking up properties to pitch advertisers for the 1956-'57 season.

The web this week reportedly set a deal with Four Star Productions, headed by Don Sharpe, for an hour-long weekly film series revolving around the adventures of a newspaper reporter.

The move is in line with the current trend toward hour and hour-and-a-half shows. CBS-TV this week was reported planning to come up with a weekly 90-minute live dramatic series that would originate from Hollywood next season.

Derel Is Alone On OPC Deal

NEW YORK, Oct. 22.—Jerome Feldman, president of Derel Producing Associates, said this week he had made no deal on "Foreign Correspondent," a show to be made with the co-operation of the Overseas Press Club. His statement seemed to refer to a recent report that Austin TV Associates was planning to film and peddle this show. It is Derel that has the deal with the OPC. Austin had been dickering a co-production deal with Derel, but it has never been concluded.

Derel also has three properties for live TV—"Cap Voyage," a kid show; "I'll Never Forget," a personality show, and "Make Your Million," a giveaway.

TV FILM COSTS HEAD FOR ANOTHER BOOST

HOLLYWOOD, Oct. 22.—TV film costs are heading for another upward spiral. Negotiations between IATSE and the majors were concluded today establishing the principle of the five-day week in the industry for the first time. Workers were also granted a package increase of 30 cents an hour.

The best estimates are that the new contract will raise under-the-line production costs by about 15 per cent. Talks between IATSE and the Alliance of TV Film Producers begin next week, and it's expected that this pact will not differ too much from that signed with the majors.

Writers' Guild of America, in the meantime, has started on a whole new round of negotiations, expected to up scripters' fees from 20 to 25 per cent. Primary demand of the writers is ownership of properties, with residuals also playing an important part.

Actual hours worked are reduced by 10 per cent in the IATSE pact. Pay of most TV technicians is now based on 54 hours worked in six days, and this will change to 48.6 hours in five days. Other bases are switched from 60 hours to 54, and from 48 to 43.2.

Beginning January, 1956, Saturdays will be counted as 1½ times,

HELP WANTED: 75G PER, PLUS ULCERS

McCann-Erickson Weighing Top Ad Brass for TV-Radio Topper

NEW YORK, Oct. 22.—The current \$64,000 question in advertising circles is the name of the new head of the TV and radio department of McCann-Erickson, the newest entrant in the fight for top spot among advertising agencies. The job is said to pay \$75,000 a year to the executive selected, a stipend which is higher than any other being paid to an agency topper except execs in the top echelon there.

But whoever is selected must be of sufficient prestige and ability not only to service present accounts, including the latest \$15,000,000 plum, Coca-Cola, but to attract cigarette or soap company billings to send it solidly ahead of McCann's rivals—J. Walter Thompson, Young & Rubicam and Batten, Barton, Durstine & Osborn. And he must also be fleet-footed enough to run in the company of such fast-steppers as Marion Harper, Bob Healy, Terry Clyne and Emerson Foote.

That such a man will not be easy to find is obvious. The agency has gotten along for the last several months with Terry Clyne and Hank Boorem overseeing the broadcasting operation. But Boorem has left to go to C. J. La Roche, and Clyne's major responsibility is to his own accounts.

A name which has been repeatedly mentioned for the job is Hubbell Robinson, veepee in charge of network programs for CBS-TV. McCann and Robinson have worked closely together—especially on Chrysler's TV programs—and so a mutual admiration society is already functioning. And Robinson has the heavy agency experience needed. Were Robinson given the nod, it would furnish an ironic note since it was he who tapped Al Scalpone, McCann's last head of its AM-TV department, to take over the CBS Coast operation. NBC-TV's Sylvester (Pat) Weaver has also been mentioned, but it is believed he

would not like to return to huckstering.

Another who is said to rate well with the top dogs at McCann is Young & Rubicam's Nat Wolff, who runs its radio and TV department from the West Coast. Wolff is said to prefer the Far West and that factor might militate against him. Others being mentioned are Rod Erickson, also of Y. & R.; Harry Ackerman of CBS, Wick Crider of Kenyon & Eckhardt, Dan Seymour, a recent shift from Y. & R. to J. Walter Thompson; Art Duram and Bill Tuttle of Fuller, Smith & Ross, Bob Ballin of J. Walter Thompson, and Tom McDermott of Benton & Bowles.

A not unlikely speculation is that McCann may select a top Hollywood movie exec or agent and bring him East as in the manner of Wolff's employment by Y. & R. An interesting commentary in this search for a TV topper is the scarcity of names to capture the imagination of clients.

Because so much of the programming is produced by the networks, agencies are not producing as many heavyweights as were flourishing in the fat days of radio. J. Walter Thompson has been looking for a top executive for several months to take over for the recently deceased John Reber. Seymour was hired to supervise a few accounts and take charge of new program development. Whether McCann can find the man it is seeking is still an open question. It may have to function by committee, as is done at present, both at J. Walter Thompson and at its own shop.

Granik Gets N.Y. Files for Video

NEW YORK, Oct. 22.—The City of New York has finally opened its files for use in TV film series. Mayor Wagner recently issued a directive ordering all department heads to co-operate. The plum was snatched by Ted Granik's New York TV Productions. Granik, produce of the "American Forum of the Air," is a long-time friend of the mayor's and a member of his former law firm.

This move may yet get opposition from some department heads, especially the police. Past attempts by Granik and others to get TV rights to any New York City files have consistently failed.

Jinx Still Follows Pontiac TV Deals

NEW YORK, Oct. 22.—The problems that Pontiac has been having over the years in getting itself established in network television were brought into sharp focus this week with the firm's mysterious and sudden bow-out from its sponsorship status on NBC's "Project 20" and CBS' "See It Now" stanzas.

The reasons for the firm's decision to wash its hands of the documentary spectaculars, despite signed contracts with the webs, have not been disclosed. The networks themselves were completely flabbergasted by the move. Some insight into the Pontiac mystery may be obtained, however, by a look at what could be considered one of the best examples of bad luck a national sponsor has yet had with the medium.

Pontiac's hard luck story begins with its sponsorship several years ago of NBC's Dave Carroway stanza, which slid from its previous hot-shot status into oblivion shortly after Pontiac picked up the show. Last year, Pontiac's jinx showed again, this time with the Red Buttons stanza, which sank

similarly into the abyss of oblivion after NBC enticed him away from CBS and sold the show to Pontiac.

Seeming Comeback

Pontiac then came back strong this season with what shaped up as a powerful property—the Fred Coe produced "Playwrights '55" stanza on NBC alternate weeks. The jinx, however, held firm—for the new stanza found itself smack up against television's hottest show in history, "The \$64,000 Question" on CBS. The failure of NBC's recent attempt to lure "\$64,000 Question" away from CBS, a move that would have eased the pressure on Pontiac, can be considered the latest demonstration that the jinx is still alive.

According to some observers, Pontiac's dropping of the NBC and CBS spectaculars may have been triggered by the bad spot in which it found itself with the "Playwrights" show. Pontiac had been banking on that stanza to deliver its commercials on a regular basis to a large segment of the public. Now that "Playwrights" shows signs that it will not do that job, the company may feel it cannot afford the luxury of sponsoring the mammoth documentaries but must, instead, find another regularly pro-

(Continued on page 4)

AMERICA'S 10TH TV MARKET

316,000 WATTS

WGAL-TV Lancaster, Pa.

NBC and CBS STEINMAN STATION Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York • Los Angeles
Chicago • San Francisco

This One

GC3R-Q4Y-15CG Copyrighted material

News in Brief

CBS WOULD BUY ARMORY AS STUDIO . . .

CBS-TV reportedly is negotiating for the purchase of the National Guard Armory at 34th Street and Park Avenue in New York for conversion to TV studios.

FORMAT, TITLE CHANGE FOR 'TRAVELERS' . . .

A format change in CBS-TV's "Welcome Travelers," which takes effect next week, will result in the title being changed to "Love Story." Up to now only a segment of "Welcome Travelers," the new format will have singer-host Jack Smith interview couples about the way they met and then put them thru a quiz routine.

KTLA PUBLISHES COLOR RATE CARD . . .

KTLA, Los Angeles, has published a color rate card outlining the additional costs to sponsors airing color shows on the station. It calls for \$500 over and above the regular time and facility charges for a color show of 30 minutes or less, and \$750 additional for an hour-long colorcast.

EDUCATIONAL SHOW PRE-EMPTS 'OMNIBUS' . . .

The first of three 90-minute CBS-TV public affairs programs that will pre-empt "Omnibus" this season has been scheduled for November 27. The stanza, which will deal with education in the U. S., is for sale.

REVLON CLINCHES '64G PANEL' DEAL . . .

Revlon's deal with CBS and Lorillard to air its new "\$64,000 Panel" on Sundays, 10-10:30 p.m. has been set. Revlon next week moves into the time spot as co-sponsor of "Appointment With Adventure" for several weeks. The "Adventure" show will then be dropped and the other quiz put into the spot. Another Sunday programming change—this one daytime—is also in the wind at CBS. The web has an order from Brown and Williamson for airing of "Penny to a Million" Sundays at 4:30 p.m. Acceptance of the order reportedly hinges on either the network or the sponsor coming up with another alternate-week bankroller.

Congress Action

• Continued from page 2

other Illinois and California stations came identical requests.

From the Gulf States came a different type. Pleas for the assignment of new VHF's to the small Gulf cities and transfer of hard-pressed UHF's to the new channels came from KTAG-TV, of Lake Charles, La., and WPFA-TV, of Pensacola, Fla. "In the Gulf Coast, in small cities, UHF can't survive with even one VHF in the area."

The UHF Industry Co-ordinating Committee and a number of other UHF'ers repeated their request for more time and consideration, made at the October 14 meeting with the FCC commissioners.

On the other side of the de-intermix no-man's-land came fire from outraged VHF applicants. A sampling: Radio Wisconsin told the FCC its application for Madison's VHF facility has hung fire since April, 1948. In Peoria, Ill., WMBP asked the commission to ignore the UHF petitions holding up final award of VHF Channel 8. Calling the delay a "gross miscarriage of justice," WMBP asked, let us know if Peoria is to be deprived of VHF—and if not, who will get it?

Meanwhile, from the besieged commission, comes no formal reply, but continued promises to act "soon." Also, a new manual for comparative broadcast hearings has been issued, designed "to promote uniformity" in matters concerning the use of evidence in the proceedings.

Events at ABC-TV Signpost Growth

NEW YORK, Oct. 22.—Two developments this week marked the steady growth that ABC-TV has been undergoing.

Early this week its parent company, American Broadcasting-Paramount Theaters, issued a stockholder report wherein it stated that the ABC division came up with a profit during the third quarter of this year as compared to a sizable loss chalked up for the same period in 1954.

At the end of the week ABC disclosed that it was splitting its station relations and co-op program departments into separate radio and television operations.

The only departments that have been split to date have been programming and sales. All other departments have been integrated so that the personnel in each work on both radio and TV.

Al Beckman will be director of TV station relations; Robert Curran will be manager of the TV co-op department.

Pontiac Jinx

• Continued from page 3

grammed show thru which it can hit the public continuously week after week.

Another theory is that Pontiac feels pretty bitter about its experiences with network television and may turn its money into other media.

Pontiac's dropping of the "See It Now" and "Project 20" stanzas comes hard on the heels of the resignation of Paul Foley, vice-president and Pontiac account exec at MacManus, John & Adams.

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

925

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

ADVISORY BOARD SURVEY

Color Commercials, Live or on Film?



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

The topic this week is production of commercials. When do you prefer live commercials? When do you prefer film? How do you expect the advent of color TV to affect your choice? Next week the problems of client-producer relationships will be considered.

In general, film was overwhelmingly preferred over live. With 36 voting in favor of live and 35 checking no preference, a total of 71 did not favor film. Against this, 131 voted in favor of film. In only one category did the non-film voters approach the film advocates, that was the ad agencies: 32 of them voted for film, 30 did not.

When it came to forecasting what their preference will be in a color medium, most respondents stuck to their guns, stating that color will make no difference in the reasons for preferring one or the other.

But, whereas 167 members had definitely voted for either live or film under present conditions, only 143 stated definitely that their choice would or would not change when they go to color. In other words, about 24 who have a definite choice now do not know which way they'll go in color. A total of 52 said they don't know which they'll prefer in color. The main reason given for this indecision is that color TV still has technical problems to be solved.

Based on Guesses

Among the few ad agencies who said their preference will change when they switch to color, the reasons were vague or frankly based on guesses. Three of those who said they'll change voted for live commercials at present. Only one of them gave a reason. A small Western agency, he stated, "Believe that color can better be controlled by filming. Results will be more dependable."

The other four favor film now. A Los Angeles agency said merely that color will make changes. "There will be more animation for certain products, more live action for others." Another said "More live commercials as well as film because of new stage values." As far as these two are concerned, then, the switch will not necessarily be from film to live.

The other two? A Boston agency said, "Probably at first product color more easy to handle dramatically in live." A Dallas agency: "Actual photography in color naturally is tops for presentation."

There was little recognition here of the claim of some top film producers that under present technical conditions the best color control is obtained by animation techniques, and hence there should be more film used for com-

mercials in color. Only three agencies and two producers touched this point.

Color Reproduction

As to which will give the better color reproduction, film was slightly favored in the over-all voting. Eight agencies and six stations said they favored film for this reason. Six agencies and two stations favored live production for better color. Two agencies pointed out that producing live color commercials at local stations will pose a tough technical problem.

Reasons for preferring film at this stage: 20 agencies, 6 sponsors and 14 stations prefer film because it entails less chance of error, better mechanical control, better effects and because it makes possible the use of backgrounds from all over the world.

Reasons for preferring live: 12 agencies, 7 sponsors and 3 stations said live commercials are better for their realism, freshness, flexibility to market trends and last-minute changes, immediacy, intimacy and personality appeal.

Twelve stations said film costs less to air as far as they were concerned. Ten stations said it's easier to operate and handle. Four stations said it saves manpower. Seven ad agencies said film is more economical because the production cost can be spread over several markets.

HOW THEY VOTED

1. From your company's point of view, do you generally prefer live or film commercials?

	Live	Film preference	No preference
Networks and Stations	8	44	14
Ad Agencies	17	32	13
Network Sponsors	3	5	1
Regional, Local & Spot			
Advertisers	4	10	1
Distributors	2	21	1
Producers, Labs, Equipment	2	19	5
Grand Total	36	131	35

2. Do you expect that the establishment of color TV as a mass medium will change your preferences in TV commercials as to live vs. film or animation vs. live action?

	Yes	No	Don't Know
Networks and Stations	12	33	18
Ad Agencies	7	35	18
Network Sponsors	—	6	2
Regional, Local & Spot			
Advertisers	1	8	4
Distributors	2	18	6
Producers, Labs, Equipment	3	18	4
Grand Total	25	118	52

AGENCIES AND ADVERTISERS SAY . . .



KEESELY

NICHOLAS KEESELY SR., vice-president, LENNEN & NEWELL, New York: "Film commercials will be even more expensive in color — whereas live color costs will be comparatively easily controlled."



MOHR

DALE ARVIDSON, TV director, GRUBB & PETERSEN, Champaign, Ill.: "The cost of color film is not much higher than black & white. We prepare our sets, etc., in color anyhow—so cost is almost the same."

JACK MOHR, vice-president, LENTHERIC, INC., New York: "Live, because the principal talent of the show has an influence over his audience. By live, we mean the pitch should be made by the star."

W. E. WENDT, president, WENDT ADVERTISING, Great Falls, Mont.: "We prefer film because in our area there are few men capable of doing good live spots."

V. L. MORELOCK, television director, VINIUS-BRANDON, St. Louis: "I do expect less emphasis on animation with the advent of color. The object of color is to be actual . . . this needs live action."

STATIONS SAY . . .

FRED M. THROWER, vice-president, WPIX, New York: "Film—less costly to handle. No chance of advertiser not liking—he's already approved."

PAUL L. LOYET, vice-president, WHO-TV, Des Moines, Ia.: "Live—sells better to local audience who know and believe the local spieler."

RICHARD E. JONES, vice-president, KXLY-TV, Spokane, Wash.: "Expect color will open the door

to mass department store use of TV—with live commercials."

J. MICHAEL BAISCH, general manager, WREN, Rockford, Ill.: "Film will retain constancy of color values and animated film will pack a tremendous wallop in color!"

DEITRICH DIRKS, president, KTIV, Sioux City, Ia.: "Extra cost of live color will be difficult to recover."

PRODUCERS AND DISTRIBUTORS SAY . . .

BERT L. COLEMAN, associate editor, UNITED PRESS-MOVIE-TONE NEWS, New York: "Animation certainly will come into its own in color TV . . . and live action, with proper imagination and ingenuity, should screen better than mediocre film."

HARRY S. GOODMAN, general manager, HARRY S. GOODMAN PRODUCTIONS, New York: "Better control with film when used in spots on various stations. If network—best talent could be live and cost less than film."

EMERSON YORKE, EMERSON YORKE STUDIOS, New York: "Basically, color must be of even quality thruout a production. How can you reconcile a color TV film commercial produced independently to hit-and-miss color standards to be compatible with live color TV images?"

R. A. PHEELAN, manager, STOCK SHOTS TO ORDER, New York: (film provides) "Wider latitude in backgrounds; authentic locations, more perfect results, particularly with intricate or tricky bits of business; and then the convenience of replays is a significant consideration."

WALTER LOWENDAHL, TRANSFILM, INC., New York: "Color will cause a great swing toward animation because of the superior color control it affords. Hence, fewer live commercials."

BERNARD HOWARD, president, ACADEMY FILM PRODUCTIONS, Chicago: (for preference) "See the name of our company!"



LOWENDAHL

NEXT WEEK—in the TV Editorial Advisory Board study
HOW TO DO BUSINESS WITH PRODUCERS

BIGGEST PLANNED

\$8,000,000 Stock Issue From UM&M

NEW YORK, Oct. 22.—Still another TV film distributor is planning to float a stock issue. This one is for the largest capitalization ever acquired in this business, \$8,000,000. UM&M, Inc., is reported to be working on such a deal.

There are now three publicly-owned companies in TV film distribution: Official Films, Guild Films and National Telefilm Associates. The stock of the first two is sold over the counter. NTA is on the American Stock Exchange. The flotation on each of these was to the tune of \$1,000,000 to \$1,500,000.

It is generally understood that it takes at least \$2,000,000 to start a distribution operation these days. The major outfits gross around \$8,000,000 a year, but their net profit is only a small fraction of that.

For UM&M this issue, if it comes off, will, of course, mean a major expansion. But just what form it will take is not yet known since nobody is talking.

300,000 SHARES

Stock in Conne, Stephens Firm For Public Sale

HOLLYWOOD, Oct. 22.—Stock in a television production company is being offered on public sale for the first time as result of reorganization of Conne-Stephens Productions. The company has been incorporated under California law of 300,000 shares at \$1 par.

Conne-Stephens until early this year was headquartered at American National Studios, in which it held a one-third interest. While there the firm filmed such series as "T-Men in Action" and "Man Behind the Badge," but became inactive shortly after sale of the studio to Ziv-TV.

Distribution-production companies like Guild Films and Official have previously issued public stock, but, as far as the record shows, this is the first time a firm engaged strictly in production is doing so.

Shooting on a 26-segment anthology series is scheduled to start December 5. Other properties already acquired are "Mammon," "The Sheriff," "Arabian Nights," "Doc Saunders," "Alonzo McTavish," "My Most Frightening Moment," "Lawyer," and "Americana."

Officers are Bill Stephens, president; Harry Maizlish, vice-president; Jerome Weber, secretary; Alice Blackburn, treasurer, and Ed Conne, chairman of the board.

WCBS 'Late, Late' Sales Switch Pays

NEW YORK, Oct. 22.—WCBS-TV's "Late, Late Show," which up to last week had only a few participation spots sold, is now 80 per cent sold out as a result of a new sales policy switch by the station.

The feature film stanza, which hits the air seven nights a week at approximately 12:30 a.m., is now chalking up \$6,000 per week in billings. If completely sold out—and it looks as if it will be in short order—the station will be pulling in \$7,500 per week from the show.

This miraculous type change was accomplished by throwing overboard the participating sponsorship approach and, instead, selling the stanza in segments. The

UM&M was formed in October, 1954, by a working arrangement among United Film Service of Kansas City, Mo.; Motion Picture Advertising Service of New Orleans, and Minot TV. It was organized to distribute a group of film shows, the distribution rights to which were owned by Motion Pictures for Television, Inc., headed by Matty Fox.

At that time it was understood that MPTV was committed to deliver additional shows to UM&M. But this has never happened, and UM&M has been showing signs of wanting to make its own distribution-production deals.

UM&M utilizes the theatrical spot salesmen of MPA and United, giving it a corps close to 200 finders for TV sales. Its president is Charles Amory, head of Minot.

TPA Casts New Western Series

HOLLYWOOD, Oct. 22.—Preliminary casting has been started by TPA for a new western series. Program would deal with early American history rather than with development of land beyond the Mississippi. TPA previously announced two projected titles, "Last of the Mohicans" and "Daniel Boone," but chances are that the new show will bear neither of these.

TPA this week closed a deal with Jack Chertok whereby the latter will undertake production of "Tugboat Annie" at General Service Studios. He expects to choose two stars in another week. This is the second TPA-Chertok deal within a month. TPA bought the reruns of his "Private Secretary," which it is selling as "Susie."

WHO HAS A MAP?

Path to Consolidation of TV Film Distribbs Long, Rocky

NEW YORK, Oct. 22.—Tho the business conditions motivating consolidations in the TV film distribution field become more pronounced every day, the road to consolidation often proves long and rocky. Serious negotiations have been going on in numerous corners of the trade over the past few months. But none of these deals has been closed. The biggest one of them all this week collapsed completely.

Television Programs of America and Screen Gems, which have been having an on-again-off-again courtship since August, this week decided to give it up. Milton Gordon, president of TPA, announced he

Britain Outproducing N. Y. as Supplier of U. S. Video Film

Hollywood Still Biggest Production Center, But England Gaining Fast

NEW YORK, Oct. 22.—Great Britain is becoming an increasingly large supplier of TV film shows for U. S. telecasters. While the amount of current British production destined for U. S. TV is less than one-tenth that of Hollywood, it is still a little more than New York. More important, it appears to be heading for an upswing.

Sheldon Reynolds revealed here this week that he is planning to move into England and has begun dickering for space in one of the

biggest studios there. He indicated he was working on a production deal here, which, for the first time, would have him shooting more than one series at a time. It was reported that Official Films is the party he's dickering with, but neither the producer nor the distributor would confirm this.

Harry Alan Towers was here this week to complete a distribution deal with National Telefilm Associates on "Lili Palmer's Theater." It came out that they are

also discussing an option on an hour-long film series that Towers already has in production.

Douglair, which will soon start shooting a fourth year of "Douglas Fairbanks Presents," is understood to be preparing still another series at the same time, "Bulldog Drummond."

Right now there are six shows in production in Britain that are either on the air or in the market here in the U. S. Reynolds, Towers and Fairbanks among them could just about double this if these plans jell.

Coast Production

This still doesn't begin to approach TV film production in Hollywood, where there are an estimated 50-odd shows currently shooting for network airing and another dozen for syndication. But it will put Britain far out ahead of New York, where there are now only five shows being filmed, including the two by Electronicam. There is no TV film production on the European continent at this moment.

But the potential increase in British production is not at an end. A number of distributors here have openly confessed interest in British production deals. Screen Gems, Flamingo and CBS-TV Film Sales are among those. Television Programs of America has just moved production of "The Count of Monte Cristo" to England.

And Official, of course, has definite plans for three more British-produced series this season, two of them adventure and one comedy. This was even before it began talking to Reynolds.

A prime motive in producing in England is that it eases a sale to the commercial telecasters there. It also seems to make it more attractive in Canada. Thus, the show could be put on the market here with a quarter of its nut already paid back.

Towers Key Figure

A key figure in the British production situation is Towers. His firm produces the Palmer series and "The Scarlet Pimpernel." He is involved in the filming of "Cristo." He is a major factor in the Independent Television Program Company, under whose aegis "Robin Hood" and the future Official series are produced.

IIP, in turn, owns a controlling share in Associated Television, one of the two program contractors for London, and Towers is its programming head. He also is involved in Associated-Rediffusion, the other London contractor. ATV, which until three weeks ago was called Associated Broadcasting, now has a co-production arrangement with the Birmingham contractor.

Further, Towers has an interest in a couple of studios and controls the Elstree studios, where one of his tenants now is Fairbanks.

Close RKO-GT Tie Seen in Shake-Up

NEW YORK, Oct. 22.—A mass of firings at Mutual-General Tele-radio in the past week is seen as a harbinger of a closer working relationship with RKO Radio. It also is expected to mean some changes in the command of GT's Film division.

Since GT bought RKO in July it has continued to operate as separate organizations. But now it appears that several key GT officials will assume major responsibilities in RKO and that a number of employees will be servicing both operations.

It is understood that Dwight Martin, who has been heading the GT Film division for the past year and a half, is out of that now and will be given an assignment in connection with RKO.

It was reported that Pete Roebek would be named president of the Film division and take active command out on the West

Coast. Reached in Chicago yesterday (21), Roebek said he didn't know anything about this, that as far as he was concerned he was still general sales manager.

60 Cleared?

GT is understood to have cleared out the TV rights to about 60 RKO features. Roebek and others in the Film division are understood to have been feeling out the station market for this group and future bundles of like size.

But nobody knows what the outcome of all this will be. For at the same time, other GT officials are still discussing the possible sale of the TV rights to outsiders such as Matty Fox. And still another platoon is understood to have been peddling national sponsorship of RKO titles.

It seems to be a race as to who will come home first with the most.

was withdrawing from negotiations.

Another consolidation that appeared to be very close two weeks ago has since run into stumbling blocks and now seems a long way off. National Telefilm Associates had presented an attractive proposition to Associated Artists Productions whereby it would take over sales of the AAP catalog. This was actually the third time that NTA had approached AAP with such a deal. This time AAP was frankly interested. But a number of legal complications have cropped up to snarl the whole thing.

On another front, Standard Television has been in negotiations for

some time with M. & A. Alexander Productions to turn over the TV rights to its 20 pictures, but they have been having considerable trouble closing the deal.

A merger of Unity Television and Hygo Television Films was rumored all summer. The two firms finally resorted to the most practical method of union, combining their sales forces and catalogs without making any legal, corporate merger.

Hygo and Unity thus avoided the long complexities of a legal merger while getting many of its benefits. This was undoubtedly

(Continued on page 52)

CISCO KID 23.7*



ST. LOUIS, Telepulse*, February, 1955

ZIV-TV'S CISCO KID is an old hand at stopping runaway buckboards and "reining in" big audiences for advertisers... for example this strong 23.7 in the three station St. Louis market.



CINCINNATI CHICAGO
NEW YORK HOLLYWOOD

To pull in big TV audiences, get in touch with...

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

TV Program and Time-Buying Guide

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

The Billboard Scoreboard NETWORK TV PROGRAMS

ARB Audience Composition Studies

• Network Dramas

SEPTEMBER RATINGS		
Rank	Show, Sponsor & Web	Rtg.
1.	Robert Montgomery Presents, Schick (NBC)	38.4
2.	The Medic, General Electric (NBC)	36.4
3.	Climax, Chrysler (CBS)	34.8
4.	Loretta Young, Procter & Gamble (NBC)	32.8
5.	G. E. Theater, General Electric (CBS)	32.0
6.	Four Star Theater, Singer (CBS)	31.7
7.	Stage 7, Bristol-Myers (CBS)	28.4
8.	Lux Video Theater, Lever Bros. (NBC)	28.3
9.	Dragnet, Liggett & Myers (NBC)	27.9
10.	Fireside Theater, Procter & Gamble (NBC)	27.0

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Stage 7, Bristol Myers (CBS)	.99
2.	G. E. Theater, General Electric (CBS)	.98
3.	Damon Runyon Theater, Budweiser (CBS)	.89
4.	Appointment With Adventure, P. Lorillard (CBS)	.89
5.	Dragnet, Liggett & Myers (NBC)	.86
6.	TV Playhouse, Goodyear (NBC)	.86
7.	You Are There, Electric Companies of America (CBS)	.83
8.	Loretta Young, Procter & Gamble (NBC)	.83
9.	TV Reader's Digest, Studebaker-Packard (ABC)	.80
9.	Startime Playhouse, Maytag (CBS)	.80
9.	Star Tonight, Brillo (ABC)	.80

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	G. E. Theater, General Electric (CBS)	1.22
2.	The Millionaire, Colgate-Palmolive (CBS)	1.20
3.	U. S. Steel Hour, U. S. Steel (CBS)	1.18
5.	TV Playhouse, Goodyear (NBC)	1.17
5.	Loretta Young, Procter & Gamble (NBC)	1.17
7.	Robert Montgomery Presents, Schick (NBC)	1.16
8.	The Vise, Sterling Drug (ABC)	1.15
9.	Four Star Theater, Singer (CBS)	1.14
10.	Cavalcade Theater, DuPont, (ABC)	1.12
10.	Warner Brother Presents, General Electric, Monsanto, Liggett & Myers (ABC)	1.12
10.	Climax, Chrysler (CBS)	1.12

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Treasury Men in Action, Chevrolet (ABC)	.90
2.	Big Story, Simoniz (NBC)	.81
3.	Star Tonight, Brillo (ABC)	.73
4.	TV Reader's Digest, Studebaker-Packard (ABC)	.72
5.	Playhouse of Stars, Schlitz (CBS)	.67
6.	Star Stage, Chesbrough-Pond's (NBC)	.65
6.	Undercurrent, Procter & Gamble (CBS)	.65
8.	G. E. Theater, General Electric (CBS)	.63
8.	Ford Theater, Ford (NBC)	.63
10.	Startime Playhouse, Maytag (CBS)	.61

LATEST NETWORK RATINGS

Nielson Top 10 TV Web Shows

(2 Weeks Ending Sept. 24)
*Indicates Film

Rank	Program & Web	Homes %
1.	\$64,000 Question (CBS)	60.3
2.	Ford Star Jubilee (Judy Garland) (CBS)	48.7
3.	Toast of the Town (CBS)	39.8
4.	Martha Raye Show (NBC)	38.7
5.	*Disneyland (ABC)	38.3
6.	Colgate Variety Hour (NBC)	37.3
7.	Robert Montgomery Presents (Schick) (NBC)	35.8
8.	Producers' Showcase (Our Town) (NBC)	35.6
9.	Climax (CBS)	35.5
10.	Perry Como (NBC)	34.3

Nielson Top 10 Homes Per Show

(2 Weeks Ending Sept. 24)
*Indicates Film

Rank	Program & Web	Homes (000)
1.	\$64,000 Question (CBS)	19,302
2.	Ford Star Jubilee (Judy Garland) (CBS)	15,667
3.	Toast of the Town (CBS)	12,764
4.	*Disneyland (ABC)	12,363
5.	Colgate Variety Hour (NBC)	12,190
6.	Martha Raye Show (NBC)	11,687
7.	Producers' Showcase (Our Town) (NBC)	11,193
8.	Climax, CBS	11,001
9.	*Those Whiting Girls (Gen. Foods), (CBS)	10,906
10.	Color Spread (Skin of Our Teeth), (NBC)	10,847

• ARB Top Shows Among Women

How Network Shows Rated Among Women in September
(* Indicates Film)

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

Rank	Show & Web	Women Per Set	Avg. Sept. Rating
1.	Toast of the Town, Lincoln-Mercury Dealers (CBS)	1.27	46.9
2.	\$64,000 Question, Revlon (CBS)	1.26	66.4
3.	Perry Como, Gold Seal, Noxzema, Kleenex (NBC)	1.25	33.9
4.	This Is Your Life, Hazel Bishop (NBC)	1.24	23.7
4.	Lawrence Welk, Dodge (ABC)	1.24	21.5
4.	Color Spread, Standard Brands, Sunbeam, Goodyear, Maybelline (NBC)	1.24	17.5
7.	What's My Line? J. Montener (CBS)	1.23	32.1
8.	*G. E. Theater, General Electric (CBS)	1.22	32.0
9.	Godfrey & Friends, Kellogg (CBS)	1.21	26.7
9.	Life Begins at 80, Pharmaceuticals (ABC)	1.21	7.3
11.	Person to Person, Elgin (CBS)	1.20	25.6
13.	*The Millionaire, Colgate-Palmolive (CBS)	1.20	23.0
13.	The Name's the Same, Ralston-Purina (ABC)	1.19	7.4
13.	Chance of a Lifetime, Emerson Drug (ABC)	1.19	9.9
13.	Your Hit Parade, American Tobacco Co. (NBC)	1.19	33.9
13.	Two for the Money, P. Lorillard (CBS)	1.19	31.2
17.	*Stage 7, Bristol-Myers (CBS)	1.18	28.4
17.	U. S. Steel Hour, U. S. Steel (CBS)	1.18	24.5
17.	*Private Secretary, American Tobacco Co. (CBS)	1.18	26.0
17.	I've Got a Secret, R. J. Reynolds (CBS)	1.18	34.6
17.	*Meet Millie, Geritol (CBS)	1.18	23.2
22.	*Loretta Young, Procter & Gamble (NBC)	1.17	32.8
22.	*Halls of Ivy, Nabisco (CBS)	1.17	10.2
24.	Voice of Firestone, Firestone (ABC)	1.16	12.0
25.	Robert Montgomery Presents, Schick (NBC)	1.15	38.4
25.	Arthur Murray Party, Toni (NBC)	1.15	26.9
25.	Julius La Rosa, Sustaining (CBS)	1.15	9.9
25.	*The Vise, Sterling Drug (ABC)	1.15	10.4

The Billboard Scoreboard SYNDICATED FILM PROGRAMS

The Pulse Audience Composition Studies

• Syndicated Film Dramas

AUGUST RATINGS		
Rank	Show & Distrib.	Avg. Aug. Rtg.
1.	Doug Fairbanks Presents (ABC)	12.3
2.	Star & the Story (Official)	10.5
3.	Science Fiction Theater (Ziv)	9.4
4.	Heart of the City (MCA)	8.8
4.	Mayor of the Town (MCA)	8.8
6.	Favorite Story (Ziv)	8.4
7.	Royal Playhouse (MCA)	6.2
8.	Your Star Showcase (TPA)	6.1
9.	Paragon Playhouse (NBC)	6.1
10.	Times Square Playhouse (Ziv)	4.1

AMONG MEN		
Rank	Show & Distrib.	Men Per 100 Homes
1.	Counterpoint (MCA)	.81
2.	Doug Fairbanks Presents (ABC)	.76
2.	Favorite Story (Ziv)	.76
4.	Mayor of the Town (MCA)	.74
5.	Science Fiction Theater (Ziv)	.71
6.	Famous Playhouse (MCA)	.70
7.	Heart of the City (MCA)	.69
7.	Star & the Story (Official)	.69
7.	The Visitor (NBC)	.69
10.	Paragon Playhouse (NBC)	.66
10.	Royal Playhouse (MCA)	.66

AMONG TEENS		
Rank	Show & Distrib.	Teens Per 100 Homes
1.	Science Fiction Theater (Ziv)	.33
2.	Times Square Playhouse (Ziv)	.28
3.	Mayor of the Town (MCA)	.24
4.	Doug Fairbanks Presents (ABC)	.21
4.	Paragon Playhouse (NBC)	.21
4.	Royal Playhouse (MCA)	.21
4.	Story Theater (Ziv)	.21
8.	Your Star Showcase (TPA)	.20
9.	Favorite Story (Ziv)	.19
9.	Star & the Story (Official)	.19
9.	Heart of the City (MCA)	.19

AMONG WOMEN		
Rank	Show & Distrib.	Women Per 100 Homes
1.	Doug Fairbanks Presents (ABC)	.89
1.	Favorite Story (Ziv)	.89
3.	Famous Playhouse (MCA)	.88
4.	Star & the Story (Official)	.84
5.	Mayor of the Town (MCA)	.81
6.	Royal Playhouse (MCA)	.79
6.	Counterpoint (MCA)	.79
6.	Heart of the City (MCA)	.79
6.	Story Theater (Ziv)	.79
10.	Your All Star Theater (Screen Gems)	.74
10.	Paragon Playhouse (NBC)	.74
10.	The Visitor (NBC)	.74

AMONG CHILDREN		
Rank	Show & Distrib.	Children Per 100 Homes
1.	Your All Star Theater (Screen Gems)	.41
2.	Your Star Showcase (TPA)	.40
3.	The Visitor (NBC)	.30
4.	Story Theater (Ziv)	.28
5.	Counterpoint (MCA)	.26
5.	Favorite Story (Ziv)	.26
5.	Heart of the City (MCA)	.26
8.	Mayor of the Town (MCA)	.21
8.	Science Fiction Theater (Ziv)	.21
10.	Star & the Story (Official)	.19
10.	Royal Playhouse (MCA)	.19

• Pulse Top Pix Among Women

How Non-Net Films Rated Among Women in August

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

Rank Order	Title and Distributor of Series	Women Per 100 Homes	Avg. August Rating
1.	*Liberace (Guild)	.98	8.8
2.	Mr. District Attorney (Ziv)	.94	12.1
3.	Mr. & Mrs. North (ATPS)	.92	6.5
4.	Foreign Intrigue (Official)	.89	9.4
4.	D. Fairbanks Presents (ABC)	.89	12.3
4.	Favorite Story (Ziv)	.89	8.4
7.	Guy Lombardo (MCA-TV)	.88	8.4
7.	The Whistler (CBS)	.88	10.5
7.	Famous Playhouse (MCA-TV)	.88	3.3
7.	Follow That Man (MCA-TV)	.88	7.3
11.	Dangerous Assignment (NBC)	.87	5.2
12.	Inspector Mark Saber (Koch)	.86	6.3
12.	Facts Forum (Facts Forum, Inc.)	.86	0.7
14.	I Led Three Lives (Ziv)	.85	13.3
15.	Star and the Story (Official)	.84	10.5
15.	Beulah (Flamingo)	.84	5.3
15.	Boston Blackie (Ziv)	.84	10.6
15.	Lone Wolf (MCA-TV)	.84	9.2
15.	My Hero (Official)	.84	6.4
20.	Eddie Cantor (Ziv)	.83	10.0
20.	I Am the Law (MCA-TV)	.83	7.7
20.	Man Behind the Badge (MCA-TV)	.83	10.8
23.	Mayor of the Town (MCA-TV)	.81	8.8
24.	Ellery Queen (TPA)	.80	7.9
24.	The Falcon (NBC)	.80	7.1
24.	Inner Sanctum (NBC)	.80	5.6

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The Billboard Scoreboard

PULSE LOCAL MARKET RATINGS

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

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

in rank order according to ratings.

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

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

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

COLUMBUS 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

SEATTLE 4 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

ATLANTA 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

SAN ANTONIO 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

DETROIT 4 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

FRESNO 3 STATIONS

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 15 once-weekly shows.

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

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 10 multi-weekly shows.

THE TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank, Title (Distributor) Station, Day-Time Rating. Shows top 30 locally originated film series.

(Continued on page 10)

The Billboard Scoreboard SPOTS, COMMERCIALS & FILM SALES

TV Commercials in Production

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

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show if any)	No (Seconds)	Type (C-Color)	Commercials Producer
GASOLINES AND OILS			
Skelly Oil, Gas & Oil, Bruce Brewer.....	1 (60), 1 (20)	LA, A	Kling Films
Lion Oil, Gas & Oil, Ridgway.....	3 (60)	FA	Kling Films
Speedway Petroleum, Speedway Gas, W. B. Doner & Co....	1 (20)	LA	Academy Film Prodn. of Chicago
JEWELRY AND ACCESSORIES (Watches, Cameras, etc.)			
Bulova Watch Co., Watches, McCann-Erickson (Camera Four, Spotlight & Broadway Star Theater)...	4 (30), 1 (40)		
1 (30)	LA	Fox	
PUBLICATIONS AND PUBLISHERS			
New York Daily News, Newspaper, Cunningham & Walsh...	5 (20)	LA	Lalley & Love
PUBLIC UTILITIES			
United Gas Co., Natural Gas, Bozell & Jacobs...	5 (60)	LA, FA, J	Keitz & Herndon
Lone Star Gas, Natural Gas, Direct....	1 (5 min.)	LA	Keitz & Herndon
Electricity Information Program, Electric Service, Kelsey-Fraser...	1 (15)	LA	Kling Films
General Electric Co., General Electric, BBD&O...	10 (NA)	LA	Universal Studios
Westinghouse Elect. Corp., Hot Water Heaters, McCann-Erickson...	2 (20)	LA	Lalley & Love
Pacific Gas & Electric, Gas & Electric, BBD&O...	4 (20)	FA	Ray Patin Prodn.
RADIO, TV SETS, PHONOGRAPHS (records and dealers thereof)			
Sylvania, TV sets, J. Walter Thompson (Beat the Clock)...	1 (Opening)		
3 (50)	LA	Sarra, Inc.	
RCA-Victor, Kenyon & Eckhardt (Caesar Presents and others)...	2 (60)	FA, M	Transfilm
Columbia Records, Records, McCann-Erickson...	1 (60)	LA, SA	Lalley & Love
TOBACCO, CIGARETTES, CIGARS			
Diversey Machine Works, Falcon Brier Pipes, William Balsam Adv....	1 (60)	LA, FA	Academy Film Prodn. of Chicago
DuPont, Players Cigarettes, McKims Montreal (Father Knows Best)...	6 (10)	NA	Screen Gems
R. J. Reynolds Co., Camels, Wm. Esty...	2 (60), 4 (50), 6 (40)	LA	Kenco
R. J. Reynolds Co., Camels, Wm. Esty...	3 (60)	LA, FA	Lou Lilly
R. J. Reynolds Co., Camels, Wm. Esty...	6 (60)	LA	Transfilm
R. J. Reynolds Co., Camels, Wm. Esty...	1 (60)	LA	George Blake
TRANSPORTATION			
Greyhound Bus, Bus Service, Beaumont & Hohman...	1 (20)	FA	Keitz & Herndon
COFFEE, TEA, COCOA, ETC.			
Chase & Sanborn, Instant Coffee, Compton (Skin of Our Teeth)...	1 (90)	(C)	ATV Film Prodn.
Nestle Co., Instant Coffee, McCann-Erickson...	2 (60)	LA, SA	Lalley & Love
Folger's Coffee, Instant Coffee, Cunningham & Walsh...	1 (60)	LA	Lalley & Love
Borden Food Co., Instant Coffee, Doherty, Clifford, Steers & Shenfield (Justice)...	3 (60)	LA, SA	American Film Prod.

(Continued on page 10)

Who's Buying Films Where

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

Included on this list are sponsors who purchased TV film programs in the month preceding this issue. All industries are covered in the course of a month's issues. Symbols used below are: (R)—Renewals; (A)—Alternate week sponsorship; (1/2)—Split sponsorship.

(Continued from last week)

Sponsor—Program	Distributor	Market
DRUGS AND DRUGSTORES		
Block Drugs—Inner Sanctum.....	NBC Film	WKAQ, San Juan, P. R.
FINANCIAL, INSURANCE AND BANKS		
Worthen Bank—		
Dr. Hudson's Secret Journal.....	MCA-TV	KARK, Little Rock
Blue Cross—Victory at Sea.....	NBC Film	WPTA, Harrisburg, Pa.
Alexander & Bolton Insurance—		
Dateline Europe...Official.....	KALB	Alexandria, La.
O'Brien Investment Co.—Touchdown.....	MCA-TV	KTVK, Phoenix, Ariz.
CANNED FOODS		
Duffy Mott—Amos 'n' Andy.....	CBS Film	WTOP, Washington; WHAM, Syracuse; WPRO, Providence; WAGA, Atlanta; WBAL, Baltimore; WCPO, Cincinnati; WNBK, Cleveland; WBKB, Chicago; WCBS, New York; WNAC, Boston; WBN, Buffalo; WPTZ, Philadelphia; WNHC, New Haven, Conn.; Charlotte, N. C.
BAKERIES		
Quaker Bakers—Steve Donovan, Western Marshal...NBC Film.....	13 Pacific Coast Markets	
Legendoff Bakeries—Steve Donovan, Western Marshall...NBC Film.....	Minneapolis; Altoona, Pa.; Champaign, Ill.; Rockford, Ill.; Urbana, Ill.; Peoria, Ill.	
Sunshine Biscuit Co.—Highway Patrol...Ziv-TV.....	WDAK, Columbus, Ga.	
Keebler Biscuits—Badge 714-C (1/2).....	NBC Film	WBAL, Baltimore
OTHER FOODS AND FOOD STORES		
Rice Sausage—Steve Donovan, Western Marshall...NBC Film.....	Regional markets	
Goodman's Noodles—Long John Silver...CBS Film.....	WABD, New York	
Ronzoni—Gildersleeve.....	NBC Film	WNHC, New Haven, Conn.
Gen. Mills—Tales of the Texas Rangers...Screen Gems.....	KDKA, Pittsburgh	
Prime Macaroni—Badge 714-B.....	NBC Film	WJAR, Providence
Thrifty Stores—Life of Riley-D.....	NBC Film	KOMO, Kansas City, Mo.
Kurtz Meats—Badge 714-C (1/2).....	NBC Film	WBAL, Baltimore
Millers Super Markets—Highway Patrol...Ziv-TV.....	KOA, Denver	

(Continued next week)

THIS WEEK'S FILM BUYS

CBS-TV FILM SALES

AMOS 'N' ANDY
KPHO, Phoenix, Ariz.: Adv. TBA
FABIAN OF SCOTLAND YARD
WMAR, Baltimore: Adv. TBA
WXIX, Milwaukee: First Wisconsin National Bank
HOLIDAY IN PARIS
WMAR, Baltimore: Adv. TBA
FILES OF JEFFREY JONES
WMAR, Baltimore: Adv. TBA
CBS NEWS FILM
WMT, Cedar Rapids, Ia.; KTVO, Ottumwa, Ia.: Adv. TBA
SAN FRANCISCO BEAT
KPHO, Phoenix, Ariz.: Adv. TBA
THE WHISTLER
WXIX, Milwaukee: Adv. TBA

GUILD FILMS COMPANY

I SPY
WCNY, Carthage-Watertown, N. Y.: Juddings Beer

INS-TELENEWS

WEEKLY NEWS REVIEW
WJBK, Detroit: Adv. TBA
THIS WEEK IN SPORTS
WRGB, Schenectady, N. Y.: Fitzgerald Beer
WJBK, Detroit: Adv. TBA
GENERAL SPORTS TIME
WGVL, Greenville, S. C.: General Tire & Rubber

INTERSTATE TELEVISION COMPANY

LITTLE RASCALS
KFSA, Fort Smith, Ark.: Wee-Wash-It Laundries and Interstate Stores

MCA-TV

MAYOR OF THE TOWN
WCNY, Carthage-Watertown, N. Y.: Molson's Beer

NBC FILM DIVISION

STEVE DONOVAN, WESTERN MARSHAL
WGBI, Scranton, Pa.: Burschel Dairy
BADGE 714-C
KPRC, Houston; KFMB, San Diego, Calif.; KROD, El Paso, Tex.; Adv. TBA
WPD, Toledo: Red & White Food Stores

INNER SANCTUM
KLZ, Denver: Adv. TBA
VICTORY AT SEA
KZTV, Reno, Nev.: Adv. TBA
WCSH, Portland, Me.: Harvard Beer

CAPTURED
WOW, Omaha; KLZ, Denver: Adv. TBA
DANGEROUS ASSIGNMENT
KLZ, Denver: Adv. TBA
PARAGON PLAYHOUSE
KLZ, Denver; KDKA, Pittsburgh: Adv. TBA

THE VISITOR
KLZ, Denver; KDKA, Pittsburgh: Adv. TBA

HOPALONG CASSIDY
WCCO, St. Paul: E-Z Pop Popcorn
HOPALONG CASSIDY—Half-hour-A
WHIO, Dayton, O.: Adv. TBA
GREAT GILDERSLEEVE
KVOO, Tulsa, Okla.: Cardinal Food Stores

HIS HONOR HOMER BELL
KDKA, Pittsburgh: Adv. TBA

COLONEL MARCH OF SCOTLAND YARD
WCNY, Carthage-Watertown, N. Y.: Utica Club

FOREIGN INTRIGUE
KTVK, Phoenix, Ariz.: Kleon Motor Sales

SCREEN GEMS, INC.
CELEBRITY PLAYHOUSE
WHBQ, Memphis: Falstaff Brewing

STERLING TELEVISION COMPANY

BOWLING TIME
WHIO, Dayton, O.: Bavarian Beer
WGN, Chicago: Aaron Heating
KTRK, Houston: Houston Bowling Assn.

MOVIE MUSEUM
WKBT, LaCrosse, Wis.; WBKB, Chicago; WOR, New York; KGBT, Harlingen, Tex.; WNHC, New Haven, Conn.; KSWO, Lawton, Okla.: Adv. TBA

LITTLE THEATER
WNHC, New Haven, Conn.; KTXL, San Angelo, Tex.; KRBC, Abilene, Tex.: Adv. TAB

STERLING CARTOONS
WOR, New York; KSLA, Shreveport, La.; WBKB, Chicago; WNCT, Greenville, N. C.: Adv. TBA

ZIV TELEVISION PROGRAMS
HIGHWAY PATROL
WCNY, Carthage-Watertown, N. Y.: Balantine Beer

FAVORITE STORY
WCNY, Carthage-Watertown, N. Y.: Morrison's Furniture

Regional Meet For MCA-TV

NEW YORK, Oct. 22. — MCA-TV will hold its semi-annual regional sales manager's meeting here October 27-30 to ready itself for its 1956 sales campaign.

Several new properties will be discussed, as will station library sales, the expansion of the syndication outfit's offices here and into Mexico and in Europe. Attending will be all top executives of the firm, including Wynn Nathan, vice-president in charge of sales, who will preside at the meeting.

New TV Spot Campaigns

Future National Spot Drives—Contracts Being Signed Now

Deals Set During Week Ending October 1

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

NATIONAL SUMMARY

(Campaigns placed in more than one region)

Product and Advertiser
Calgonite, Calgon, Inc.
Chrysler Cars, Chrysler Corp.
Crest Toothpaste, Procter & Gamble
Dash Soap & Flakes, Procter & Gamble
Folger's Coffee, J. A. Folger
Ford Cars & Trucks, Ford Motor
L & M Cigarettes, Liggett & Myers
LeHigh Acres, Grant Co.
Nytol, Block Drug
Oldsmobile Cars, General Motors

Product and Advertiser
Pepperidge Farm Bread, Pepperidge Farm
Plymouth Motor Cars, Plymouth Motor Corp.
Purina Dog Chow, Ralston-Purina Co.
Smith Bros. Cough Drops & Syrup, Smith Bros.
Spray Gun Kits, American Homecraft
Super-Pyro Anti-Freeze, U. S. Industrial Chemical
Viceroy Cigarettes, Brown & Williamson

REGIONAL SUMMARIES

Eastern

Bayuk Cigars, Bayuk Cigars, Inc.
Bond Bread, General Baking
Canada Dry Beverages, Canada Dry, Inc.
Cheer Soap, Procter & Gamble
Fifth Avenue Candy Bar, Ludens, Inc.
Ford Cars & Trucks, Ford Motors
Gallo Wines, Gallo Winery
Grossinger's Rye Break, General Baking
Hunt Club Dog Food, Animal Foundations
Instant Chocolate Milk, Carnation Co.
Ivory Snow, Procter & Gamble
Ivory Soap, Procter & Gamble
L & M Filter Cigarettes, Liggett & Myers
Lipton Tea, Thomas J. Lipton, Inc.
Luden's Menthol Cough Drops, Ludens, Inc.
Maxwell House Coffee, General Foods
Minute Maid Orange Juice, Minute Maid Corp.
Motorola Radio & Television, Motorola, Inc.

Nytol, Block Drug
Oldsmobile Cars, General Motors
Paint Spray, Power Products
Pepsi-Cola Beverage, Pepsi-Cola Co.
Phillips Cigars, Bayuk Cigars, Inc.
Plymouth Motor Cars, Plymouth Motor Corp.
Pontiac Automobiles, Pontiac Motors
Pork 'n' Beans, Stokely-Van Camp
Remington Arms & Ammunition, Remington Arms Co.
Serutan Health Foods, Serutan Co.
Simmons Mattress, Simmons Co.
Smith Bros. Cough Drops & Syrup, Smith Bros.
Sugar Crisp Post Cereals, General Foods
Super-Pyro Anti-Freeze, U. S. Industrial Chemical
Va-Tra-Nol Nose Drops, Vick Chemical
Viceroy Cigarettes, Brown & Williamson
White House Apple Products, National Fruit Products

Southern

Alliance Antenna Rotor, Alliance Mfg. Co.
Bayer Aspirin, Bayer Co.
Bull Durham Tobacco, American Tobacco
Carter's Little Liver Pills, Carter Products
Cloverbloom "9" Margarine, Armour & Co.
Decaf Coffee, Nestle Co.
Father John's Medicine, Father John Medicine Co.
Florida Valencia Oranges, Florida Citrus Comm.

LeHigh Acres, Grant Co.
Make Up, Charles Antell
Morton's Frozen Foods, Morton Packing
Nair Lotion, Carter Products
Pepperidge Farm Bread, Pepperidge Farms, Inc.
Purina Dog Chow, Ralston-Purina Co.
Red Pig Sausage, Lykes Bros.
Spray Gun Kit, American Homecraft
Standard Specialties, Standard Oil
Star Nail, Charles Antell
Walker's Austex Chile & Tomatoes, Walker's Austex Chile Co.

Midwestern

Admiral Radios & Television Sets, Admiral Corp.
Amm-i-Dent Tooth Powder & Paste, Block Drug
Avoset Sterilized Cream, Avoset Co.
Ban Lotion Deodorant, Bristol-Myers
Bulova Watches & Radios, Bulova Watch Co.
Calgonite, Calgon, Inc.
Cameo Sockings, Burlington Mills
Chevrolet Motor Cars, Chevrolet Motor Div.
Chrysler Cars, Chrysler Corp.
Dash Soap & Flakes, Procter & Gamble
Dentyne Gum, American Chicle
Dodge Motor Cars & Trucks, Dodge Div.
Dr. Caldwell's Laxative, Sterling Drug
Energine Cleaning, Lighter Fluid, Shoe White, Chas. H. Phillips
Folger's Coffee, J. A. Folger
Ford Cars & Trucks, Ford Motor
Haley's M. O., Chas. H. Phillips
Kleenex Tissue, International
Cellucotton Products
L & M Cigarettes, Liggett & Myers
LeHigh Acres, Grant Co.

Liquid Mender, Grant Co.
Myzon Feed Supplement, Myzon, Inc.
Nytol, Block Drug
Oldsmobile Cars, General Motors
Paint Roller, Rolliton Products
Pfeiffer's Famous Beer, Pfeiffer Brewing
Phillips Milk of Magnesia, Chas. H. Phillips
Plymouth Motor Cars, Plymouth Motor Corp.
Purina Dog Chow, Ralston-Purina Co.
Salad Mixer, Grant Co.
Smith Bros. Cough Drops & Syrup, Smith Bros.
Spray Gun Kit, American Homecraft
Stroh's Bohemian Beer, Stroh Brewing
Super Lanolin, Charles Antell
Super-Pyro Anti-Freeze, U. S. Industrial Chemical
Supreme Pretzel Sticks, Manchester Biscuit
Topic, Canned Milk for Whipping, Carnation Co.
Toys, Knickerbocker Plastic Co.
Vel, Colgate-Palmolive
Vim Detergent, Lever Bros.
Windex, Drackett Co.

Southwestern

Anahist, Anti-Histamine Tablets, Anahist Co.
Chrysler Cars, Chrysler Corp.
Crest Toothpaste, Procter & Gamble
Dash Soap & Flakes, Procter & Gamble
Folger's Coffee, J. A. Folger
Ford Cars & Trucks, Ford Motor

Kendall Dog Food, Standard Brands
Mounds Candy Bar, Peter Paul
Plymouth Motor Cars, Plymouth Motor Div.
Transportation Service, Pacific Greyhound

Rocky Mountain & West Coast

Albers Cornflakes, Albers Milling
Bar S Meats, Seattle Packing
Calgonite, Calgon, Inc.
Chrysler Cars, Chrysler Corp.
Country Club Beer, Goetz Brewing
Crest Toothpaste, Procter & Gamble
Ford Cars & Trucks, Ford Motors
Hills Bros. Coffee, Hills Bros.
Kool Cigarettes, Brown & Williamson
Lynden Canned Chicken, Washington Co-Operative Farmers Assn.
Mobil Gas, General Petroleum

Pepperidge Farm Bread, Pepperidge Farm, Inc.
Portable Electric Tools, Black & Decker
Prestone, National Carbon
Smith Bros. Cough Drops & Syrup, Smith Bros.
Train Travel, Great Northern Railroad
Various Toys, Reliable Toy Co.
Viceroy Cigarettes, Brown & Williamson
Wallpaper, Canadian Wallpaper Mfg.
Zerex Anti-Freeze, DuPont
Zerone Anti-Freeze, DuPont

LEGIT

'Sergeants' Is Laugh Riot; Griffith 4-Star

By BOB FRANCIS

"No Time for Sergeants" isn't a play. It's a series of comic strips adapted to a stage. It is, of course, adapted by Ira Levin from Mac Hyman's best-selling novel of the same name. It is presented at the Alvin Theater by Maurice Evans with some of the most extraordinary scenic effects by Peter Larkin to be seen on a Stem platform in a long, long time. It is also the laugh hit of the season to date.

I think the most remarkable thing about it is that a Broadway newcomer, Andy Griffith by name, with practically no previous legit experience, should be tossed into what is practically a tour de force and emerge all but covered with stardust. What "Sergeants" would be without him, I don't know. But as a Deep South, hillbilly draftee, he manages to set the peace-time Air Corps on its beam ends—from sergeants to top-echelon brass—for a couple of hours of almost constant belly laughs. So who cares whether or not it's a play, when Griffith can wind up an uproarious evening with practically everybody on stage riddled with harpoons, except himself.

Grand Fun

Levin's adaptation, which closely parallels the book, starts with Griffith telling the homefolks (the audience) how he won a medal. From there on the show is a flash back series of running gags as to how a blandly naive draftee can throw the book of regulations right back at the Army to put generals to talking in their sleep. It would be unfair to tip off the progressive nonsense. But it is grand fun.

Griffith gets considerable play-

ing competition from Roddy McDowall as a buddy with a heart set on joining the infantry. Myron McCormick is giving one of his characteristically timed-to-the-second portraits of a bedeviled sergeant, and Howard Freeman and Royal Beal are an enormous help as a duo of completely stymied top-brass. James Millhollin's briefly frustrated psychiatrist is a stand-out, and Robert Webber is properly mean as the barracks bully.

Another word should be added as to Peter Larkin's backgrounds which cover about everything from an air base camp, to a G.I. night club, the interior of a plane in flight, and wind up in another part of the forest. They pack tremendous imagination and designing skill. "Sergeants" is a winner on all counts.

Tony Martin
Cocoanut Grove, Los Angeles

Combination of showmanship and voice still make Tony Martin a top crowd-pleaser on the nitery circuit. Nucleus of fans, of course, comes from the distaff side, and it's toward them that he slants his act.

The best things he does are still the oldies like "Begin the Beguine" and "September Song." Takeoff on "Security" is cute and good for a number of laughs, but, like the remainder of the show, it suffers somewhat from too slow pacing. One thing's clear, like Crosby, Martin's going to go on and on.

Interludes, singing group from Martin's TV show, make their nitery debut with a couple of numbers. Hal Borne at the piano and Freddy Martin ork backstopping are tops. Spielman.

The Heavenly Twins
Colonial, Boston

It turns out that it's all a dream. And if you can stay awake to see it thru, this Gallic farce will at least impress you with its glitter. Handsomely mounted, with a mostly adept cast, "Twins" turns out to be less than heavenly. Instead of being slick, bubbling and gay—necessary ingredients in this kind of work—it succeeds in being almost clumsy. The 24-hour flood delay and the late curtain opening night might have dampened some ardor, but a plot so tasteless as to have the heroine trying for an affair with her stepson, together with one overworked joke, leaves something to be desired.

Jean Pierre Aumont is handsome and clever as the errant husband, but Faye Emerson is merely handsome. She has great sex appeal aided by her almost limitless wardrobe, but there are more chinks in her acting than in her gowns. Louis Kronenberger has missed somewhere with his translation. It could be, of course, that the ladies might just like it. Dewar.

Virginia de Luce
One Fifth Avenue, New York

It may be Harold Fonville's newly tailored arrangements for her, but it seems that songstress Virginia de Luce has suddenly developed a mighty slick nitery act. The lady has always had a way with a specialty number, but on occasion this reporter has found fault with her over-all projection.

There's no fault to be found anywhere, this time out. Not only has she got a rich lot of special material, but she includes show stoppers like "My Heart Belongs to Daddy" and "Jenny" for sock customer effect. In this opinion, Miss de Luce now has everything it takes.

Sharing the bill are song satirists Clara Cedrone and Damian Mitchell, long prime favorite with this department. The pair clown as handsomely as ever and make up an entertainment menu which should keep the intimate room jumping.

Host Bob Downey and Fonville at the twin keyboards as usual give all concerned the best of musical backing. Hazel Webster continues as relief pianist. Francis.

The Wedding March
2d Avenue Theater, New York

Again Mae Schoenfeld and Irving Jacobson are leading a good troupe of Yiddish players thru their paces in "The Wedding March," by William Seigel.

"March" progresses from slow trot to full gallop and runs the gamut from tragic pathos to broad comedy in its story—it's easy to follow, plenty of English for the initiate — of desertion, heartbreak and recaptured love.

Besides the delightful Jacobson-Schoenfeld antics, there's fine support from Lilly Lilliana, Muni Serebroff, Fanya Rubina, Luba Kadison and Irving Grossman. Others are less fortunate with their roles.

In keeping with the theater's own peculiar style and flavor, Joseph Rumshinsky has again provided a good "East meets West" score. McDonald.

BROADWAY SHOWLOG

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October 22, 1955

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The Teahouse of the	
August Moon	10-15,'53 847
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COMING UP

The Desk Set	10-24,'55
Song Out of Sorrow	10-24,'55
Comedie Francaise	10-25,'55
The Chalk Garden	10-26,'55
Deadfall	10-27,'55

Don Cummings
Palace Theater, New York

The bill this week is replete with old fave acts. Don Cummings is back in next-to-closing with his rope-spinning nonsense and excellent patter. The comic scores as usual. Also on the comic beam is a return for a steeth time of Charles (Slim) Timblin with his rowdy, blackface preacher skit. After an indestructible 51 years in the business, he still has his laughs timed to the minute.

The Karpis Trio opens with its standard acro routines, and the Rigoletto Brothers are on hand with their equally standard magic and juggling clowning. Courtney and Sonja Van Home offer their excellent ballroom stepping with their own special brand of lifts and spins. The wind-up spots Wells and Four Fays, whose acro-terping and tumbling is too well known to need any comment. They are crowd pleasers as always.

Two acts are new to the house. A pair of youngsters, the Bobrow Brothers, have a solid instrumental routine via a pair of piano accordions and a xylophone. The lads are expert musicians, but could vary their volume a bit for better projection. Singer Bill Lawrence, former member of the Godfrey family, vocalizes to a fair reception. Francis.

The McGuire Sisters
Chez Paree, Chicago

The McGuire Sisters made their first debut in this bistro on the heels of one Sammy Davis Jr., who for the previous three weeks brought the house down every night, but from the way the crowd received these chirps, you'd think

LEGIT

'A Roomful of Roses' Wins Added Bouquet

By BOB FRANCIS

Guthrie McClintic and Stanley Gilkey have brought a highly likable comedy-drama to the Playhouse. Edith Sommer's "A Roomful of Roses" might be termed a "problem" play, since its premise considers the efforts of a mother to win the affection of a teen-age daughter, from whom she has been separated or a decade via a divorce.

Such an idea for a play is hardly new in the theater, and that it doesn't wither into mawkish sentimentality is a tribute to Miss Sommer's skill as a playwright and McClintic's casting and direction of its actors. "Roses," therefore, becomes a progressive acquaintance with warm-hearted people, and despite the fact that its ending is never in doubt, it is filled with amusing little twists to keep it off a saccharine plane. I think a lot of people are going to enjoy it, and matinees will likely be sellouts.

To begin with, the child arrives for the maternal visit as something of a spoiled brat, who evidently despises her mother. She is a mess of complexes. It is the gradual breaking down of these via a mother's sympathetic understanding and the help of the neighbors' children that brings about the metamorphosis of an emotional misfit to a normal 15-year-old teenager. Miss Sommers has accomplished it with taste and humor.

Good Youngsters

While Patricia Neal, giving one of her finest performances to date, manages to dominate the proceedings thru just plain talent, it's the younger generation which keeps matters popping at the Playhouse. Young Betty Lou Keim has definitely come of age, to make the confused youngster quite something to remember. Also on the teenster side are delightful contributions from Warren Berlinger as a super-sophisticated neighbor lad and a companion piece from Ann Whiteside as his bobby-sox sister. Nor must Darryl Richard's brattish little half-brother be overlooked. The teen bracket are all just fine. There is further good

the town had been starving for some good entertainment. Not only did they capture the ears of the audience with their singing, but eyes as well, as they displayed a caliber of showmanship, not to mention their looks, that stacks up well alongside of some of our better old-timers.

Making his fourth appearance at the Chez, comedian Gary Morton ad libbed his way into a berth for a fifth invitation. Got the crowd off their hands and kept them that way, especially when he pulled Mack Pearson, a new recruit to the act, up on the stage. The Shyrettos, a good bicycle act, but cramped for space, and the Chez Paree Adorables rounded out the show. Wickman.

support by elders Alice Frost, Russ Conway, David White and Lulu B. King.

The Playhouse can easily house a hit.

Eartha Kitt
El Rancho, Las Vegas

Diminutive, sexy Eartha Kitt returns this week to star on the same stage where a few years ago she appeared as an unknown member of the Katherine Funham troupe. The opera house theater-restaurant of Hotel El Rancho Vegas rocks from the response to her throaty delivery of songs made famous in the nation's juke boxes. Stressing the singing that has made her famous in recent years, Miss Kitt reverts only for one brief number to a dance, as a closing shot.

Second spot is taken, by funnyman Lenny Kent, who manages to stay in the upper brackets of a field overcrowded with comics who should follow some other pursuits.

Chorus numbers are by the El Rancho Girls. Music is by Ted Fio Rito and ork. Oncken.

Patti Andrews
Ciro's, Hollywood

Patti Andrews makes her appearance as a flapper and goes off as a clown (literally), and in between keeps the joint jumping with her antics. The former member of the Andrews Sisters, who now works as a single, is a human dynamo on the stage. Combining a lot of special material with some proven numbers like "I Want to Be Loved" and "I Can Dream, Can't I?" she turns out a topnotch act.

Accompanying her is Wally Weshler, who beats out just the right rhythm for things like "South Rampart Street Parade," doing a real hot boogie solo himself. The Ciro's girls display a lot, while Dick Stabile ork keeps up consistent fine backing.

Sleeper of the show is Dominique, who could pickpocket his way thru a convention of policemen. As clever a sleight-of-hand artist as can be found, he actually takes a customer's shirt off his back before he knows it. Reception is excellent. Spielman.

Joni James
Chicago Theater, Chicago

This is a big house and it takes plenty of fire to ignite it; it takes all that the best showmen have to get the customers off their hands. Therefore, a well-groomed talent alone may not be enough. This was surely true with the current headliner. Cool, calm and confident, Joni James nonetheless failed to whip up much reaction, except from a sprinkling of teen-agers. Undeniably, she can spin out ditties with pleasing effect. Included in the offerings were "You Are My Love," "How Important Can It Be?" and "Your Cheating Heart."

Florian ZaBach, a home-grown product, who can titillate plebeian fancies on the violin with such classics as "Hot Canary," "Hora Staccato" and "Tenderly," also sang a few bars plus fiddling with "Waltzing Cat." Guy Marks, billed a comedian, mouthed some tunes but failed to touch a comic note. Sonny Till and the Orioles, half-dozen singers, with the edges smoothed off, should do well. Dietmeier.

NIGHT CLUB

Cole Restored to Copa's Throne

By BOB FRANCIS

With Nat (King) Cole back on its floor, the Copa is in for another series of solid weeks. In this reporter's book Cole is one of the most listenable and ingenious performers on the current nitery beam. If the reaction of a jam-pack, opening night audience can be taken as a criterion, the opinion seems right prevalent.

Cole has warmth, charm and wonderful salesmanship, and what he can do with anything from a ballad to a modified rock 'n' roll is just nobody's business. On opening night he gave out with 15 odd numbers, ranging in pace

change from a beautiful arrangement of "Autumn Leaves" to a rousing finish with "Get Your Kicks on Route 66." Of course, he didn't leave out his beloved "Calypso Blues." The customers ate it up from beginning to end, and he could have added a half dozen more vocals and still had to beg off. He is a top artist in his field all over again.

Also featured on the new bill are the Paulette Sisters. The chantress trio gets off a solid brand of pop harmony, mostly on the swing side. A reprise of their late Capitol recording of "You Win Again" goes over well, and a good

arrangement of "Saints Go Marching In" provides a strong wind-up.

Comic-wise, making an initial Broadway appearance, Sheky Greene gets off to a click start. The lad starts slow and really sweats it out, but builds steadily for a solid finish. A few Copa performances under his belt will doubtless smooth out some rough spots in delivery. Most of his material is fresh and well handled.

Production numbers with the handsome line are colorful as ever, with Tony Foster and Fran Leslie giving the vocals fine treatment, and Meri Miller and Jimmy Sisco ably scoring in the dance specialties.

Use The Billboard classified pages for RESULTS!

Recorded Tape Field Taken Over by Small Indie Firms

Rush of Entries Parallels Early LP Parade; Victor Is Only Major

By IS HOROWITZ

NEW YORK, Oct. 22.—The rush of independent producers to enter the pre-recorded tape field bids fair to parallel the hectic snowballing of new disk labels which followed the introduction of LP.

The two developments have many points in common. In the case of LP, and the mastering of material on tape, it suddenly became lots cheaper for any firm to set itself up in business. Repertoire vistas were broad; there were plenty of places where custom pressing could be done relatively inexpensively.

Today the bankroll required for at least token establishment as a tape "manufacturer" is even smaller, and the repertoire possibilities even wider. And entrepreneurs, undaunted by the still limited number of suitable tape recorders in American homes (variously estimated at between one and two million), are jumping in wholesale.

In the halcyon days of the indie LP manufacturer there were upward of 200 labels whose product

crowded the catalogs. Many of these have since dropped out of the business, or restricted their activities to a release or two a year.

40 Firms in Biz

While no accurate statistics are available, it is conservatively estimated that at least 40 firms are already boasting recorded tape catalogs (some, of course, containing only a couple of titles), with about a third of this number launching their operations within the past few months. Every week now sees new tape outfits joining the parade.

Conspicuous by their absence, however, are the major record companies, of which only RCA Victor has issued a basic tape release. The majors are apparently

playing a wait-and-see game, preferring to sit out the pioneering phase and move in when potential has reached the point where solid profit appears likely to reward mass effort.

Unlike the case in records, where at least 500 LP's of a new title must be ordered from custom pressers and more often 1,000 or more, tapes can be and are ordered today in as small as dozen lots. Two hundred or more, however, is more normal.

Costs Cheaper

A recorded tape producer bypasses all costly mastering, fabrication of master parts and test pressing procedures and has salable

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Compulsory Sheet Music in Top Spot

Hot Issue Due for Debate in SPA's Pact Huddles With Pubs; Who Will Give In?

NEW YORK, Oct. 22.—When the Songwriters' Protective Association shortly begins negotiations with publishers for a new standard contract, one of the most hotly contested terms is expected to be the present requirement for compulsory sheet music publication.

Many publishers are known to consider this contract clause an anachronism in the present-day music business and are expected to fight hard for its elimination or tempering.

The eight-year-old SPA contract states specifically that publishers must publish and offer for sale "regular piano copies" within a year, or forfeit ownership of the copyright to the clef. The same penalty applies if the publisher, in addition, doesn't grab off a recording and/or publishes a dance band arrangement.

The publishers' gripe revolves around the disk-based nature of the industry today, and the relative unimportance of sheet music returns on average disk material. It is no secret that many songs never see print today, even though they are etched on records. The

general practice is to get the record and then wait for reaction from music jobbers before placing a print order, except, of course, on a top plug ditty.

R&B Problem

Even click waxings often do not lead to sheet publication if the material is in the current rhythm and blues trend and the beat and arrangement are paramount to the words.

Writers, it is reported, are beginning to make greater use of their SPA "escape clause" and pe-

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FANFARE MUTED

Hype's No Good If It Isn't in the Groove

Continued from page 1

record, "Young Ideas," was kicked off with considerable enthusiasm, involving a tie-up on "Producers Showcase," TV network airtel. But it, too, was not in the groove.

There were many lesser, though, important, hypes. The Chordettes' "Duddle Sack Song" flopped; also "Close Your Eyes," by Eydie Gorme and Bill Lawrence on Coral and "Sailor Boys Have Talk to Me in English." The latter, incidentally, spawned a flock of disks, all the a.&r. men thinking it was a smart piece of material emanating from a desert nitery in Las Vegas, Nev. Rosemary Clooney did it on Columbia, Helen O'Connell on Kapp, the DeMarcos on Decca, etc. All to no avail, as they say.

Dolores Hawkins' "George" on Epic, Johnny Desmond's "Hearts and Flowers" on Coral and "Slewfoot" on Decca all testify to the

same thesis. "Slewfoot," it will be recalled, was from a Fred Astaire film and involved a special dance tie-up with the Fred Astaire studios. The tune was also cut by Ray Anthony, the Four Aces, and the Modernaires, among others.

More? There was Shapiro-Bernstein's "Foolishly Yours," cut by Kay Starr on Victor and Doris Day on Columbia. Much excitement, little action.

It's all indicative of the competi-

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U-I Shoots Record DJ Stars in Shorts

By JUNE BUNDY

NEW YORK, Oct. 22.—In a move to lure teen-agers away from their radios and into the movie theaters, Universal-International is putting renewed production and promotional emphasis on musical shorts spotlighting top record and deejay talent.

This week, for instance, Eddy Arnold started shooting at the studio's Hollywood lot, while other Universal cameramen trekked to Cleveland to film a special two-reeler on WERE deejay Bill Randle. Another Universal short, "The Story of Nat (King) Cole," was

D. C. FIRM

Drug Chain Has Records In 80 Stores

WASHINGTON, Oct. 22.—People's Drug Company, which launched the sale of records only three weeks ago, now has 80 of its chain stores in the Capital district carrying on disk operations.

Sales are made on a strictly self-service basis. Central buying for all the stores is handled by James E. Norfolk, main office buyer for the chain, who purchases thru local distributors.

Since October 1, when the program got under way, some counter space has been allotted for browser racks, but emphasis is currently being placed on the use of floor racks, which hold more records and allow for better display.

Inventory of singles include the leadings disks of the top 10 tunes of the week as listed in The Billboard's Honor Roll of Hits. On the packaged side, more than 60 EP titles are currently being carried, with all major labels represented. Album and packaged material being stocked includes not only pop offerings by a sizable number of children's records as well. All EP packages are pre-wrapped in polyethylene bags, increasing the overall visual appeal of the units.

Promotion-wise, newspapers have been the mainstay. The art staff in the chain's central office prepares point-of-sale display material. In spite of the fact that no playing equipment is available in any of the stores, sales have doubled each week since the service was started just three weeks ago, it was said.

Copyright Law Change Mulled By AFM Brass

HOLLYWOOD, Oct. 22.—Arthur J. "Doc" Randau, AFM Local 47 board member currently campaigning for a union vice-presidency, this week revealed that Federation headquarters have taken under advisement a suggestion calling for drastic changes in the 1909 Copyright Law.

Proposed revision in the copyright law according to Randau would call for performance payments to musicians "equal to that allowed composers and publishers."

"The professional musician," said Randau, "is recording himself into oblivion." Randau compared the proffered changes with that of the statutory 2-cent mechanical royalty on phonograph records and suggested that similar royalties be

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SUMMER OVER

Highest Court Refusal Ends Pre-'09 Fees

NEW YORK, Oct. 22.—Refusal of the United States Supreme Court this week to review a lower court's decision holding pre-1909 copyrights free from mechanical royalties has written finis to a case launched over an \$18 claim, but now due to cost old-line publishers a small bundle.

Action involved the standard, "In the Good Old Summertime," an E. B. Marks copyright. The publisher slapped a suit against Remington Records for failure to pay mechanical fees on copies sold. Don Gabor, Remington prexy, said at the time that only about \$18 in

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4-Star Cuts Tie With King

HOLLYWOOD, Oct. 22.—Bill McCall, president of Four-Star Records, this week revealed the severance of distribution agreements with King Records.

Under a contract negotiated more than a year ago, King handled the Four-Star line thru its company-owned branches. McCall is currently in the process of aligning new independent distributors thruout the country.

McCall also acquired the complete transcription catalog formerly owned by Bruce Eells, with more than 800 hours of recorded radio programs included in the purchase.

Larkin Wins Judgment

NEWARK, N. J., Oct. 22.—Don Larkin, WAAT disk jockey who had been presenting country talent at Frank Dailey's Meadowbrook during 1954, won a judgment against Dailey this week in Essex County District Court.

Dailey had stopped payment on a \$1,000 check to Larkin, part of the gate receipts of one of the shows, and had entered a counterclaim of \$450 for advertising and other expenses. The court dismissed the counterclaim and ordered that the \$1,000 be paid.

RICKSHA

Jap Tune Getting Novel Plug

NEW YORK, Oct. 22.—Publisher Sid Mills has plenty of trouble these days. He wants a license from the city to park a ricksha outside the Brill Building. It's all part of a promotion on behalf of Mills' tune, "The Japanese Farewell Song," recently released on Mills' Marquee label.

Mills has found out that you can get a license for a motorcycle, a bicycle, a pushcart and various other vehicles, but the idea of a ricksha license confuses the city fathers. He's got to act fast, for the contraption, suitably crated, is being flown in by the Japanese Air Lines. On October 30 the ricksha and a Japanese stewardess will make an appearance over a TV network, and the Marquee record will be performed on the "Monitor" program.

The ditty, by Hase Gawa Hoshida, with an English lyric by Freddy Morgan, is reported as al-

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Capitol Gets Mars' 'Gold' and Carson

NEW YORK, Oct. 22.—Capitol Records has bought the Mars Record master of Kit Carson singing "Band of Gold." The deal included purchase by the diskery of the artist along with the master. The tune, in Howard S. Richmond's Hollis Music firm, was kicked off on Mars a few weeks ago in Cincinnati and received strong play by local deejays. Cover disks are being scheduled.

Action to Speed Standards on Tape Equipm't

Changing Industry Delays Early Rule On Its Uniformity

NEW YORK, Oct. 22.—Hopes for early industry adoption of uniform standards on pre-recorded tape and play-back equipment appeared more remote this week, also new steps have been taken to speed research on the problem, considered by many vital to the full exploitation of the medium.

At best, it is now considered unlikely that acceptable standards will find even conditional industry agreement before the latter part of next year.

Special reports on the topic were given at a special board of directors meeting of the Magnetic Recording Industry Association here last Friday (14). The major accomplishment at the conclave was to agree on a procedural method for determining standards, and to streamline the make-up of the committee wrestling with the task.

The latter effort resulted in the formation of one over-all committee under the chairmanship of C. J. (Continued on page 15)

ULCER CROP

RCA's New Location Causes 'Em

NEW YORK, Oct. 22.—Music publishers, traditionally recognized as bon vivants and high livers, recently have found themselves mingling, of necessity, with the proletariat. One by one they have been learning by bitter experience that there's only one way to get down to RCA Victor's new offices—take the subway.

Since Victor moved from Radio City to East 24th Street, music men have developed new sets of ulcers while waiting for their taxi to break thru the virtually impenetrable traffic of the garment center, which extends from 42d Street down. Not only is there the danger of missing a long-sought appointment with an artist and repertoire man, but also the astronomical taxi fare.

One publisher who is having more trouble than most acclimating himself to the newly discovered mode of transportation, has floated a unique proposition—anyone who will accompany him on the subway ride downtown will be cut in for 10 per cent of the song, provided, of course, the publisher gets the record.

Three Montilla Moves to Boost U. S. Business

NEW YORK, Oct. 22.—Montilla Records, Spanish language diskery, next week will embark on a domestic expansion program. The company will revamp its sales set-up, move to larger quarters and launch a new Latin pop label.

Harry Sultan, well-known local disk merchant and former diskery exec, is joining Montilla as director of national sales and plans immediately to move for complete coast-to-coast distribution.

The new subsidiary line, which is being recorded by Fernando Montilla personally in Cuba, is called Puchito, and it will feature cha-cha's, mambos and merengues, issued on all three speeds. Montilla already has inked as exclusive artists Panteleon Perez Prado (brother of the RCA Victor maestro), Orefiche and His Havana (Continued on page 15)

ONE-MAN TRIO GETS ANOTHER DISK HANDLE

NEW YORK, Oct. 22.—Don Reed, one-man talent roster with more than one disk monicker, is here for talks with a major diskery where he will perform under yet another handle. Reed, who also is a songwriter, has led a band under his own name for Gilt-Edge Records, West Coast firm, and has also sung pop for the label. On Four-Star he has warbled country material as Bobby Joy. Reed has also cut some kiddie sides under the billing of "Bobby Joy the Wittle Boy." For future c.&w. disk efforts, however, Reed has chosen for himself the name of Rod Acres.

U. S. & British MU's Nearing Exchange Deal

NEW YORK, Oct. 22.—A tentative reciprocal agreement has been reached between the American Federation of Musicians and the British Musicians' Union permitting instrumental units of either nation to make limited appearances in the other country, it was reported late yesterday.

General Artists Corporation spokesmen said that the Stan Kenton band will make a tour of Eu- (Continued on page 15)

Bel Canto Tape Firm Launched

HOLLYWOOD, Oct. 22.—Bel Canto Magnetic Tapes, new pre-recorded tape diskery, was launched here this week by Nate Duroff and Nate Rothstein, co-owners of Monarch Record Manufacturing Corporation.

Russ Molloy, formerly associated with indie Bowery Records, has been named general sales manager, with Molly currently in the process of organizing national distribution. Firm expects to use both record distributors as well as photo supply jobbers to handle the line.

Initial release is expected early next month via a five-inch dual track reel featuring Robert Rheims' Christmas Carols. Package will sell for \$6.95. Firm is currently in the process of acquiring tape rights for additional products.

MUSICAL PARADISE

Majors Eye Hawaii As Fertile Market

HOLLYWOOD, Oct. 22.—Hawaii is more than an island paradise—it's a fertile disk market according to a bevy of major record company execs just recently returned.

In recent weeks representatives of three major platteries have taken the Hawaiian jaunt; Joe Perry and Sonny Burke of Decca Records, RCA Victor's field rep. Tom Moseley, and Glenn Wallichs, president of Capitol Records. The indications are that the majors will launch a two-fronted assault designed to sell more American recordings and introduce "modern" merchandising methods, and also to substantially add to their respective catalogs with native Hawaiian and Polynesian music.

Hawaii currently represents a market reportedly grossing better than \$750,000 annually in disk sales. Almost one-third of this volume can be attributed to sales of native Hawaiian music. Tho single sales are reported to be fair,

Instrument Dealers, Pubbers Thriving on School Market

Some Report Best Business Ever; Month's Trade Equals Whole Year's

By BILL SIMON

NEW YORK, Oct. 22.—The musical instrument business has gone crazy, and for music publishers who actually publish music, a mushrooming market is indicated.

Altho instrument sales have been growing steadily since World War II, veterans in the business report that they never experienced anything approaching the business they have been doing since the start of the new school year last month.

Carl Fischer, Inc., one of the biggest retailers supplying schools in the East, claims to have sold more instruments in the past three weeks than it sold all last year.

To a majority of publishers the new, certain-to-expand market also is different from that to which Tin Pan Alley has been traditionally oriented. It's the business of instrumental editions, band and orchestral arrangements, solos, duets, trios, quartets, methods, and of course, all varieties of vocal group arrangements—or what commonly is referred to as the "educational" field.

To a relatively small group of publishers, this business is hardly

new. Since the late 1930's, such pioneers as Jack Robbins, Mills Music, the Chappell and Warner Brothers groups, Bourne, and others have been building catalogs steadily and cultivating a healthy patronage among educators. Fred Waring has done the same with special emphasis on vocal music.

Today, as most publishers have seen their regular piano copy sales dwindle, even on hit songs, they have been forced to rely more and more on performance income and record royalties, which, in effect, has placed them more in the role of agent than publisher.

Altho standard songs have heretofore been considered a requisite for a publisher entering the "educational" field, the new market apparently is eager for pointed editions of current pops, provided these can meet the musical and moral standards of educators.

There is no doubt among the instrument men that the public and parochial schools are the key to this market. Carl Davidoff, who as head of U. S. Musical Merchandise Corporation is one of the country's leading musical variety jobbers, observes that many com-

munities in the East have made it compulsory for students to take up a musical instrument. This, it is believed, is the result of general concern over the rise of juvenile delinquency, which in turn is attributed to boredom and lack of useful or uplifting occupation among our younger citizenry. The New York City Board of Education, which has done little in the way of instrument purchasing in the past, this year placed an order with one house for 500 string instruments alone.

According to Herl Jason, man- (Continued on page 15)

FIRSTS

Trinity Plugs Arnold Folio Based on TV

NEW YORK, Oct. 22.—Trinity Music here is putting out a special folio on songs featured in Eddy Arnold's syndicated TV film series, "Eddy Arnold Time," marking the first time a music folio has been published based on a TV film package, and the first time a music publisher has directly participated in the merchandising of such a series. The "Eddy Arnold Time Folio" may well turn out to be a big seller in the field, since total sales on artist folios seldom exceed 5,000, and Trinity claims advance orders for 4,700 copies from music jobbers before actual publication.

The folio, which retails at \$1, is being offered to stations and sponsors of the Arnold series at the jobbers' 50-cent rate for use as consumer premiums in markets where the series is carried locally. Liberace and Florian ZaBach have both conducted successful merchandising tie-ups on special pre- (Continued on page 15)

Berk Heads Epic's Sales

NEW YORK, Oct. 22.—Howard Berk has been named advertising and sales manager for Epic Records, in a further reassignment of duties to further the operational separation of Epic from its sister CBS affiliate Columbia Records.

Berk's appointment by Paul Wexler, head of Columbia's Electronic Products Division, of which Epic is the diskery segment, also brings to the new exec similar responsibilities for the division's transcription and phonograph departments. His Epic duties were formerly handled by Gil McKean, who now is charged solely with Columbia Records ad chores.

INDIE COMPILING UN-HIT PARADE

NEW YORK, Oct. 22.—Local radio Station WMGM has come up with a "negative" twist on the old record request gimmick, with which it hopes to spark an affirmative audience reaction on deejay Ed Stokes' daily afternoon and evening shows. The plan calls for people to send Stokes a list of the records they don't want to hear. Don Wolfe, producer-director of the Stokes programs, will use the hate lists as a future programming guide, as will other WMGM deejays. One or two "negative" requests on a platter, of course, may not be enough to kill it, but if a disk hits the anti-play jackpot, it'll be dead on WMGM.

Majors Probe Into Disk Merchandising

Move on to Goose Lagging Department, Chain Stores to Stimulate Record Sales

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 22.—Major record manufacturers, now in the midst of a campaign to broaden the base of the record market by stimulating department and syndicate store sales, have taken a more probing look at the disk merchandising practices of such outlets. Some concern has been shown at reports that department and chain stores have lagged noticeably behind established retail record merchants in building volume.

Trade execs point to many inconsistencies in department store disk operations, principally the failure of many stores to co-ordinate the sale of phono equipment with that of records. "What better way to sell equipment than to demonstrate it by playing records," they ask, "yet so many stores carry a

line of players and not records." Other sources believe the chief problem affecting department stores is one of personnel and establishing proper buying methods. It's argued that department stores generally have a rigid buying system that does not allow a record buyer to purchase stock as he needs it. Once a store has used the allocation set aside for records, the buyer cannot exceed that budget, altho there may be ready sales for a particular album or single.

The chief commodity that a department store has to sell is space, with a store demanding a reasonable volume for the use of that space. Veteran disk merchants believe the inability of department and syndicate stores to receive an adequate return can be traced to treating a phonograph record "like a bottle of aspirin."

The theory exists among some trade execs that record departments at major department stores will one day be taken over and operated on a concession basis by merchants with disk experience. Such is the case at the May Company department stores in South California, with records currently being merchandised by Platt Music Company at each of the chain's five stores.

It is generally known that the Broadway Department Stores here, with seven outlets, have contemplated such a move and would encourage a veteran disk merchant to operate its record departments.

Indie Disk Firms In Cut-Rate Deal

NEW YORK, Oct. 22.—Five independent LP companies have contributed tape masters to The Los Angeles Evening Herald-Express disk promotion, a spokesman of Columbia Records' transcription department said here this week. The newspaper is using the disks in a circulation drive, offering 12-inch LP's at \$1.49 plus coupons clipped from The Herald-Express (The Billboard, October 15).

Most of the masters have not been released in the United States, it was said, and are not part of the regular diskery catalogs.

(Continued on page 15)

PATTI PAGE

BIG SMASH!



**“Cross
Of
Gold”**

COUPLED WITH

“SEARCH MY HEART”

MERCURY 70713



NEWS REVIEW

Decca Ties Top Series To Holiday

NEW YORK, Oct. 22.—Decca has come up with a sock commercial gimmick in its new handsomely packaged "Your Musical Holiday" album series, spotlighting nine pop LP's, each devoted to music representative of a different country.

The series is the result of a promotional tie-up with Holiday magazine, whereby each album carries an eye-catching color photo (which formerly appeared on the cover of the magazine) of a scenic view of the country it represents, along with a plug for the magazine and interesting travelog-styled liner notes. In turn, "Holiday" is plugging the series via special stories. The cover photos are excellent—far superior to the general run of LP cover art—and should provide dealers with new inspiration for colorful display ideas. The series, of course, shapes as ideal gift suggestion material for the coming holidays.

Good Quality

Content-wise, the series is also of superior quality. More than 19 different orchestras—most of them foreign aggregations—are featured on the nine LP's. Three of the packages spotlight the lush instrumentals of Werner Muller (Brazil, Italy and France) who is probably best known to U. S. record buyers due to his fine backing jobs for Caterina Valente.

Another outstanding instrumental package ("Holiday in South America") is contributed by Emanuel Vardi and his orchestra, while equally listenable salutes to Vienna, Havana, the Alps, Hawaii and the West Indies are provided by the orchestras of Helmut Zacharias, Herman Hagedstedt, Max Schonherr, Freddy Light, T. Fritz, Bebo Valdes, Alfons Bauer, Cedric Dumont, Barabas von Gecky, Rudi Knabi, Danny Stewart, Sam Koki, Cyril Blake, Wilmoth Houdini, Fredrico and Gerald Clark.

Vocalists (on the Hawaii and West Indies packages) include Lord Beginner, Houdini, Lord Kitchener, the Lion, the Iron Duke and George Kainapau.

Montilla Moves

• Continued from page 13

Cuban Boys (successors to the Le-cuona Cuban Boys), the Hermanos Hermanos Castro and Ilga Guillot.

The diskery's program of recording in Spain, including zarzuelas, classics, etc., will be accelerated, and, according to Sultan, 20 12-inch LP's are planned for release in 1956.

Sultan, a New York retailer for the past 26 years, also was national sales manager for the late Musi-craft diskery and was a partner in Douglas-Bruce Distributing Company.

Action to Speed Standards

• Continued from page 13

LeBel, Audio Devices exec. Prior to this action four subcommittees handled different facets of the problem.

LeBel Group

On LeBel's committee are Arnold Hultgren, of American Molded Plastic; Clarence Jensen, of Webster-Chicago; Frank Lennert, of Ampex; Thomas E. Merson, of A-V Tape Libraries; Clarence Sprosty, of Brush Electronics; Robert von Behren, of Minnesota Mining & Manufacturing, and Al Soroka, of Pentron.

Former sub-committees respectively tackled problems relevant to procedures, reels and tape, recording and play-back heads, and reproducing characteristics.

Most difficult problem is that of reproducing characteristics. Those adopted by the National Association of Radio and Television Broadcasters are unacceptable, since they deal with tape played back at 15 i.p.s., and 7½ i.p.s.

CURFEW LOOMS FOR N. J. TOWN

WILDWOOD, N. J., Oct. 22.—All is not harmony in Wildwood, where the hepats knock themselves out until the wee hours and begin all over in the afternoon. The Civic Betterment Association has sounded a blue note by demanding a game of stop-the-music, but it doesn't like the City Commission's ground rules. The Commission has agreed to place the question of whether live music in cafes should be banned between 2 a.m. and 9 p.m. before the voters—but not until November 29. The CBA announced it will go into court to force the referendum onto the general election ballot November 8.

Cincy Goes for Dixieland Beat

CINCINNATI, Oct. 22.—Dixieland music got a good workout here last week when Turk Murphy and his six-piece combo from San Francisco put in six days in the Grand Ballroom of the Sinton Hotel on an experimental basis, sponsored by the Kent Club, group of local jazz addicts, and booked by Barney Rapp, local booker. So successful was the initial try, that Rapp and the Kent Club nabobs plan to bring in other topnotch Dixieland combos on a regular basis thru the fall and winter.

With prices sealed at \$1.50 per head for the first three days, and \$2 a copy the last half, the Murphy engagement grossed \$2,500. Murphy was in at \$1,200 for the six days. On the over-all, Rapp netted close to \$600 on the deal, considered satisfactory for an initial try.

The jazz experiment received a firm boost Thursday night (13) when Rev. Alvin Kershaw, of Oxford, O., jazz contestant on the "\$64,000 Question" show, put in an unheralded appearance, which netted reams of free space and photos in the Friday editions of the local dailies.

Station WLW here took off a half hour of the jazz show Tuesday night (11).

Frisco Clubs Okay AFM Vacation Deal

SAN FRANCISCO, Oct. 22.—Twenty-three night clubs here this week averted a strike by American Federation of Musicians' Local 6, in agreeing to give musicians two weeks' annual vacation with pay.

Local President Charles H. Kennedy received AFL labor council sanction for a strike last week, at which time the clubs had not okayed the only disputed point in the union's new contract.

Pacts with the clubs were inked this week.

OUTLAW SET

M-G-M Disk Keyed to WW Theme

NEW YORK, Oct. 22.—Latest entry in the continuing musical saga of the pioneer days is a new M-G-M LP release which carries the tag "Outlaws of the Old West."

Kicked off by the excitement generated by "Davy Crockett," the historical trend has also produced pop portraits of "Wyatt Earp" and "Young Abe Lincoln." The British legendary character "Robin Hood" has bid for musical immortality, too, while "Two-thirds of the Tennessee River," another new tune, dramatizes some early doings in that portion of the country. Even the Redskin element has gotten a new share of fame via several disks of "White Buffalo."

The new M-G-M LP, as sung by Dickson Hall, carries portraits in song of as wild a group of early desperados as ever drew a six-shooter including characters like Billy the Kid, Jesse James, the Daltons, Black Bart, Belle Star and Sitting Bull.

Bell Re-Designs Jacket for Display

NEW YORK, Oct. 22.—Bell Records, the 39-cent pop line distributed by Pocket Books, Inc., has inaugurated a new style of jacket to encourage display. Replacing the standard jacket with punched center is a set of individual covers, each title with a special illustration.

Each package, as before, contains one seven-inch record, either 45 or 78 r.p.m., which plays the same length of time as a 10-inch 78 disk.

Trinity Plugs

• Continued from page 13

mium records in conjunction with their respective TV film series—Liberace's bank sponsors give them away to new depositors—but this is the first time a premium proposal has been made by a publisher.

Ad Sales

RCA Victor is buying the back page of the folio as an ad for Arnold's current albums, "Wanderin'" and "An American Institution," on the first printing of 5,000.

In line with this, Trinity is offering to make up special copies spotlighting back-page ads for individual sponsors of the series on a minimum order of 500, with advertisers required to furnish only the ad plates. The series is currently sold in more than 83 markets.

In addition to pushing the folio via TV, Arnold will take copies along and arrange for their sale whenever he makes a personal appearance, thereby piling up coin and plugging his film series at the same time. The folio includes 14 songs featured in the series, along with plot outlines on each of the 26 half-hour films, photos of Arnold, Betty Johnson and the Gordonaires (all featured in the show) and a complete list of songs on each program.

U. S. British

• Continued from page 13

rope next year. Thus the Kenton crew will become the first American ork to appear in Britain in many years. At the same time, the Ted Heath ork, leading British jazz unit, would be permitted by the American union to make a series of appearances in this country.

Record companies and band reps for years have noted the success, both at the box office and in consequent record sales, of American artists appearing in Britain. Until now union officials in both countries have resisted the import of bands.

Tradesters see in the agreement a healthy stimulus to a greater interest in bands and to increased profits for performers, promoters, bookers and disk firms.

'JAZZ' GROSSES 23G AT HWD.

HOLLYWOOD, Oct. 22.—Norman Gran's "Jazz at the Philharmonic" troupe pulled a total of \$23,700 in its date at the Shrine Auditorium here this week (19), playing to a total of 6,300 payees.

Gross here exceeded last year's figure of \$19,000, with the tour to date playing to an increase of approximately 15 per cent over 1954 figures.

Concert Firms Fined 16G for Monopolizing

NEW YORK, Oct. 22.—Columbia Artists Management, Inc., and National Concert and Artists Corporation, and their respective subsidiaries, Community Concerts, Inc., and Civic Concert Service, Inc., this week were fined a total of \$16,000 by Federal Judge Sidney Sugarman as penalty for monopolizing the concert field.

The government entered both civil and criminal anti-trust actions against the corporations, which are estimated as representing 200 major concert artists. In the civil action a consent judgment was entered into, and a plea of nolo contendere was taken in the criminal action.

NCAC and Columbia, the government charged, account for 80 per cent of the artists' bookings and have little competition. It was also charged that the defendants entered into a conspiracy to refrain from competing with each other for the management of artists and in the organization and maintenance of audience associations.

Frederick C. Schang Jr., president of Columbia and board chairman of Community, said the actions by the Justice Department "relate to activities discontinued more than seven years ago and engaged in by persons no longer associated with Columbia or Community. . . . The present managements of Columbia and Community never have knowingly engaged and do not intend to engage in any activities which might be criticized under the anti-trust laws."

Sun Builds Stable Of Country Artists

NEW YORK, Oct. 22.—The Sun Record Company, since its acquisition of hillbilly star Elvis Presley, has been building up its stable of country artists. Recent pacts have been Johnny Cash, whose "Cry, Cry, Cry" was spotlighted by The Billboard last week, and Carl Perkins, Charley Feathers, the Miller Sisters, Slim Rhodes and Jimmy Haggert.

Sun has previously operated primarily in the rhythm and blues field.

School Market Lucrative Field

• Continued from page 13

ager of Carl Fischer's instrument department, the outfit's repair shop has been working until midnight every night to get used instruments into shape for rentals.

According to these tradsters, it's easy to interest most youngsters in instruments because of their constant exposure to instruments and to music on TV and via recordings. Also, the schools have liberalized their instruction, and group classes in guitar and piano are fairly common, along with the usual strings, brass and woodwinds.

Hansen Story

A music publisher with the right kind of song can do profitable business today by catering to many types of combinations. Charles H. Hansen, an indie publisher who acts as publishing and selling agent for more than 500 small firms, has

COL. WEILL

Unorthodox Events Lead To 2 Disks

NEW YORK, Oct. 22.—An unorthodox chain of events will result this week in two unusual single record issues by Columbia. Both will feature "Mack the Knife," the opening song from the Kurt Weill "Three Penny Opera," and the artists are jazz stars Louis Armstrong and Turk Murphy, in vocal and instrumental versions respectively.

It all began last winter when Anahid Ajemian, the classical violinist, gave the first American performance of the late Weill's Violin Concerto, which she subsequently recorded for M-G-M. Miss Ajemian's husband, George Avakian, became interested in Weill's music as a result and was particularly taken with the "Three Penny Opera" which, in an English adaptation by Maro Blitzstein, has been holding forth at a local off-Broadway theater and which also had been recorded by M-G-M.

Many Tries

For months Avakian, who is head of Columbia's jazz and pop album departments, tried to interest various of his jazz artists in the "Ballad of Mack the Knife" and finally he succeeded with Murphy.

There's still another interesting aspect to the saga. The score of "Three Penny Opera" as a complete work is published here by Associated Music Publishers, an outfit owned by Broadcast Music, Inc. However, all single song presentations from the work are under the proprietorship of Harms, Inc., a pillar of the American Society of Composers, Authors and Publishers.

Musical Paradise

• Continued from page 13

RCA also introduced its personal music service plan to dealers.

Decca is expected to launch an all-out campaign of native Hawaiian music shortly, with Perry and Burke recording 52 sides in nine days. With the tourist season getting under way early next month, Decca has released an album titled "Holiday in Hawaii" in a promotional venture with Holiday Magazine. Eleven artists were signed for the Decca material, with veteran Decca star Alfred Apaka the backbone of the material recorded.

Despite the larger volume, and the even larger potential existing in Hawaii, no one-stop music service has as yet been organized. There are reported to be more than 4,000 juke boxes in Hawaii, with operators using the same new equipment featured by operators in the States.

Few artists are signed to exclusive contracts, with many groups recording for several labels. According to Mickey Goldsen, disk jockeys are exceptionally popular in the Islands, with Webley Edwards' "Hawaii Calls" show, and deejays Hal Davis and Lucky Luck drawing the largest audience.

for example, published 25 different arrangements of the current smash "Autumn Leaves." Following closely behind in the number of versions are "He," "His Hands" and "Yellow Rose of Texas." The latter is, according to Hansen, the biggest band number he has ever carried.

Hansen, who has been active in the educational field for 20 years, calls this the biggest fall he has seen for this type of business. He labels the selling season as a 10-week deal, starting around September 15, when the schools are all open, and tapering off after Thanksgiving.

In the opinion of several publishers who have built up their educational catalog over the recent years, "The time between hit songs doesn't seem nearly so long now that we have solid merchandise to fall back on."

the rock n' roll



ROCK-A-BEATIN' BOOGIE

"... A Big Walloping Two-Sider for the Haley Crew"
-The Billboard Top "SPOTLIGHT," Oct. 22, 1955

DECCA
29713 • 9-29713

Americas

hitmakers...

BILL HALEY

And his

COMETS

**BURN
THAT
CANDLE**

**DECCA
RECORDS**

Fastest-Selling Records

WHER to Air Fem Shows In Memphis

MEMPHIS, Oct. 22.—WHER, new 1,000-watt outlet here, is scheduled to debut today with a program policy slanted strictly for the feminine audience. The outlet will be managed by Sam Phillips, owner of the Sun Record Company, and one of the partners in the station operation. Other partners, pending approval of the Federal Communications Commission, are Clarence Camp, president of the Southern Amusement Company and the Memphis-Arkansas Speedway; Kemmons Willson and Roy Scott Jr.

Station personnel will be feminine wherever possible. Assistant manager is Dottie Abbott, known widely as deejay Marge Abbott, formerly assistant manager of KDNI, Phoenix, Ariz. Also on staff is Marion Keisker, formerly with WREC, CBS affiliate in Memphis.

PARIS, Oct. 22.—France this week became the 16th nation to ratify the Universal Copyright Convention. It will go into effect for this country January 14, 1956.

The pact provides for reciprocal benefits on copyrights, including music, between member countries. A song copyrighted automatically gains this privilege among other member nations.

ATTENTION, DISC JOCKEYS

"AIN'TCHA"
—Gonna Play—

"ROCK-A-WAY"

RUSTY KEEFER and his GREEN LIGHTS
featuring RITA DELMAR on
CORAL RECORDS

MYERS MUSIC, INC. 122 N. 12th St.
Phila. 7, Pa.

WINI BEATTY
on KEY RECORDS

THAT'S THE WAY IT GOES

P. O. Box 46035
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HR Music

3 Hits to Program!

"REMEMBERING"

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

"I NEVER KNEW"

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

"TWINKLE TOES"
and the
Crew Cuts

RETURN BIGGER THAN EVER THIS CHRISTMAS ON MERCURY RECORD #70491



Frederick Music Co. - B.M.I.

MUSIC AS WRITTEN

DECCA TIES UP WITH HAMMOND ORGAN . . .

To hype sales of its 27 organ LP's, Decca has arranged a tie-up with the Hammond Organ Company. Promotion is spearheaded with release of two new organ sets by Jesse Crawford, "Beautiful Dreamer" and "Now the Day Is Over." Promotion includes a large three-color window display featuring a photo of the Hammond organ and several of Decca's organist-Crawford, Ethel Smith and Lenny Dee; a three-color counter wire rack merchandiser for LP's and EP's; record carrying bags featuring Hammond organ music, publicity in The Hammond Times, with a circulation of organ owners.

AM-PAR NAMES ALCO AS PITT DISTRIB . . .

Am-Par this week changed distributors in Pittsburgh, with Alco replacing the Standard Distribution Company. Alco will handle both Am-Par's Mickey Mouse Club and its ABC-Paramount lines.

DU MONT INTRODUCES NEW PHONO SET . . .

Du Mont Laboratories has introduced a new phono console, tabbed the Sound Stage. Featuring a three-speed changer, three-watt amplifier and two speakers, the model will be merchandised as a companion piece to the firm's Cabot model TV receiver. Matching tandem tables for the two units are also available.

WORD LABEL ENTERS TAPE BUSINESS . . .

Word Records, diskery specializing in religious material, has entered the pre-recorded tape field. The Texas firm claims a strong demand for reels among churches. Most of its artists are expected to be represented on tape within the next few months.

LEVITZ, AFTER 37 YEARS, RESIGNS BIG THREE . . .

Steve Levitz has resigned after 37 years as production manager of Robbins, Feist & Miller. He joined the firm (then tagged Richmond Music) back in 1919, when it was

owned by Jack Robbins' uncle Maurice Richmond. Levitz, who is eligible for a retirement pension, will announce his plans when he returns from a vacation. His production chores with the Big Three will be assumed by Harold Huppenheimer.

JIMMIE COMACK SIGNED BY VICTOR . . .

Jimmie Comack, young singer-cleffer-comedian, this week signed a recording contract with RCA Victor. Previously he recorded for Coral. Comack currently is featured in the Broadway hit, "Damn Yankees," and last week closed a six-week engagement at Le Cupidon, Manhattan niter.

ATLANTIC SIGNS KONITZ AND LEVY . . .

Atlantic Records this week signed exclusive disk contracts with jazz artists Lee Konitz and Lou

Levy (not the publisher). Konitz is one of the leading alto sax stylists in the modern idiom, and Levy is a modern pianist now working in California. Last week the diskery cut a new LP featuring its jazz musical director, Shorty Rogers.

New York

Composer Bernie Wayne has entered the talent managerial business. His first clients are both canaries—Rosalie Rand, the new King thrush, and Betsy Ann Steele, recently signed by ABC-Paramount.

Jimmy Komack has signed to do four "Colgate Comedy Hour" shows on NBC-TV this season. . . . David Daniels, juvenile lead in the Broadway musical, "Plain and Fancy," has recorded an album with Christina Lind tagged "Jerome Kern Songs," for Walden Records.

Lee Morris has penned "The Undercover Agent Song," which will be used as the theme for U. S. Steel's fall bedding promotion (e.g., bed springs, etc.). Waxings of the tune will be sent to U. S. Steel distributors for use in local promotions.

Columbia is making five segs of its Literary Series package available as single 12-inch LP's. The series, which spotlights hour-long readings by authors from their own works, was heretofore available only in a packaged \$100 edition. . . . Erroll Garner will present a solo-concert at Lehigh University, Lehigh, Pa., November 4.

Edward T. Milkey, formerly with Mills Music, has joined the educational department of the Big Three. . . . Max Lerner, general attorney of Sesac, has been appointed to a second three-year term as a member of the Board of Trustees of the Federal Bar Association of New York. . . . Harry Meyerson, M-G-M Records' a.&r. head, has returned from a tour of New England distribs, jockeys, dealers and operators.

Alan Dean will open a one-week appearance at Toronto's Club One Two, November 14, to be followed by a two-week stint at the El Morocco, Montreal. . . . Joni James will go into New Jersey's Rustic Cabin for three days, starting November 4.

Frankie Laine, after winding up his engagement at the Latin Quarter, New York, is set for a one-
(Continued on page 24)

Bethlehem for Serious Field, Hunts Talent

NEW YORK, Oct. 22.—Bethlehem Records, the jazz oriented indie, has embarked on a talent hunt prior to entering the "serious" music field. Red Clyde, artists and repertoire head, plans to specialize in chamber music at the outset and has designated a new "Black Label" series for the project.

Meanwhile, Clyde has signed three more jazz acts to the label exclusively. These are the modern trumpeter Howard McGhee, British pianist Ralph Sharon and clarinetist-flutist Sam Most. Sharon had been with London Records. Most will record as co-leader of the new Herbie Mann-Sam Most Quintet. Mann has been with the label for some months.

Joe Quinn, former program director at WOOK, Washington, has joined Bethlehem as director of publicity and advertising. Quinn also will edit the diskery's new deejay newsletter.

Cap and Union Iron Problems

HOLLYWOOD, Oct. 22.—A strike against Capitol Records by Local 45, Broadcast, Television & Recording Engineers (IBEW), was averted here this week when temporary agreement was reached between company execs and union officials.

Strike had been slated for Monday evening, which would have shut down all recording operations at Capitol. Approximately 30 employees will receive substantial wage increases, according to union spokesmen, with sound mixers receiving a boost from \$111 to \$160 weekly. Other increases average \$12 weekly.

Union officials declared only two other studios here have not inked new contracts, with Radio Recorders and Universal Recorders still holding out. Both studios are used by the major platteries for recording dates.

Columbia Signs Damone Is Word

HOLLYWOOD, Oct. 22.—Vic Damone, vet Mercury Records artist, was reliably reported to have been signed to a Columbia Records pact here this week. The confirmation could not be obtained, agent Milt Ebbins and Columbia repertoire topper Mitch Miller were to have handled the negotiations.

Damone has never recorded for any firm but Mercury, tho there has been persistent trade talk to the effect that a deal was in the works with both Columbia and AmPar. Damone could not be contacted in Las Vegas, where he is currently appearing at the Sands Hotel.

Another artist handled by agent Milt Ebbins, singer Billy Eckstine, will also reportedly ankle his M-G-M pact early next year with Columbia also reported as his destination. Ebbins recently set singer Barbara Ruick with a Columbia pact.

Song Ads Gets Bourne Catalog

HOLLYWOOD, Oct. 22.—Bob Sande, president of Song Ads, Inc., this week revealed the signing of a contract with Bourne, Inc., whereby the jingle firm will have use of the Bourne catalog for commercial adaptation.

Under the new ASCAP jingle performance system, the agreement is expected to prove to be a valuable one for both Bourne and Song Ads. Latter firm is one of the most active in the tune-jingle business and was sought after by Shapiro-Bernstein, Big Three and other major publishers for a similar pact.

Potter Leaves CBS, Joins NBC

HOLLYWOOD, Oct. 22.—Negotiations for a new contract between disk jockey Peter Potter and Station KNXT, CBS flagship here, ended this week (20) without a renewal, with Potter subsequently disclosing a new affiliation with NBC for his "Juke Box Jury" tele-show.

Tho the show has been aired locally via KNXT for the past three years, it is rated as one of the most important music shows.

Failure of Potter to renew his CBS affiliation has resulted in both parties, James T. Aubrey Jr., general manager of KNXT, and deejay Potter to air counter charges at each other.

According to Potter, he "considered leaving KNXT because of a much better financial arrangement, and a possibility of going either network or syndicating the show." New show begins on KRCA (NBC) here Friday, November 11, in a new 10 p.m. time slot.

ANOTHER BMI "PIN-UP" HIT

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THE MCGUIRE SISTERS, Coral
KAY ARMEN . . . MGM

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MGM #K-12094

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recorded by

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COLUMBIA #4-40584

LORRY RAINE

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(903)

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**FROG ON
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1612

LONDON
RECORDS



It's Gotta Be in the Groove

• Continued from page 12

tive strain to acquire and record material, and it's also indicative of the uncertainty that is so much a part of the business. One never knows. When "Oh, Happy Day" became a smash several years ago, some of the conservative publishers were stunned; Bregman-Vocco & Conn even sold a goodly batch of sheet music. Since then many publishers and a.c.r. men have become wary of treating any piece of material in cavalier fashion—no matter how bizarre it might seem.

Sometimes it is not the material that's weird, but the treatment. Current illustration is Bourne's "I Never Knew," the old standard which was released last week in an out-of-tune guise on Columbia and Mercury (The Billboard, October 22). Even hardened music men wondered whether these queer versions on the orchestration and the clarinola could happen. Dot withdrew its entry to see if the enthusiasm was legitimate.

All a Hoax?

"Is it all a hoax?" one music man queried, but in less polite terms. It's still too early to tell. It's also too early for another big hype, "Abe Lincoln," recorded in

Sheet Music

• Continued from page 12

tion for the return of songs more frequently than in the past.

In some cases pubbers have been known to meet the beef with "letter of the law" publication of several hundred copies, all of which slowly rot on the shelves, but are still available if anyone asks for them.

A more realistic approach, say some publishers, would be to make only the record mandatory. It is this revision that they are expected to plug for.

SPA execs have been meeting in committee for some time now to map out demands of their own in the upcoming contract negotiations. Whether they will accede to pubber sheet revisions as a bargaining maneuver in trade for cleffer demands, or fight it vigorously, is a strategic problem still veiled in committee secrecy.

Copyright Law

• Continued from page 12

paid to musicians responsible for a particular recording. Individual musicians would not receive 2 cents each, said Randau, but a melon based on that rate would subsequently be distributed to the musician. He further suggested that bookkeeping machinery similar to that maintained by ASCAP could be set up.

Randau further acknowledged that were such a revision in the copyright law made, the present pact the Musicians' Performance Trust Fund has with the recording industry would most likely be dissolved.

In Randau's opinion too much coin, from far too many sources, i.e., scale raises, is going into the trust fund without the musician himself benefiting.

Indies Take Recorded Tape

• Continued from page 12

reels duplicated directly from his master tapes.

An average seven-inch, dual-track reel, playing at 7½ i.p.s., with a running time of one hour, is duplicated today on modern equipment in five minutes. With the addition of "slave" units many more may be processed in the same time.

Prices for custom duplicating run about three times as much as for disk, but then the retail selling lists are higher too. Top price for duplicating, said to provide optimum quality, ranges from \$5 for a single reel to \$2.80 per reel for orders in lots of 200 or more. These prices are almost halved in cases where quality of tape, reel and reproduction is lower.

Simple Inventory

What is most welcomed by those already in the field, how-

Tin Pan Alley's best pioneer fashion by Hugo and Luigi on Mercury and Don Cornell on Coral.

Before we are thru, let us not forget one of the year's most curious hypes. This was the contest sponsored by Victor and the Music Operators of America to select Miss Juke Box of 1955. She was selected. Her name was Sonny Graham. Victor issued the first disk, and it was reported bitterly in some quarters that even the operators didn't buy it.

One can, it seems, hype the distributors, the disk jockeys, The Billboard reviewers, the TV audience, etc. But all these elements apparently won't separate the teenager from his 89 cents if it's not in the groove.

Japanese Tune

• Continued from page 12

ready creating some action and Mills is determined not to let the city fathers spike a good plug.

Bob Mills, record promotion chief for the firm, worked out the details with the Japanese Air Lines. He has already purchased suitable Oriental garb for his debut as a ricksha boy. Come what may—he intends to be available at one of the old hack stands along the Brill Building-Lindy's axis, and he'll give favored friends a jaunt around the block.

Money on this venture is no object. Irving, Sid's father, was known as a spender in his Tin Pan Alley days. Sid is no slouch either. In case brother Bob lands in the clink, Sid is prepared to bail him out. A plug is a plug, especially if it's likely to tie up traffic.

Meanwhile, a flock of covers are being scheduled on "The Japanese Farewell Song," with one by M-G-M already out at press time.

Kiddie Field

• Continued from page 12

diskery's children's department, which involves the signing of new talent and the launching of new disk series.

Capt. Kangaroo

Krasnow has inked Captain Kangaroo (Bob Keeshan), the early morning, across-the-board TV show character on CBS, and will cut a number of disks featuring material which can be integrated, as records, on the show.

Also due from Columbia is a new series of Davy Crockett waxings with Fess Parker, these to be based on the new Walt Disney series "Davy Crockett and Mike Fink," to bow on TV November 14.

Shipping to distributors this week is Columbia's new 12-inch kiddie LP, "Songs From Walt Disney's Magic Kingdom," and in preparation are additions to the "Introduction to the Masterworks" series, the latter featuring Eugene Ormandy and the Philadelphia Orchestra.

ever, is simplicity of inventorying. Stockpiles of even a potential tape hit may be modest. Orders for more can always be fulfilled quickly.

One producer, in the field less than three months, already has a catalog of more than 60 titles. But his total stock on hand has yet to hit 1,000. He claims no trouble in getting out distributor orders for any title in a day or two.

Minute nature of the catalog of tape now available permits anyone with a repertoire angle to move in with little fear of title competition. This situation helped spawn hordes of LP labels several years ago, and the same thing is happening now with tape.

No one expects a lot of money to be made with recorded tape for some time to come, but small, compact operations already claim black entries on their ledgers.

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Melancholy Serenade

Serenade For
A Wealthy Widow

20/47—6299



JOE REISMAN

Robin Hood

His Name Was Judas

20/47—6308

the dealer's choice

RCA VICTOR



Review Spotlight on...

ALBUMS

Popular

JACKIE GLEASON PLAYS ROMANTIC JAZZ (1-12)—Capitol W 568

Gleason comes up with another big one in his continuing series of albums. This time there's a swing away from the string emphasis, with spotlight on the more typical brass and wind band sounds.

YOUR MUSICAL HOLIDAY SERIES (9-12) — Decca DL 8134, 8138, 8139, 8141, 8150, 8159, 8160, 8161, 8162.

See news review elsewhere in this issue.

Classical

CONCERTOS UNDER THE STARS (1-12) — Leonard Pennario, Piano; Hollywood Bowl Symphony Orchestra; Carmen Dragon, Cond. Capitol P 8326

Capitol's Hollywood Bowl Symphony Orchestra albums have enjoyed consistent sales success, and this package—latest in the series—should prove an equally strong item.

with comparatively recent light-classical compositions from British movies (e.g., Wildman's "The Swedish Rhapsody," Addinsell's "Warsaw Concerto," and Bath's "Cornish Rhapsody") make the album a good bet for beginning collectors and pop customers, particularly film fans.

RICHARD STRAUSS: TILL EULENSPIEGEL'S MERRY PRANKS; DEATH AND TRANSFIGURATION (1-12)—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 1891

The light, humorous "Till" and the dramatic "Death and Transfiguration"—both fairly popular pieces of "program music," receive authoritative and what many will consider the definitive readings by the world's best-known maestro.

BEETHOVEN: VIOLIN CONCERTO (1-12)—Nathan Milstein, Violin; Pittsburgh Symphony, William Steinberg, Cond. Capitol P 8313

Milstein, since his acquisition by Capitol, has proven a solid disk attraction with frequent appearances on the best-seller charts. This happy situation is likely to recur with his latest entry.

sonata is a transfer from an earlier Period disk. Better than fair sales in its class.

HONEGGER: A CHRISTMAS CANTATA; DISTLER: THE CHRISTMAS STORY (1-12) — Elisabeth Brasseur Choir; Petits Chanteurs de Versailles; Orchestre des Concerts Lamoureux; Paul Sacher, Cond. Netherlands-Madrigal and Motet Choir; Marius Voerberg, Cond. Epic LC 3153

Two distinct novelties with seasonal appeal. Despite their 20th century origin, neither is "difficult" listening, their scoring almost conventional and their melody flowing.

VILLA-LOBOS: QUINTETTE EN FORME DE CHOROS; BACHIANAS BRASILEIRAS NO. 6; CHOROS NO. 2; ALEC WILDER: QUINTET FOR WOODWINDS (1-12) — New York Woodwind Quintet, Philharmonia PH 110

This collection could enjoy a good sale for chamber music, provided it gets distribution and dealer support. The woodwind playing is excellent, as is the recording, and the Villa-Lobos works are delightful, colorful and solid.

BACH: CHACONNE; PARTITA NO. 1 IN B FLAT; JESU, JOY OF MAN'S DESIRING, ETC. (1-12)—The Siena Pianoforte; Anatole Kitain, Pianist. Esoteric ESP 3001

The second release featuring the interesting Siena piano is somewhat more successful than the first, since the timbre of the instrument is eminently suited to Bach. The sound, as Kitain plays it, is half-way between that of a piano and a harpsichord.

MOZART: INCIDENTAL MUSIC TO THAMOS, KING OF EGYPT (1-12) — Vienna Chamber Choir; Vienna Symphony Orchestra; Bernhard Paumgartner, Cond. Epic LC 3158

Despite earlier availability, at least in part, this will strike many as an attractive novelty in the upcoming year of Mozart celebration. The thoroughly enjoyable score is given an ebullient reading by the principals.

TCHAIKOVSKY: SERENADE FOR STRINGS; BRAHMS: ACADEMIC FESTIVAL OVERTURE; OFFENBACH: ORPHEUS IN HADES OVERTURE (1-12)—Thames Symphony Orchestra; Danube Symphony Orchestra; Stratford Symphony Orchestra. Camden CAL 242

Translating the credits above, the Tchaikovsky Serenade turns out to be Adrian Boult's highly respected reading with the British Broadcasting Company orchestra; the Brahms, a characteristic Bruno Walter interpretation, leading the Vienna Philharmonic; and the Offenbach, an admirable performance by the London Philharmonic under Constant Lambert.

KODALY: DUO FOR VIOLIN AND CELLO, OP. 7; CELLO SONATA, OP. 4 (1-12)—Arnold Eidus, Violin; Janos Starker, Cello; Otto Herz, Piano. Period SPL 720

Starker is the draw here, and the cellist boasts a large and growing following. These are two intense and vibrant works, played with spirit and great enthusiasm.

Reviews and Ratings New Classical Releases

BEETHOVEN; SYMPHONY NO. 5; ABSCHUELICHER! (FROM FIDELIO) (1-12)—Elisabeth Schwarzkopf; Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35231

So frequently waxed, but so perennial in its disk appeal, the Fifth sells and sells, especially if the performance and recording are good. Here it is outstanding, rounding out further the Karajan survey of the Beethoven symphonies.

SAINT-SAENS: CELLO CONCERTO NO. 1 IN A MINOR; LA LO; CELLO CONCERTO IN D MINOR (1-12)—Andre Navarra, Cello; Orchestra of the Paris Opera; Emanuel Young, Cond. Capitol P 8318

Exact coupling has appeared once before, but that only highlights its appropriateness. Navarra aroused considerable interest with his earlier Capitol reading of the Dvorak Cello Concerto and so faces a "prepared" audience for this excellent follow-up.

SHAKESPEARE: TWENTY SONNETS AND SCENES FROM "AS YOU LIKE IT" (1-12)—Dame Edith Evans, Michael Redgrave, Angel 35220

This is indeed a distinguished package. On one side the incomparable voice of Dame Edith Evans is heard in 20 sonnets and on the other she portrays Rosalind in scenes from "As You Like It," with Michael Redgrave as Orlando.

DEBUSSY: ETUDES-D'UN CAHIER D'ESQUISSES (1-12)—Walter Gieseking, Piano. Angel 35250

Gieseking is generally recognized as the outstanding living interpreter of Debussy's impressionistic piano works, and presently Angel is engaged in bringing out a complete repertoire of same.

MUSSORGSKY: GREAT SCENES FROM "KHOVANSCHINA" (1-12)—Orchestra and Chorus of the U.S.S.R. Radio; Orchestra of the Stanislavsky and Nemirov-Danchenko Theater; Vasili Nebolsin, Alexei Kovalev and Samuel Samosud, Conds. Vanguard VRS 6022

The clearly reproduced sound of these Russian recordings gives American collectors accurate conceptions of the true quality of the singing currently to be heard there. Here is the mezzo Zara Dolokhanova, for example, to demonstrate in two arias of Martha why she has the high repute she does in the U.S.S.R.

Reviews and Ratings of New Popular Albums

JIMMY DURANTE "IN PERSON" (1-12) M-G-M E 3256

Here's the lovable Schnozz, with the help of sidekick Eddie Jackson, in a collection of his most memorable routines. Durante belts out such favorites as "A Razz a Ma Tazz," "I'm the Guy Who Found the Lost Chord," "I'm a Vulture for Horticulture" and "I'll Do the Strutaway in My Cutaway" on a solo basis, while Jackson gets into the act with "Bill Bailey" and "Rufus Rastus Johnson Brown."

THE VOICE OF ROY HAMILTON (1-10) Epic LN 1103

Hamilton fans are offered a good buy in this attractively packaged entry in the label's new low-price 1100 series. The six songs in the LP have been released previously and include "Unchained Melody," "Star of Love," "Forgive This Fool," "Hurt," "You Wanted to Change Me" and "One God."

HERE COME THE GIRLS Mary Martin, Ethel Merman, Gertrude Niesen, Jane Froman, Irene Dunne, Martha Raye (1-10) Epic LN 1114

There are some fine performances on this 10-inch LP, by some of the best known ladies of show business. In etchings pulled out of the vaults, Mary Martin comes thru with "My Heart Belongs to Daddy," Ethel Merman delivers "I Get a Kick Out of You," and Jane Froman sings "Tonight We Love."

AFTERGLOW June Hutton and the Boys Next Door; Axel Stordahl's Orchestra (1-12) Capitol T-643

Here's a well-produced album of romantic mood music, which shapes up as fine programming material for late-night deejays. Axel Stordahl's lush, smoothly under-stated backing provides an ideal showcase for June Hutton's intimate vocal style.

Best Selling Popular Albums

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

LP'S

- 1. LOVE ME OR LEAVE ME—Doris Day... Columbia CL 710
2. IN THE WEE SMALL HOURS—Frank Sinatra... Capitol W 581
3. OKLAHOMA!—Sound Track... Capitol SAO 595
4. LONESOME ECHO—Jackie Gleason... Capitol W 627
5. MISS SHOW BUSINESS—Judy Garland... Capitol W 676

EP'S

- 1. LOVE ME OR LEAVE ME—Doris Day... Columbia EPB 540
2. OUR TOWN—Frank Sinatra... Capitol EAP 1-673
3. MUSIC FOR LOVERS ONLY—Jackie Gleason... Capitol EBF 352
4. IN THE WEE SMALL HOURS—Frank Sinatra... Capitol EBF 581
5. THE STUDENT PRINCE—Mario Lanza... RCA Victor ERB 1837

"Classical Possibilities"

Records listed below show strong initial sales action, according to a national survey of key classical dealers. All are recent releases. While none has yet received enough reports to rate as a best seller, in each case early consumer response indicates a profitable sales run.

- 1. TCHAIKOVSKY: THE SLEEPING BEAUTY BALLET—Minneapolis Symphony (Dorati)... Mercury OL 3-103
2. TCHAIKOVSKY: THE SLEEPING BEAUTY BALLET—Official Sadlers' Wells Production... RCA Victor LM 6034
3. BACH: ORGAN MUSIC, VOLS. IV, V & VI—Albert Schweitzer... Columbia SL 223

SELECTED FAVORITES Harmonicats (1-12) Mercury MG 20074

Ever since their big recording success with "Peg o' My Heart," this group has had its share of the entertainment spotlight. Now along with the original success, they've packaged 11 other numbers of widely varying moods into a most listenable album.

QUEEN OF ITALIAN SONG Nilla Pizzi (1-12) Victor LPM 1143

Miss Pizzi, the leading thrush on RCA's roster in Italy, has just arrived in this country for appearances, and figures to make plenty of new friends, especially among Italian-Americans, by her dulcet piping.

CHRISTMAS BELLS Paul Mickelson; Symphonic Carillon and Vibraharp (1-12) Victor LPM 1115

Here are 25 of the great Christmas carols and anthems expressed in the voices of not only the carillon and vibraharp, but in certain selections, with celeste and piano as well as an orchestral backing of strings and woodwinds.

RUSSIAN FOLK SONGS, VOL. 2 Vanguard VRS 7033

Robust Russian voices, in varying chorus and folk ensembles. Some of the songs, like "Meadowland" and "Kaleenka" are familiar; some are less so.

MY NAME IS RUTH PRICE, I SING... Miss Price is one of the younger, newer vocalists and first arrived at some prominence in the Village Van-

DANCE TO THE DUKE Duke Ellington and Ork (1-12) Capitol T-637

The Duke has put together another solid jazz package and it adds up to another must for any well-rounded collection. There are eight numbers in all, and all but one feature the big band.

PETE JOLLY—DUO, TRIO, QUARTET RCA Victor LPM 1125

Jolly, a very young and very talented pianist, is heard in three different instrumental frameworks here. First, backed only by bassist Buddy Clark, he is heard as a polished melodist in "Tenderly," Bob Brookmeyer's "Brooks Side" and Shorty Rogers' "From Where I Sit."

SUNNY SIDE UP Benny Payne, Piano (1-12) Kapp KL 1004

Benny Payne, in addition to his fine piano artistry offers some mighty happy singing sounds here. He's got the feeling and excitement of the great Fats Waller on this collection of tunes which range from fast-moving versions with lots of amusing ad libs down to the slower, straight ballad bits.

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- Southcoast Amusement Co.
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Houston, Texas



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YOU'RE THE ONLY STAR
IN MY BLUE HEAVEN
JAN'S JINGLE
BUT NOT FOR ME
SEPTEMBER SONG
I LOVE MY BABY
NOTHING REALLY MATTERS
DO YOU KNOW WHAT IT MEANS
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HONOLULU EYES
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Dick Gersh, N.Y.—Bob Cole, Chicago

'ALL'

and

"GEE BUT IT'S NICE"

(To Have Somebody Nice)

by

LARRY DEAN

#F112-45 ★ F112-78

Jerry Johnson, L.A.—Art Benson, Seattle

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MUSIC AS WRITTEN

• Continued from page 18

nighter at Rhodes-on-the-Patuxet, Providence. Abe Feinberg booked Laine into the spot as the first of a series of name artists the location is scheduling.

Jubilee Records has signed the Kansas City Tomcats, band now playing at the Mocambo, Montreal, and including Lucky Enois, Eddy Saunders, Brooks Lewis, Jimmy Waters and Walter Spriggs. . . . Decca Records has signed two new artists, vocalist Bonnie Davis and bandleader and clarinetist Joe Holiday.

The publisher of the song, "Cry Me a River," is Saunders Publications, Inc., instead of Mark VII, as reported last week. Saunders is one of the Frank Loesser firms. . . . Pyramid Records has signed warbler Gene Yanni.

A new diskery, Bronze Records,

issued its first release last week. It's an album of two 12-inch LP's featuring Claude Rains in a series of Bible readings for children.

The tunes "Timber" and "Yes and No," recently recorded by the Wilder Brothers for Label "X," were incorrectly assigned to Broadcast Music, Inc., in a recent Billboard review. Both songs are licensed by the American Society of Composers, Authors and Publishers.

The first disk releases consisting of jazz material obtained from the American Bethlehem diskery will be released by British Decca in November. The initial issues made available under Decca's contract with the U. S. indie will include such artists as the Jay and

Kai Quintet, Jonah Jones, Pete Brown, Milt Hinton, Urbie Green and Bobby Scott. . . .

Lou Levy, of the Leeds, Pickwick and Duchess music firms here, has signed up the Music Publishers' Holding Corporation group for representation thru his own firms in England. MPH, which embodies the Warner Brothers' music enterprises, formerly was repped in England by Campbell-Connelly. The new operation is effective as of December 1.

Hollywood

Shelly Manne and his men reopen at the Tiffany October 28. . . . Jack Teagarden inked into the Flamingo Hotel, Las Vegas, for an indefinite stand. . . . Mitch Miller returned to his New York headquarters after cutting some Christmas wax with Gayla Peevy and Jimmy Boyd here. . . . Jimmy Hilliard, Label "X" repertoire head, here for two weeks during which he'll record Coast artists. . . . Stan

Jones, songscribe who penned "Ghost Riders in the Sky" doubles as actor-composer for Walt Disney's "The Great Locomotive Chase." . . . Don Pierce, president of Starday Records, leaves here November 1 for a tour of Eastern distributors. He'll join co-owner Harold Daily in Houston, and then go on to the Country Music Convention in Nashville. . . . Dinah Shore has been selected to represent the entertainment industry in the annual Tournament of Roses parade January 1. . . . June Allyson and Jack Lemmon have started pre-recording the first of eight tunes penned by Johnny Mercer and Gene De Paul for Columbia's musical version of "It Happened One Night." . . . Julie London touring Eastern disk jockeys with her "Cry Me a River" platter on Liberty Records. . . . Bill Ballance has resigned his KNX-CBS show effective November 1. . . . Yul Brynner etched his first songs for the 20th Century-Fox production of "The King and I" this week. . . . Chuck Miller, Mercury Records singer, hospitalized in Wichita, Kan., with a serious infection. He's reported in critical condition at the Veterans Hospital there.

Highest Court

• Continued from page 12

alleged royalties was due, but he fought the claim on the contention that the original "Summertime" pre-dated the 1909 act.

During an appeal, songwriters and publishers, thru their respective associations, lined up with Marks as "friends of the court," while the Record Industry Association of America backed Gabor's side.

Former Practice

Actually, previous practice had been for major diskeries to resist paying royalties on tunes of pre-1909 vintage, except where publishers pressed their claim. In such cases bargaining resulted in partial payment.

"There will be no more floundering or negotiating now," said a highly placed diskery attorney this week. No pubber claim: for mechanicals on such ditties will be honored in the future.

Maxwell Okun represented Gabor in the action. Mark's attorney was Julian Abeles.

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4 Speeds
2 Speakers

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Voice of Music

RACING TO THE TOP!!

RITA RAINES

SINGS

The Original
The One That Started It
The Hit Ballad of the Year



“UNTIL
DEATH
DO US PART”

(formerly the Wedding Song)

B/W

“DON'T TOUCH ME”

Deed #1006



records 64 W. Randolph St., Chicago, Ill.

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

The Billboard Music Popularity Charts

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

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

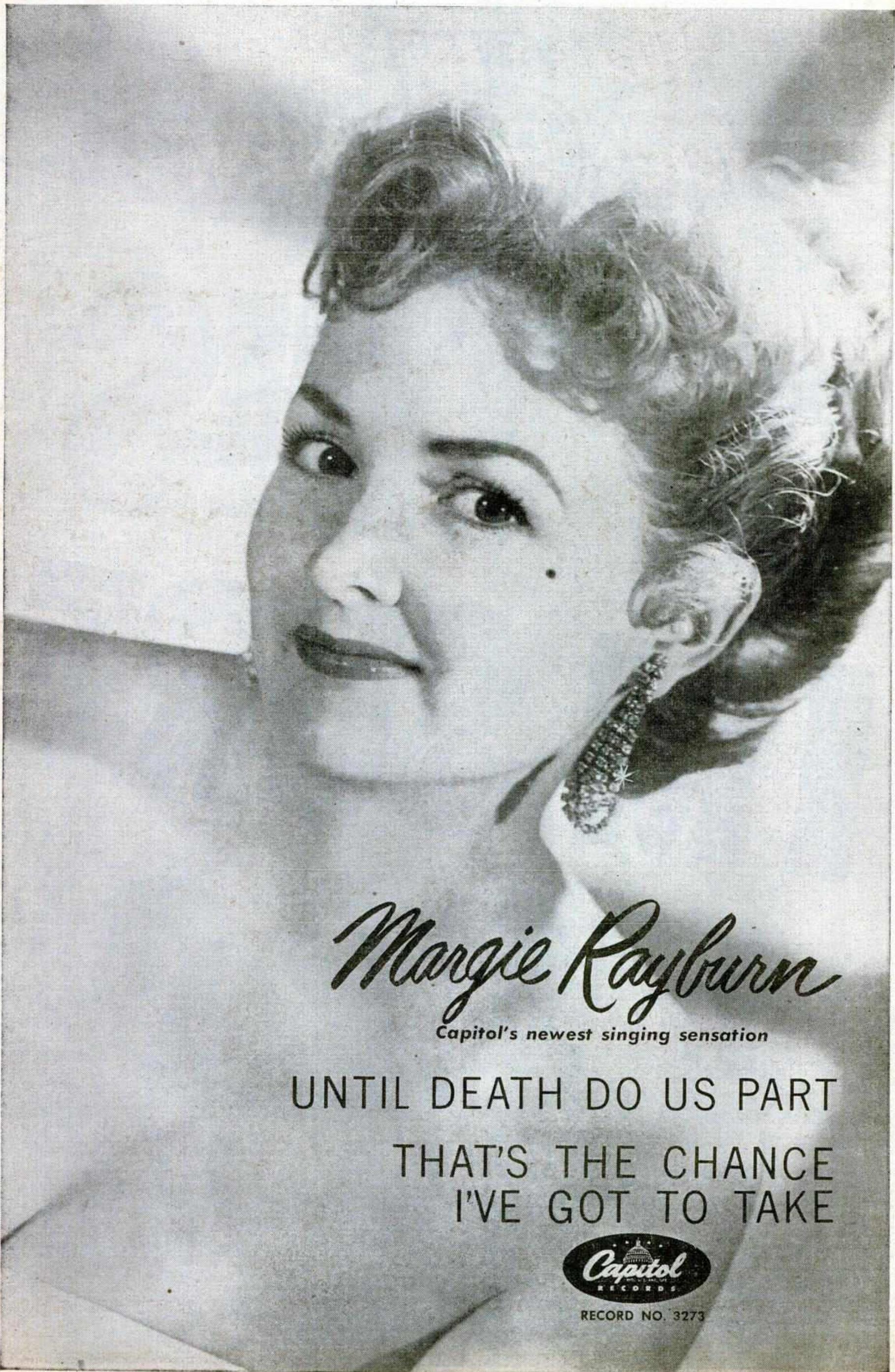
For survey week ending October 19

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Yellow Rose of Texas		1	6. Suddenly There's a Valley		8
By D. George—Published by Planetary (ASCAP) BEST SELLING RECORDS: M. Miller, Col. 40540; Johnny Desmond, Coral 61476. RECORDS AVAILABLE: I. Fields Trio, Tico 273; S. Freberg, Cap 3249; G. Galian, X 0161; Homer & Jethro, Vic 20-6242; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORDS: G. Grant, Era 10003; J. LaRosa, Cadence 1270. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686; J. Stafford, Col 40559. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
2. Love Is a Many-Splendored Thing		2	7. Seventeen		4
By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625. RECORDS AVAILABLE: J. Bradley, Mercury 70716; D. Cornell, Coral 61467; Don, Dick & Jimmy, Crown 158; W. Herman, Cap 3202; D. Rose, M-G-M 30883. ELECTRICAL TRANSCRIPTION: David LeWinter Ork, Standard.			By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15377; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
3. Autumn Leaves		3	8. Ain't That a Shame		7
By J. Mercer, J. Prevert, J. Kosma—Published by Ardmore (ASCAP) BEST SELLING RECORD: R. Williams, Kapp 116. RECORDS AVAILABLE: S. Allen & G. Gates, Coral 61485; R. Charles Singers, M-G-M 12068; M. Ferguson, Mercury 70686; G. Galian, X 0161; J. Gleason, Cap 3223; V. Young, Dec 29653. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.			By D. Bartholomew and A. Domino—Published by Commodore (BMI) BEST SELLING RECORDS: P. Boone, Dot 15377; Fats Domino, Imperial 5348. RECORD AVAILABLE: R. Gaylord, Wing 90000. ELECTRICAL TRANSCRIPTION: David LeWinter Ork, Standard.		
4. Moments to Remember		5	9. He		11
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Richard Mullan & Jack Richards—Published by Avas (BMI) BEST SELLING RECORDS: A. Hibbler, Decca 29660; McGuire Sisters, Coral 61501. RECORD AVAILABLE: K. Armen, M-G-M 1208.		
5. Shifting, Whispering Sands		6	10. Wake the Town and Tell the People		8
By M. Gilbert & V. Gilbert—Published by Gallatin (BMI) BEST SELLING RECORDS: B. Vaughn, Dot 15409; R. Draper, Mercury 70696. RECORD AVAILABLE: Johnson Family, Vic.			By Gallop & Livingston—Published by Joy (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3120; M. Carson, Col 40537. RECORD AVAILABLE: L. Welk, Coral 61477. ELECTRICAL TRANSCRIPTION: David LeWinter Ork, Standard.		
Second Ten					
11. Bible Tells Me So		10	15. My Bonnie Lassie		16
By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; D. Cornell, Coral 61467; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615.			By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		
12. Black Denim Trousers		14	17. At My Front Door		19
By Jerry Leiber & Mike Stoller—Published by Quintet-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.			By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147; Modernaires, Coral 61513.		
13. Longest Walk		12	18. I Hear You Knockin'		25
By Eddie Pola-Fred Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By David Bartholomew—Published by Commodore (BMI) RECORDS AVAILABLE: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		
14. Tina Marie		13	18. Maybellene		15
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David LeWinter Ork, Standard.			By Chuck Berry—Published by Arc (BMI) RECORDS AVAILABLE: C. Berry, Chess 1604; J. Long, Coral 61478; J. Lowe, Dot 15407; R. Marterie, Mercury 70682; M. Robbins, Col 21446. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		
15. Only You		17	20. You Are My Love		21
By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: L. Armstrong, Dec 29694; Platters, Mercury 70633; L. Dee, Wing 90015; Hilltoppers, Dot 15423. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.			By Nabble—Published by Jubilee (ASCAP) RECORD AVAILABLE: Four Tunes, Jubilee 5218; J. James, M-G-M 12066.		
Third Ten					
21. Love and Marriage		29	26. Song of the Dreamer		22
By Sammy Cahn and James Van Heusen—Published by Barton (ASCAP) RECORDS AVAILABLE: H. Grayco, X 0168; Laurie Sisters, Mercury 70705; F. Sinatra, Cap 3260; D. Shore, Vic 20-6266.			By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: B. Brooks, Duke 142; E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.		
22. Someone You Love		24	26. Rock Around the Clock		17
By Steven Michael—Published by Bradshaw (BMI) RECORD AVAILABLE: N. (King) Cole, Cap 3234.			By Jimmy DeKnight and Max Freedman—Published by Meyers (ASCAP) RECORDS AVAILABLE: S. Doe, Arcade 123; B. Haley, Dec 29124; C. Wolcott, M-G-M 12028.		
23. I Want You to Be My Baby		19	26. I'll Never Stop Loving You		27
By John Hendricks—Published by Victory (BMI) RECORDS AVAILABLE: L. Briggs, Epic 9115; G. Gibbs, Mercury 70685; L. Jordan, Dec 29655. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			By Kahn and Bradszy—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		
24. Forgive My Heart		-	26. Croce De Oro		-
By Chester Conn & Sammy Gallop—Published by Bregman, Vocco & Conn (ASCAP). RECORDS AVAILABLE: Nat (King) Cole, Capitol.			By Kim Gammon—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: P. Page, Mercury; J. Regan, London.		
24. Same Ole Saturday Night		27	30. No Arms Can Ever Hold You		-
By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORD AVAILABLE: F. Sinatra, Cap 3154. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Art Crafer & Jimmy Webb—Published by Gil (BMI) RECORDS AVAILABLE: P. Boone, Dot; J. Clay, Coral; Gaylords, Mercury; G. Shaw, Decca; J. Young, London.		

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

KEEP THE POPS ALIVE IN '55



Margie Rayburn

Capitol's newest singing sensation

UNTIL DEATH DO US PART
THAT'S THE CHANCE
I'VE GOT TO TAKE



RECORD NO. 3273

Here's IMPACT!
Here's EXCITEMENT!

OF THIS I'M SURE



A TREMENDOUS
 SIDE,
 DRAMATICALLY
 RECORDED
 BY THE
 FOUR ACES

The FOUR ACES

29725 • 9-29725



America's Fastest Selling Records

TOP PERFORMANCE

On a big "Added Starter" from Samuel Goldwyn's GUYS & DOLLS

the

FOUR ACES



frank loesser's...

A WOMAN IN LOVE



29725 • 9-29725



*America's Fastest
Selling Records*

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending October 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	AUTUMN LEAVES (ASCAP)—R. Williams—Take Care (BMI)—Kapp 116	2	11
2.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces—Shine On, Harvest Moon (ASCAP)—Dec 29625	1	9
3.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller—Blackberry Winter (BMI)—Col 40540	3	13
4.	MOMENTS TO REMEMBER (ASCAP)—Four Lads—Dream On, My Love, Dream On (ASCAP)—Col 40539	4	9
5.	SHIFTING, WHISPERING SANDS (PARTS I & II) (BMI)—B. Vaughn—Dot 15409	5	6
6.	BLACK DENIM TROUSERS (BMI)—Cheers—Some Night in Alaska (BMI)—Cap 3219	13	6
7.	BIBLE TELLS ME SO (ASCAP)—D. Cornell—LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467	7	8
8.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper—Time (ASCAP)—Mercury 70696	9	5
9.	ONLY YOU (BMI)—Platters—Bark, Battle and Ball (BMI)—Mercury 70633	10	5
10.	HE (BMI)—A. Hibbler—Breeze (ASCAP)—Dec 29660	12	5
11.	AIN'T THAT A SHAME (BMI)—P. Boone—Tennessee Saturday Night (BMI)—Dot 15377	6	16
12.	TINA MARIE (ASCAP)—P. Como—Fooled (ASCAP)—Vic 20-6192	8	11
13.	YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond—You're in Love With Someone (ASCAP)—Coral 61476	11	12
14.	SEVENTEEN (BMI)—Fontane Sisters—If I Could Be With You (ASCAP)—Dot 15386	14	10
15.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant—Love Is (BMI)—Era 1003	17	4
16.	MY BONNIE LASSIE (ASCAP)—Ames Brothers—So Will I (BMI)—Vic 20-6208	15	4
17.	AT MY FRONT DOOR (BMI)—P. Boone—No Arms Can Ever Hold You (BMI)—Dot 15422	—	1
18.	SOMEONE YOU LOVE (BMI)—Nat (King) Cole—FORGIVE MY HEART (ASCAP)—Cap 3234	20	2
19.	WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter—I'll Never Stop Loving You (ASCAP)—Cap 3120	16	12
20.	I HEAR YOU KNOCKIN' (BMI)—G. Storm—Never Leave Me (ASCAP)—Dot 15412	25	2
21.	YOU ARE MY LOVE (ASCAP)—J. James—I Lay Me Down to Sleep (BMI)—M-G-M 12066	22	2
22.	SUDDENLY THERE'S A VALLEY (J. La Rosa)—Everytime That I Kiss Carrie (BMI)—Cadence 1270	—	1
23.	LONGEST WALK (ASCAP)—J. P. Morgan—Swanee (ASCAP)—Vic 20-6182	18	8
24.	AT MY FRONT DOOR (BMI)—El Dorados—What's Buggin' You Baby (BMI)—Vee Jay 147	21	3
25.	HE (BMI)—McGuire Sisters—If You Believe (ASCAP)—Coral 61501	—	1

• THIS WEEK'S BEST BUYS

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

PEPPER-HOT BABY (Sheldon, BMI)
IF YOU DON'T WANT MY LOVE (Von Tilzer, ASCAP)—Jaye P. Morgan—RCA Victor 6282

A solid blanket of good sales reports has been won by this disk in less than three weeks. From Los Angeles to Boston come enthusiastic reports of quick and mounting sales, with few territories holding back. The jump tune is enjoying most action now, but the ballad is also doing nicely and could pull ahead in the long run. Some areas, incidentally, are also doing well with Gisele MacKenzie's version of "Pepper-Hot Baby." Miss Morgan's record was a previous Billboard "Spotlight" pick.

ROCK-A-BEATIN' BOOGIE (Myers, ASCAP)
BURN THAT CANDLE (Roosevelt, BMI)—Bill Haley & His Comets—Decca 29713

For speedy take-off, Haley is still the man to beat. Most sales territories have had this disk only a week, but the immediate response in the stores and in juke boxes has been solid. Best reports this week came from Baltimore, Providence, Boston, New York, Philadelphia, Buffalo, Chicago, Nashville, Durham, St. Louis and Milwaukee. Customers, eager for the record, so far have not indicated a clear preference for top side, tho the "Boogie" does have an early edge. A previous Billboard "Spotlight" pick.

THE RICHEST MAN (Showcase, BMI)—Eddy Arnold—RCA Victor 6290

See Country & Western "Best Buys" this week.

• Most Played in Juke Boxes

For survey week ending October 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	YELLOW ROSE OF TEXAS (ASCAP)—M. Miller—Blackberry Winter (BMI)—Col 40540	1	11
2.	LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces—Shine On, Harvest Moon (ASCAP)—Dec 29625	3	6
3.	AIN'T THAT A SHAME (BMI)—P. Boone—Tennessee Saturday Night (BMI)—Dot 15377	2	16
4.	AUTUMN LEAVES (ASCAP)—R. Williams—Take Care (BMI)—Kapp 116	6	7
5.	SEVENTEEN (BMI)—Fontane Sisters—If I Could Be With You (ASCAP)—Dot 15386	4	11
5.	YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond—You're in Love With Someone (ASCAP)—Coral 61476	5	10
7.	MAYBELLENE (BMI)—C. Berry—Wee Wee Hours (BMI)—Chess 1604	7	9
7.	LONGEST WALK (ASCAP)—J. P. Morgan—Swanee (ASCAP)—Vic 20-6182	9	10
9.	WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter—I'll Never Stop Loving You (ASCAP)—Cap 3120	8	7
9.	MOMENTS TO REMEMBER (ASCAP)—Four Lads—Dream On, My Love, Dream On (ASCAP)—Col 40539	17	3
11.	SEVENTEEN (BMI)—B. Bennett—Little Old You-All (BMI)—King 1470	11	10
11.	BIBLE TELLS ME SO (ASCAP)—D. Cornell—LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467	14	6
13.	SHIFTING, WHISPERING SANDS (BMI)—R. Draper—Time (ASCAP)—Mercury 70696	19	2
14.	TINA MARIE (ASCAP)—P. Como—Fooled (ASCAP)—Vic 20-6192	12	9
14.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn—Dot 15409 (BMI)	16	4
16.	I HEAR YOU KNOCKING (BMI)—G. Storm—Never Leave Me (ASCAP)—Dot 15412	—	1
17.	ONLY YOU (BMI)—Platters—Bark, Battle and Ball (BMI)—Mercury 70623	—	2
18.	HE (BMI)—McGuire Sisters—If You Believe (ASCAP)—Coral 61501	—	1
19.	SUDDENLY THERE'S A VALLEY (BMI)—G. Grant—Love Is (BMI)—Era 1003	19	3
20.	WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson—Hold Me Tight (ASCAP)—Col 40537	15	7
20.	SONG OF THE DREAMER—E. Fisher—Don't Stay Away Too Long (ASCAP)—Vic 20-6196	19	6
20.	BLACK DENIM TROUSERS (BMI)—Cheers—Some Night in Alaska (BMI)—Cap 3219	—	1
20.	HE (BMI)—A. Hibbler—Breeze (ASCAP)—Dec 29660	—	1

• Most Played by Jockeys

For survey week ending October 19

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

This Week	Record	Last Week	Weeks on Chart
1.	LOVE IS A MANY-SPLENDORED THING—Four Aces—Shine On, Harvest Moon (ASCAP)—Dec 29625	1	10
2.	MOMENTS TO REMEMBER—Four Lads—Dream On, My Love, Dream On (ASCAP)—Col 40539	3	7
3.	YELLOW ROSE OF TEXAS—M. Miller—Blackberry Winter (ASCAP)—Col 40540	2	13
4.	AUTUMN LEAVES—R. Williams—Take Care (ASCAP)—Kapp 116	4	8
5.	SHIFTING, WHISPERING SANDS (PARTS I & II)—B. Vaughn—Dot 15409 (BMI)	5	6
6.	BLACK DENIM TROUSERS—Cheers—Some Night in Alaska (BMI)—Cap 3219	7	4
7.	TINA MARIE—P. Como—Fooled (ASCAP)—Vic 20-6192	10	11
8.	YOU ARE MY LOVE—J. James—I Lay Me Down to Sleep (ASCAP)—M-G-M 12066	20	2
9.	SUDDENLY THERE'S A VALLEY—G. Grant—Love Is (BMI)—Era 1003	15	5
10.	SEVENTEEN—Fontane Sisters—If I Could Be With You (BMI)—Dot 15386	11	11
11.	AIN'T THAT A SHAME—P. Boone—Tennessee Saturday Night (BMI)—Dot 15377	8	25
12.	LONGEST WALK—J. P. Morgan—Swanee (ASCAP)—Vic 20-6182	9	11
13.	SAME OLE SATURDAY NIGHT—F. Sinatra—Fairy Tale (ASCAP)—Cap 3218	—	1
14.	I HEAR YOU KNOCKIN'—G. Storm—Never Leave Me (BMI)—Dot 15412	—	1
15.	MY BONNIE LASSIE—Ames Bros.—So Will I (ASCAP)—Vic 20-6208	18	5
16.	YELLOW ROSE OF TEXAS—J. Desmond—You're in Love With Someone (ASCAP)—Coral 61476	6	11
16.	YELLOW ROSE OF TEXAS—S. Freberg—Rock Around Stephen Foster (ASCAP)—Cap 3249	16	2
18.	ONLY YOU—Platters—Bark, Battle and Ball (BMI)—Mercury 70633	—	1
19.	SOMEONE YOU LOVE—Nat (King) Cole—Forgive My Heart (BMI)—Cap 3234	19	2
19.	HE—A. Hibbler—Breeze (BMI)—Dec 29660	13	3

DEALERS AND OPERATORS . . .

Top Ten Tunes Poster

is on page 40

Tomorrow's Hits . . . Today

Poster is on page 42

NEW  WING RELEASES!



JERRY TYFER

"TEN TIMES"

AND

"LADY LOVE"

WING 90029



PATRICIA SCOT

"SO MANY BEAUTIFUL MEN"

AND

"A DANGEROUS AGE"

WING 90030



GEE PALMER

"TWO STRINGS, TWO BEAUS,
ONE ARROW"

AND

"YOU"

WING 90031



NICK NOBLE

"IF IT HAPPENED TO YOU"

AND

"THE BEST IS YET TO COME"

WING 90028

COLUMBIA CHECK LIST

NEW POP RELEASES

- | | | | |
|--------------------------|---|-----------------------------------|-------|
| <input type="checkbox"/> | I Never Knew
Pete Kelly's Blues | Pete Kelly's Orchestron | 40592 |
| <input type="checkbox"/> | The Rose Tattoo
Tambora | Percy Faith | 40588 |
| <input type="checkbox"/> | Adelaide
Miracle in the Rain | Jerry Vale | 40584 |
| <input type="checkbox"/> | A Woman in Love
Walking the Night Away | Frankie Laine | 40583 |
| <input type="checkbox"/> | Ooh Bang
Jimmy Unknown | Doris Day | 40581 |
| <input type="checkbox"/> | Wanting and Loving
All at Once | Felicia Sanders | 40580 |
| <input type="checkbox"/> | Pet Me, Poppa
Wake Me | Rosemary Clooney | 40579 |
| <input type="checkbox"/> | The Lucky Little Bell
Don't Cry, Baby | Swing and Sway with
Sammy Kaye | 40574 |

BEST SELLING POP SINGLES

Week ending October 21, 1955

- | | | | |
|--------------------------|---|---------------|-------|
| <input type="checkbox"/> | Moments to Remember
Dream On, My Love,
Dream On | Four Lads | 40539 |
| <input type="checkbox"/> | The Yellow Rose of Texas
Blackberry Winter | Mitch Miller | 40540 |
| <input type="checkbox"/> | King of the River
Yaller, Yaller, Gold | Fess Parker | 40568 |
| <input type="checkbox"/> | Hawk-Eye
Your Love | Frankie Laine | 40558 |
| <input type="checkbox"/> | Suddenly There's a Valley
The Night Watch | Jo Stafford | 40559 |
| <input type="checkbox"/> | I'll Never Stop Loving You
Never Look Back | Doris Day | 40505 |
| <input type="checkbox"/> | Learning to Love
Song of Seventeen | Peggy King | 40562 |
| <input type="checkbox"/> | Rememb'ring
I Wish I Was a Car | Hayes & Healy | 40547 |
| <input type="checkbox"/> | Wake the Town and Tell
the People
Hold Me Tight | Mindy Carson | 40537 |
| <input type="checkbox"/> | The Bonnie Blue Gal
Bel Sante | Mitch Miller | 40575 |

NEW FOLK RELEASES

- | | | | |
|--------------------------|--|----------------|-------|
| <input type="checkbox"/> | I Feel Like Cryin'
You're Free To Go | Carl Smith | 21462 |
| <input type="checkbox"/> | Pretty Mama
Don't Let Me Hang Around | Marty Robbins | 21461 |
| <input type="checkbox"/> | It Gets Late So Early
Your Tomorrows Will Never
Come | Lefty Frizzell | 21458 |

BEST SELLING FOLK RECORDS

Week ending October 21, 1955

- | | | | |
|--------------------------|--|-------------------------|-------|
| <input type="checkbox"/> | I Don't Want It on My
Conscience
I Can't Go Home Like This | Ray Price | 21442 |
| <input type="checkbox"/> | Maybelline
This Broken Heart of Mine | Marty Robbins | 21446 |
| <input type="checkbox"/> | But I Don't Care
Sag, Drag and Fall | King & The Five Strings | 21449 |

- | | | | |
|--------------------------|---|------------------------|-------|
| <input type="checkbox"/> | Old Lonesome Times
There She Goes | Carl Smith | 21382 |
| <input type="checkbox"/> | Don't Tease Me
I Just Dropped in to Say
Goodbye | Carl Smith | 21429 |
| <input type="checkbox"/> | When They Get Too Rough
We Could | "Little" Jimmy Dickens | 21434 |
| <input type="checkbox"/> | What a Line
You've Been Tom Cattin'
Around | Carl Story | 21444 |
| <input type="checkbox"/> | I'm Lost Between Right and
Wrong
Sweet Lies | Lefty Frizzell | 21433 |
| <input type="checkbox"/> | Sweet Little Miss Blue Eyes
Let Me Talk To You | Ray Price | 21402 |
| <input type="checkbox"/> | Remember the Alamo
Livin' It Up | Johnny Bond | 21448 |

BEST SELLING POPULAR ALBUMS

Week ending October 21, 1955

- | | | | | |
|--------------------------|------------------------|-------------------|--------|-------------------------------|
| <input type="checkbox"/> | Jazz: Red Hot and Cook | Dave Brubeck | CL 699 | B 699 |
| <input type="checkbox"/> | Love Me or Leave Me | Doris Day | CL 710 | B 540
B 2090 |
| <input type="checkbox"/> | Brubeck Time | Dave Brubeck | CL 622 | B 473
B 1946 B 1947 |
| <input type="checkbox"/> | Songs of the West | Luboff Choir | CL 657 | B 506
B 2003 |
| <input type="checkbox"/> | Holiday in Rome | Le Grand | CL 647 | B 497
B 498 B 1993 |
| <input type="checkbox"/> | I Love Paris | Le Grand | CL 555 | B 441
B 442 |
| <input type="checkbox"/> | Wailin' at the Traino | Lionel
Hampton | CL 711 | B 538
B 1997 B 1998 |
| <input type="checkbox"/> | Dancing Sound | Les Elgart | CL 684 | B 514
B 2044 B 2045 B 2046 |
| <input type="checkbox"/> | Jazz Goes to College | Dave Brubeck | CL 566 | B 435
B 436 |
| <input type="checkbox"/> | Satch Plays Fats | L. Armstrong | CL 708 | B 536
B 2085 |

MASTERWORKS BEST SELLERS

Week ending October 21, 1955

- | | | | |
|--------------------------|--|--|--------------------------|
| <input type="checkbox"/> | Rimsky-Korsakov:
Scheherazade | The Philadelphia Orch.,
Ormandy, Cond. | ML 4888
A-1103 |
| <input type="checkbox"/> | Tchaikovsky: Romeo & Juliet
and "1812" Overtures,
March Slav | The Philadelphia Orch.,
Ormandy, Cond. | ML 4997 |
| <input type="checkbox"/> | Stravinsky: Le Sacre Du
Printemps/Petrouchka | The Philadelphia Orch.,
Ormandy, Cond. | ML 5030 |
| <input type="checkbox"/> | Grieg: Peer Gynt Suites 1 & 2
Bizet: L'Arlesienne Suites | The Philadelphia, Orch.,
Ormandy, Cond. | ML 5035
A-2037 A-2038 |
| <input type="checkbox"/> | Bach: Toccata in D Minor | E. Power Biggs | ML 5032 |
| <input type="checkbox"/> | The Art of the Organ | E. Power Biggs | SL 219 |
| <input type="checkbox"/> | Mendelssohn/Tchaikovsky:
Violin Concerti | Francescatti | ML 4965
A-1109 |
| <input type="checkbox"/> | Ibert: Escales; Ravel: Bolero;
La Valse: Pavane | The Philadelphia Orch.,
Ormandy, Cond. | ML 4983
A-1869 |
| <input type="checkbox"/> | Beethoven: Piano Concerti
Nos. 2 & 4 | Serkin/Phil. Orch. | ML 5037 |
| <input type="checkbox"/> | Gaite Parisienne | The Philadelphia Orch.,
Ormandy, Cond. | CL 741
A-1919 A 1920 |



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**EILEEN
RODGERS**

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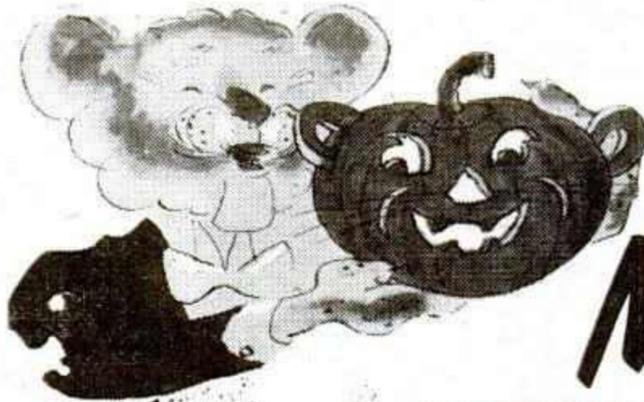
THE DESPERATE HOURS

Columbia 40594 • 4-40594

b/w I Had to Lose You to Love You

COLUMBIA  **RECORDS**

Inspired by
William Wyler's
production of
THE
DESPERATE
HOURS
A Paramount Picture
in **VISTAVISION**
PARAMOUNT PICTURES PRESENTS



**NO TRICK
ALL TREAT
FROM
M-G-M**

**ON ALL
CHARTS**

**JONI JAMES
YOU ARE MY LOVE**

and I LAY ME DOWN TO SLEEP

MGM 12066 78 rpm K 12066 45 rpm

ORCH. &
CHORUS
CONDUCTED
BY
DAVID
TERRY

BEST SELLING ALBUM



JONI JAMES

**WHEN I FALL IN
LOVE**

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

TOMMY EDWARDS

**BABY, LET ME DREAM
MY SWEETHEART,
MY BEST FRIEND AND I**

MGM 12095 78 rpm
K 12095 45 rpm

CAROL HANEY

**TELL ME, TELL ME,
DREAM FACE
NICOLASA
(Cha-Cha)**

(What Am I to You)
MGM 12098 78 rpm
K 12098 45 rpm

MITZI MASON

**BRING ME A BLUEBIRD
BUT I WAS WRONG**

MGM 12097 78 rpm
K 12097 45 rpm

A'MBROSE

**SLIDE RULE
WHISTLIN' WILLIE**

MGM 12103 78 rpm
K 12103 45 rpm

The
MARION SISTERS

**LIFE COULD NOT BE
I LOVE YOU MORE TODAY**

MGM 12096 78 rpm
K 12096 45 rpm

GEORGE RUSSELL
and his Orchestra

COLLEGE MEDLEY

Parts 1 and 2
MGM 12101 78 rpm
K 12101 45 rpm

MR. and MRS. SUNSHINE

**ALONG THE CHINA COAST
TWO-CAR GARAGE**

MGM 12100 78 rpm
K 12100 45 rpm

**The Billboard Music Popularity Charts
POPULAR RECORDS**

• Territorial Best Sellers

For survey week ending October 19

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

Atlanta

1. Love Is a Many-Splendored Thing, Four Lads, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Moments to Remember, Four Lads, Col.
5. Someone You Love, N. (King) Cole Cap.

Baltimore

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. At My Front Door, P. Boone, Dot
3. Autumn Leaves, R. Williams, Kap.
4. He, A. Hibbler, Dec.
5. Shifting, Whispering Sands, R. Draper, Mer.
6. Moments to Remember, Four Lads, Col.
7. Only You, Platters, Mer.
8. My Bonnie Lassic, Ames Brothers, Vic.
9. Forgive My Heart, N. (King) Cole, Cap.
10. Yellow Rose of Texas, M. Miller, Col.

Boston

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Yellow Rose of Texas, M. Miller, Col.
4. He, A. Hibbler, Dec.
5. Moments to Remember, Four Lads, Col.
6. Love and Marriage, F. Sinatra, Cap.
7. Only You, Platters, Mer.
8. My Bonnie Lassic, Ames Brothers, Vic.
9. Bible Tells Me So, D. Cornell, Cor.
10. Croce Di Oro (Cross of Gold), P. Page, Mer.

Buffalo

1. Autumn Leaves, R. Williams, Kap.
2. Only You, Platters, Mer.
3. Love Is a Many-Splendored Thing, Four Aces, Dec.
4. My Boy Flat-Top, D. Collins, Cor.
5. I Hear You Knockin', G. Storm, Dot
6. Croce Di Oro (Cross of Gold), P. Page, Mer.
7. At My Front Door, P. Boone, Dot

Chicago

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands, R. Draper, Mer.
3. Only You, Platters, Mer.
4. Moments to Remember, Four Lads, Col.
5. Love Is a Many-Splendored Thing, Four Aces, Dec.
6. Yellow Rose of Texas, M. Miller, Col.
7. Rememb'ring, P. L. Hayes & M. Healy, Col.
8. Tina Marie, P. Como, Vic.
9. My Bonnie Lassic, Ames Brothers, Vic.
10. Suddenly There's a Valley, G. Grant, Era

Cincinnati

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Moments to Remember, Four Lads, Col.
4. Yellow Rose of Texas, M. Miller, Col.
5. Only You, Platters, Mer.
6. You Are My Love, J. James, M-G-M
7. Shifting, Whispering Sands, R. Draper, Mer.
8. Ain't That a Shame, P. Boone, Dot
9. He, A. Hibbler, Dec.
10. Seventeen, Fontane Sisters, Dot

Cleveland

1. At My Front Door, El Dorados, VJ
2. Autumn Leaves, R. Williams, Kap.
3. He, A. Hibbler, Dec.
4. Moments to Remember, Four Lads, Col.
5. It's Almost Tomorrow, Dream Weavers, Dec.
6. Love Is a Many-Splendored Thing, Four Aces, Dec.
7. Daddy-O, B. Lou, King.
8. I Hear You Knockin', G. Storm, Dot
9. Black Denim Trousers, Cheers, Cap.

Dallas-Fort Worth

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Yellow Rose of Texas, M. Miller, Col.
3. Autumn Leaves, S. Allen, Cor.
4. Suddenly There's a Valley, G. Grant, Era
5. Maybellene, C. Berry, Chs.
6. At My Front Door, El Dorados, VJ

Denver

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Shifting, Whispering Sands, R. Draper, Mer.
3. Yellow Rose of Texas, M. Miller, Col.
4. Autumn Leaves, S. Allen, Cor.
5. Suddenly There's a Valley, J. Stafford, Col.
6. Moments to Remember, Four Lads, Col.
7. Autumn Leaves, R. Williams, Kap.
8. Black Denim Trousers, V. Monroe, Vic.
9. My Bonnie Lassic, Ames Brothers, Vic.
10. Black Denim Trousers, Cheers, Cap.

Detroit

1. No Arms Can Ever Hold You, G. Shaw, Dec.
2. Only You, Platters, Mer.
3. Shifting, Whispering Sands, B. Vaughn, Dot
4. Love Is a Many-Splendored Thing, Four Aces, Dec.
5. Autumn Leaves, R. Williams, Kap.
6. At My Front Door, P. Boone, Dot
7. He, A. Hibbler, Dec.
8. Yellow Rose of Texas, M. Miller, Col.
9. Black Denim Trousers, Cheers, Cap.
10. No Arms Can Ever Hold You, Gaylords, Mer.

Kansas City

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

Los Angeles

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Only You, Platters, Mer.
5. Moments to Remember, Four Lads, Col.
6. Cry Me a River, J. London, Lbt.
7. Black Denim Trousers, Cheers, Cap.
8. Bible Tells Me So, D. Cornell, Cor.
9. Tina Marie, P. Como, Vic.
10. Shifting, Whispering Sands, R. Draper, Mer.

Milwaukee

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands, R. Draper, Mer.
3. Croce Di Oro (Cross of Gold), P. Page, Mer.
4. You Are My Love, J. James, M-G-M
5. You Win Again, Paulette Sisters, Cap.
6. Black Denim Trousers, Cheers, Cap.
7. Tina Marie, P. Como, Vic.
8. Love Is a Many-Splendored Thing, Four Aces, Dec.
9. Moments to Remember, Four Lads, Col.
10. Shifting, Whispering Sands, B. Vaughn, Dot

Mpls.-St. Paul

1. Moments to Remember, Four Lads, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Shifting, Whispering Sands, B. Vaughn, Dot
5. I Hear You Knockin', G. Storm, Dot
6. Love Is a Many-Splendored Thing, Four Aces, Dec.
7. Yellow Rose of Texas, M. Miller, Col.
8. Black Denim Trousers, Cheers, Cap.
9. He, McGuire Sisters, Cor.
10. Suddenly There's a Valley, J. La Rosa, Cdc.

New Orleans

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Only You, Platters, Mer.
4. Love Is a Many-Splendored Thing, Four Aces, Dec.
5. Black Denim Trousers, Cheers, Cap.
6. He, A. Hibbler, Dec.
7. Forgive My Heart, N. (King) Cole, Cap.
8. Moments to Remember, Four Lads, Col.
9. Tina Marie, P. Como, Vic.
10. Occasional Man, J. Southern, Dec.

New York

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Moments to Remember, Four Lads, Col.
5. Ain't That a Shame, P. Boone, Dot
6. My Bonnie Lassic, Ames Brothers, Vic.
7. Tina Marie, P. Como, Vic.
8. Longest Walk, J. P. Morgan, Vic.
9. Seventeen, B. Bennett, King.
10. Love and Marriage, F. Sinatra, Cap.

Philadelphia

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Bible Tells Me So, D. Cornell, Cor.
4. He, A. Hibbler, Dec.
5. Yellow Rose of Texas, M. Miller, Col.
6. Yellow Rose of Texas, J. Desmond, Cor.
7. Moments to Remember, Four Lads, Col.
8. Bible Tells Me So, N. Noble, Wag.
9. He, McGuire Sisters, Cor.
10. Black Denim Trousers, Cheers, Cap.

Pittsburgh

1. Black Denim Trousers, Cheers, Cap.
2. Love Is a Many-Splendored Thing, Four Aces, Dec.
3. Yellow Rose of Texas, M. Miller, Col.
4. Come Home, B. Johnson, King.
5. At My Front Door, El Dorados, VJ
6. He, McGuire Sisters, Cor.
7. Shifting, Whispering Sands, R. Draper, Mer.
8. Autumn Leaves, R. Williams, Kap.
9. Forgive My Heart, N. (King) Cole, Cap.
10. No Arms Can Ever Hold You, Gaylords, Mer.

St. Louis

1. Moments to Remember, Four Lads, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Love Is a Many-Splendored Thing, Four Aces, Dec.
5. I Hear You Knockin', G. Storm, Dot
6. Croce Di Oro (Cross of Gold), J. Regan, Lon.
7. When All the Streets Are Dark, S. Smith & the Redheads, Epi.
8. Someone You Love, N. (King) Cole, Cap.
9. Suddenly There's a Valley, J. La Rosa, Cdc.
10. You Are My Love, J. James, M-G-M

San Francisco

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Yellow Rose of Texas, M. Miller, Col.
4. Tina Marie, P. Como, Vic.
5. Seventeen, Fontane Sisters, Dot
6. My Bonnie Lassic, Ames Brothers, Vic.
7. Ain't That a Shame, P. Boone, Dot
8. Moments to Remember, Four Lads, Col.

Seattle

1. Why Don't You Write Me?, S. Lanson, Dot
2. Death of an Angel, D. Woods, Flp.
3. Autumn Leaves, R. Williams, Kap.
4. I Hear You Knockin', G. Storm, Dot
5. Suddenly There's a Valley, G. Grant, Era
6. Yellow Rose of Texas, M. Miller, Col.
7. Black Denim Trousers, Cheers, Cap.
8. Shifting, Whispering Sands, B. Vaughn, Dot
9. My Bonnie Lassic, Ames Brothers, Vic.

Toronto

1. Love Is a Many-Splendored Thing, Four Aces, Dec.
2. Yellow Rose of Texas, J. Desmond, Cor.
3. My Bonnie Lassic, Ames Brothers, Vic.
4. Autumn Leaves, R. Williams, Kap.
5. Moments to Remember, Four Lads, Col.
6. Shifting, Whispering Sands, R. Draper, Mer.
7. Black Denim Trousers, Cheers, Cap.

THE ONLY
INSTRUMENTAL
VERSION

DAVID
ROSE
and his Orchestra

**LOVE IS A MANY-
SPLENDORED THING**

and
YOU AND YOU ALONE
MGM 30883 78 rpm K 30883 45 rpm

BILLY ECKSTINE

**LA DE DO DE DO
FAREWELL TO
ROMANCE**

MGM 12105 78 rpm K 12105 45 rpm

DEBBIE REYNOLDS

THE TENDER TRAP

and
CANOODLIN' RAG
MGM 12086 78 rpm K 12086 45 rpm

ROBBIN HOOD

DANCIN' IN MY SOCKS

and
HAPPY IS MY HEART
MGM 12046 78 rpm K 12046 45 rpm

JOE LIPMAN and his Orchestra

DOG FACE SOLDIER

and
STREET SCENE
MGM 12102 78 rpm K 12102 45 rpm

ALAN LOGAN
at the piano

**HAPPY GAUCHO
and
NEVERTHELESS**

(I'm in Love With You)
MGM 12087 78 rpm
K 12087 45 rpm

ALAN DEAN

**YOU MADE ME CARE
SO LONG**

MGM 12088 78 rpm
K 12088 45 rpm

JAMES BROWN

(Lt. Rip Masters of the Rin Tin Tin TV show)

THE WHITE BUFFALO

and
IT'S LONESOME OUT TONIGHT
MGM 12080 78 rpm K 12080 45 rpm

MARVIN RAINWATER

**TENNESSEE
HOUN' DOG YODEL
TEA BAG
ROMEO**

MGM 12090 78 rpm K 12090 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE NEW YORK 30 N.Y.

ATTENTION! Dealers, Music Operators, and Dee Jays

WATCH! . . . "THE U. S. STEEL HOUR" on CBS-TV
Wednesday, October 26th, 10-11 P. M. (E. D. S. T.)

AND HEAR the Great New Tune

"SHOOT IT AGAIN"

Words by Earl Shuman • Music by Marshall Brown

INTRODUCED by TERESA BREWER

Recorded by

TERESA BREWER



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Coral Record

61528

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RECORDS

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SIXTEEN TONS



b/w BALLO ITALIANO

JOHNNY DESMOND

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ALPHABET

ROCK

b/w HOW LONELY CAN I GET

THE LANCERS

CORAL 61527 • 9-61527



CORAL RECORDS
America's Fastest Growing Record Company

DECCA

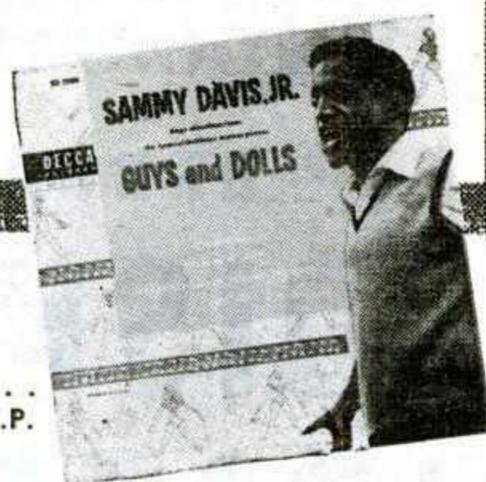
Brings you two outstanding FRANK LOESSER Songs from Samuel Goldwyn's GUYS & DOLLS Inimitably recorded by "Mr. Talent," Himself

SAMMY DAVIS Jr.

An "Added Starter" in the picture

I'LL KNOW

ADELAIDE



DECCA
29672 • 9-29672

Plus . . .
A SOCK E.P.

- I'LL KNOW
- ADELAIDE
- LUCK, BE A LADY
- SIT DOWN, YOU'RE ROCKIN' THE BOAT

ED 2308



America's Fastest Selling Records

JUST TWO MORE WEEKS

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

The Billboard's 8th annual DISK JOCKEY ISSUE

ISSUE DATED NOV. 12 • AD DEADLINE NOV. 3

DON'T MISS IT!

The Billboard Music Popularity Charts POPULAR RECORDS

• COMING UP STRONG

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

1. Croce Di Oro (Cross of Gold) Patti Page
(ASCAP) Mercury 70713
2. No Arms Can Ever Hold You . Georgie Shaw
(BMI) Decca 29679
3. Love and Marriage Frank Sinatra
(ASCAP) Capitol 3260
4. Dog Face Soldier Russ Morgan
(ASCAP) Decca 29703
5. Pepper-Hot Baby
If You Don't Want My Love Jaye P. Morgan
(BMI); (ASCAP) RCA Victor 6282
6. Rock-a-Beatin' Boogie
Burn That Candle Bill Haley
(ASCAP); (BMI) Decca 29713
7. Bonnie Blue Gal Mitch Miller
(ASCAP) Columbia 40575
8. My Boy—Flat Top Dorothy Collins
(BMI) Coral 61510
9. Rememb'ring Peter Lind Hayes
& Mary Healy
(ASCAP) Columbia 40547
10. Bonnie Blue Gal Lawrence Welk
(ASCAP) Coral 61515

Note: Last week, the label and number given in this column for Patti Page's "Croce Di Oro" was incorrect. The proper credit is the one above.

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
All At Once You Love Her (R)—Williamson—ASCAP	Adelaide (R)—Frank—ASCAP
Amukiriki (R)—Famous—ASCAP	Ain't That a Shame (R)—Commodore—BMI
At My Front Door (R)—Hollis—BMI	Amukiriki (R)—Famous—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Bible Tells Me So (R)—Paramount-Roy Rogers—ASCAP	Blue Star (R)—Chappell—ASCAP
Black Denim Trousers (R)—Hill & Range—BMI	Cry Me a River (R)—Frank—ASCAP
Cry Me a River (R)—Frank—ASCAP	Farmer and the Cowman (R)—Williamson—ASCAP
Forgive My Heart (R)—Bregman-Vocco—Conn—ASCAP	Forgive My Heart (R)—Bregman-Vocco—Conn—ASCAP
Give Me a Band and My Baby (R)—Columbia Pictures—ASCAP	I Like Them All (R)—Broadcast—BMI
He (R)—Avas—BMI	I Want You to Be My Baby (R)—Victory—BMI
Hummingbird (R)—Jungnickel—ASCAP	Learning to Leave (R)—Trinity—BMI
I Like Them All (R)—Broadcast—BMI	Longest Walk (R)—Advanced—ASCAP
I Love You Fair Dinkum (R)—Mills—ASCAP	Love and Marriage (R)—Barton—ASCAP
I Want You to Be My Baby (R)—Victory—BMI	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
If You Don't Want My Love (R)—Von Tilzer—ASCAP	Many a New Day (R)—Williamson—ASCAP
Kwela, Kwela (R)—Peer—BMI	Moments to Remember (R)—Beaver—ASCAP
Longest Walk (R)—Advanced—ASCAP	Oh, What a Beautiful Morning (R)—Williamson—ASCAP
Love and Marriage (R)—Barton—ASCAP	Oklahoma! (R)—Williamson—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Pet Me, Poppa (R)—Frank—ASCAP
Miracle in the Rain (R)—Remick—ASCAP	Razzle, Dazzle (R)—Roosevelt—BMI
My Bonnie Lassie (R)—Leeds—ASCAP	Rice (R)—E. H. Morris—ASCAP
Rockin' the Cha Cha (R)—Porgy—BMI	Sailor Boy Have Talk to Me in English (R)—E. H. Morris—ASCAP
Same Old Saturday Night (R)—Barton—ASCAP	Seventeen (R)—Lois—BMI
Seventeen (R)—Lois—BMI	Surrey With the Fringe on Top (R)—Williamson—ASCAP
Shifting Whispering Sands (R)—Gallatin—BMI	Then I'll Be Happy (R)—Bourne—ASCAP
Slam Bam (R)—E. B. Marks—BMI	Tina Marie (R)—Roncom—ASCAP
Suddenly There's a Valley (R)—Worman-Hill & Range—BMI	Toy Tiger (R)—Northern—ASCAP
Then I'll Be Happy (R)—Bourne—ASCAP	Wake Me (R)—Roger—
There Should Be Rules (R)—Witmark—ASCAP	Wake the Town and Tell the People—Joy—ASCAP
Tina Marie (R)—Roncom—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	You Are My Love (R)—Jubilee—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	
You Are My Love (R)—Jubilee—ASCAP	

• Best Selling Sheet Music

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

1. Autumn Leaves 1	7
Ardmore	
2. Yellow Rose of Texas . . . 2	12
Planetary	
3. Love Is a Many-Splendored Thing . . . 4	8
Miller	
4. Bible Tells Me So 3	11
Paramount-Roy Rodgers	
5. Suddenly There's a Valley 5	7
Warman-Hill & Range	
6. Shifting, Whispering Sands 7	3
Gallatin	
7. Moments to Remember 9	5
Beaver	
8. He 6	5
Avas	
9. Wake the Town and Tell The People 8	11
Joy	
10. Seventeen 9	5
Lois	
11. Longest Walk 11	5
Advance	
12. My Bonnie Lassie 14	2
Blossom	
13. Ain't That a Shame 12	10
Commodore	
14. I'll Never Stop Loving You 13	15
Feist	
14. Tina Marie —	1
Roncom	

HITS FROM THE MISSES

Miss

SUNNY GALE

sings



LOOKING GLASS

.....

C'EST LA VIE

20 47-6286 A "New Orthophonic" High Fidelity Recording

Miss

TERRI STEVENS

sings



I'VE ALWAYS LOVED YOU

(from the Musical Production "The Vamp", published by Robbins-Wise, Inc.) 

.....

ALL I WANT IS YOU

20 47-6300 A "New Orthophonic" High Fidelity Recording

the dealer's choice

RCA VICTOR



PUSHPOP POSTER SHEET NO. 1

HONOR ROLL OF HITS

TRADE MARK REG.

The Nation's 10 Top Tunes

FOR THE WEEK ENDING—OCTOBER 19, 1955

based on **Billboard** weekly survey of thousands of Record Stores, Disk Jockeys and Juke Box Operators

- | | |
|------------|--|
| 1. | YELLOW ROSE OF TEXAS |
| 2. | LOVE IS A MANY-SPLENDORED THING |
| 3. | AUTUMN LEAVES |
| 4. | MOMENTS TO REMEMBER |
| 5. | SHIFTING WHISPERING SANDS |
| 6. | SUDDENLY THERE'S A VALLEY |
| 7. | SEVENTEEN |
| 8. | AIN'T THAT A SHAME |
| 9. | HE <i>(First Time in Top Ten)</i> |
| 10. | WAKE THE TOWN AND TELL THE PEOPLE |

A REAL WINNER!

**SARAH
VAUGHAN**

SINGS AS ONLY SHE CAN

"C'est La Vie"

MERCURY 70727



PUSHPOP POSTER SHEET NO. 2

The Best of the**NEWEST TUNES****FOR THE WEEK ENDING—OCTOBER 19, 1955**

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***CROCE DI ORO (CROSS OF GOLD)****NO ARMS CAN EVER HOLD YOU****LOVE AND MARRIAGE****DOG FACE SOLDIER****PEPPER-HOT BABY****IF YOU DON'T WANT MY LOVE****ROCK-A-BEATIN' BOOGIE****BURN THAT CANDLE****IT'S ALMOST TOMORROW****MY BOY-FLAT TOP**



Johnnie at his Best!

johnnie ray

**LOVE,
LOVE,
LOVE**

**JOHNNIE'S
COMIN'
HOME**

Columbia 40578

COLUMBIA   **RECORDS**

KING RECORDS

THE CREATORS OF
**SEVENTEEN
GUM DROP
MY BOY—FLAT TOP**

KING CREATED and is FIRST again

with

"DADDY—O"

NEW VERSION - MULTIPLE VOICES

b/w **Dancin' In My Socks**

BONNIE LOU

KING 4835

America's Fastest Growing POP Line

A Smash Follow Up For

LALO GUERRERO

(Mr. Pancho Lopez)

With

'Mickey Mouse Mambo'

(Disney's Mickey Mouse TV-Theme)

and

'TACOS FOR TWO'

#1303

★

REAL RECORDS 1486 N. Fair Oaks, Pasadena, Calif.
RYan 1-6609

**GOOD
TIME
JAZZ**
95 & 45095

Bob Scobey & Clancy Hayes

"SOMEDAY, SWEETHEART"

b/w

"PARSONS, KANSAS, BLUES"

Today's TOP TUNES

**The Low-Cost
Dealer Profit-Service!**

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

Also shows hit R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries The Billboard's famous Pop Charts right to your customer's pocketbook, building more sales and profits for you.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.

SPECIAL LOW RATES—MAIL YOUR ORDER TODAY

The Billboard • Today's Top Tunes Dept. 926
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The Billboard Music Popularity Charts

POPULAR RECORDS

• Review Spotlight on...

RECORDS

THE FOUR ACES....Decca 29725.....A WOMAN IN LOVE

(Frank, ASCAP)

OF THIS I'M SURE (Chappell, ASCAP)

This platter should stir up lots of excitement for the crew. Topside is a lush new ballad from the pic version of "Guys and Dolls" which gets a warm and flowing treatment. Flip is another smooth, slow ballad, which finds the boys at their best. Both sides get solid support from a gal ensemble and big ork sound.

SARAH VAUGHAN.....C'EST LA VIE (Planetary, ASCAP)

Tho there is competing wax on the tune from Sunny Gale and the DeJohn Sisters, Miss Vaughan delivers one of her top efforts in a warm, mellow voicing that could run away with all the honors. Flip is another fine ballad effort called "Never" (Laurel, ASCAP).

• Reviews of New Pop Records

RATINGS—COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential.

90-100, Tops
80- 89, Excellent
70- 79, Good
60- 69, Satisfactory
50- 59, Limited
0- 49, Poor

TERESA BREWER

Shoot It Again.....82

CORAL 61528—Miss Brewer belts this gimmick-laden number thru in top-flight form. It moves fast and the band comes up with some fine support. The tune gets a send-off on the Theater Guild's "Shoot It Again" on CBS-TV, October 26, which could spark big action later on. (Miller, ASCAP)

You're Telling Our Secrets...76

The gal gives another pleasant performance, this time on a characteristic "catch in the voice" type ballad. (Lowell, BMI)

JO STAFFORD

It's Almost Tomorrow.....80

COLUMBIA 40595—A moving, expressive reading on a ballad that's well-suited to the Stafford style. Tho Dream Weavers and David Carroll versions are already getting action, this one could break out. (Northern, ASCAP)

If You Want to Love...77

This harks back to the gal's Dorsey days. It's a polished effort for Miss Stafford with a great sound from vocal group and ork alike. (Summit, ASCAP)

DORIS DAY

Ooh Bang80

COLUMBIA 40581—This is a breezy, jumping little tune that's full of cute, gimmicky sounds. Altho a slight switch from the gal's standard approach, her fans will like it. (Artists, ASCAP)

Jimmy Unknown...75

This ballad has a folkish flavor on the "Joey" style. It's pretty and Miss Day does it full justice. Could also stir spin action. (Jefferson, ASCAP)

BILLY ECKSTINE

La De Do De Do'76
(Honey Bug Song)
M-G-M 12105 — A bright, briskly paced rhythm-novelty with stand-out warbling by Eckstine and the Pied Pipers and a modified r.&b. beat that should pay off with juke spins. (Gold, ASCAP)

Farewell to Romance...75

Eckstine wraps up an appealing ballad in a warm, understanding vocal job. Fine jockey material for romantic segs. (Kahl, BMI)

SNOOKY LANSON

Stop (Let Me Off the Bus)76
DOT 15424—A gimmick effort where guy leaves gal, changes mind and gets off the bus to go back. It's a rollicking tune slickly delivered, and the novelty angle should attract plenty of attention. (Randy-Smith, ASCAP)

It's Almost Tomorrow...74

The ballad is ably handled by Lanson but it faces plenty of competition already from the Dream Weavers, David Carroll and Jo Stafford. (Northern, ASCAP)

JOHNNY DESMOND

Sixteen Tons76
CORAL 61529—The folkish, coal-miner's chanty is given a load of expression by the singer, but Tennessee Ernie's original wax of the tune is already starting to move, promising healthy competition for honors. (American, BMI)

Ballo Italiano...73

The guy sounds good in a typical neapolitan type tune with lush background of mandolin and fiddles. (Montauk, BMI)

(Continued on page 46)



Added Starters

FROM SAMUEL GOLDWYN'S MOTION PICTURE

GUYS & DOLLS

FEATURING 3 STRONG FRANK LOESSER ENTRIES

NOVELTY-FAST STARTER

PET ME POPPA

Jockey

ROSEMARY CLOONEY

40579



ROMANTIC SONG-TANGO TEMPO

A WOMAN IN LOVE

Jockey

FRANKIE LAINE

40583



FILLY-GAMBLER'S LOVE SONG

ADELAIDE

Jockey

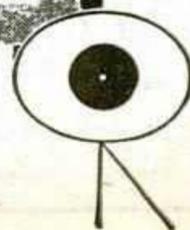
JERRY VALE

40584



ODDS-ON FAVORED ENTRY BY

COLUMBIA RECORDS



The Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 44

MICKI MARLO
Pet Me, Poppa
CAPITOL 3266—The lyrics are definitely on the tangy side, and the gal puts 'em over fine with help from good band and vocal group.

DEJOHN SISTERS
C'est La Vie
EPIC 9131—A mighty pretty ballad of the "That's life, so be it" variety, sung in slick style by the gals, compared to their previous efforts.

ANDRE KOSTELANETZ ORK
La Bamba de Vera Cruz
COLUMBIA 50090—Colorful Latin piece with all the technical polish one expects from Kostelanetz.

BUDDY KAIN
I Wanna Cry
JUBILEE 5220 — Kain has a ditty here that plays right into current trends and should do fairly well with it.

HUGO WINTERHALTER
Melancholy Serenade
VICTOR 47-6299—This version of the Jackie Gleason theme is gleaned from Winterhalter's big LP themes.

TOMMY EDWARDS
Baby, Let Me Take You Dreaming
M-G-M 12095—Light, intimate-styled warbling on a lovely ballad, with nice lyric imagery.

RUSTY KEEPER ORK
Rock-a-Way
CORAL 61499—Personable thrashing by Rita Delmar on a sprightly rhythm tune with a bouncy r.&b. tempo.

LAWRENCE WELK
Josephine
CORAL 65511—A Wayne King favorite that still has considerable appeal, especially when spruced up without eliminating the old-fashioned chintz and charm.

DANNY SCHOLL
Someday Somewhere
UNIQUE 320—A pretty ballad, and Scholl sings it as if he feels it. A nice side, with good orchestral accompaniment.

BEN LIGHT
You
"X" 173 — Precise delivery by a chorus, backed by instrumental featuring excellent piano work.

DON COSTA ORK AND CHORUS
Under the Linden Tree
ESSEX 405 — This pretty European waltz should get plenty of air spins in Costa's fine arrangement.

LA PLAYA SEXTET
(MEXICANO LA PLAYA)
Batakum
MARDI-GRAS 1014 — Good Latin-American sounds with vocal to match. Should appeal to the "South of the Border" set.

DAVE BURTON
Where It Hurts the Most
VICTOR 6284—Victor's new warbler shows more verve than voice, but he registers smartly on this bright novelty rhythm ditty in march tempo.

THE MARION SISTERS
Life Could Not Better Be
M-G-M 12096—The gals work out on a tune from the pic "The Court Jester" with ork and male group back-up. Result is okay listening.

JAN GARBER ORK
Who Cooped?
Ridgeway 111—Thrush Jeri Randolph warbles with energy on this rhythm blues type opus, while the Garber ork pounds out the beat.

JACK POLLACK ORK
O, Mein Mama
MAESTRO 312—Lois Costello, singer with the ork, does a nice job of styling this attractive ditty (which is no take-off on Fisher's "Papa," by the way), which is helped by the bright arrangement and swingy beat.

AMBROSE ORK
Whistlin' Willie
M-G-M 12103—This is an instrumental that recalls swing band stylings of an earlier day. Current appeal in doubt.

REVEL RAY
Oh, Blue Flame
ROULETTE 457001—Tango with a good lyric. Miss Ray chants it in warm style, to capable backing.

THE THREE BELLES
It Makes a Difference to Me
JUBILEE 45-5219 — Blues-with-a-beat ballad is sung forcefully. Side could do okay with exposure.

KAREN ADNERS
48 Letters From 48 States
UNIQUE 321 — Novelty with some good lines in the lyric and a fair performance.

STEPHEN MAKE
Dogface Soldier
ORIGINAL 523—Allegedly the first waxing of the tune, release timing is bad. Tho it's okay listening.

BARRY FRANK
Nicotina
SEECO 4176—A pretty tune in cha-cha tempo rendered smoothly by the singer. The S. Bolivar ork gets credit for the ballad's effective backing.

S. BOLIVAR ORK
Shy
SEECO 4177—Lifting the "Habancera" from "Carmen," the arrangers might be said to have a terrific hunk of material out of which to fashion an above-average mambo.

POPULAR RECORDS

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Jack Chenoweth, WCUE, Akron, recently aired his "Saturday Big Show" from the showroom window of a local carpet and furniture store to help the chain celebrate a grand opening in a new location.

Deejay John Lepley, of WHHM, Memphis, has started pre-med courses at the University of Tennessee, and plans to ride along as a jockey until he becomes a full-fledged "medic."

BRING BACK THE BANDS: Deejays continue to push for more and better dance band disks, and the record manufacturers are beginning to get the message.

Orchestra leader Lee Vincent plays it from both sides by not only leading a band, but also emceeing a sponsored two-hour (11 a.m.-1 p.m.) deejay show—featuring dance band platters—over WILK, Wilkes-Barre, Pa.

AMERICAN SYMPHONIC BAND OF THE AIR
Tambou
DECCA 29705—One of the flashier items in the Decca "Band Concert" album, this atmospheric opus in samba tempo deserves the wider exposure that this separate release affords.

BOBBIE CLARK
Heartbreak or Heaven
CARDINAL 1047—Slow and tuneful pleaser is warbled tenderly by the crier-chanter.

SHIRLEY GORDON
Forgive Me
CARDINAL 1046 — Ballad with a slinky beat is showcased ably by the thrush.

JOHNNY LATORRE
Rhythm Baby
BLACK GOLD 4613 — The singer essays a rhythm tune with only fair-to-middlin' success.

LAMBSIE PENN
Hard Hearted Hannah
MIRANDA 4-55-3—Fine professional orking backs this highly inappropriate performance by the 11-year-old thrush.

RAY ROSS
Those Magic Words
ROSS RECORDS R-102 — Routine ballad, adequately sung.

Meanwhile tho, Eddy Atkins, WJEH, Gallegopolis, O., wonders "why don't we have records by the big orchestras anymore."

CAB BAG: John Canty, WOTW, Nashau, N. H., writes, "If all labels came in 'white,' filing would be a cinch.

YESTERYEAR'S TOPS—

- The nation's top tunes on records as reported in The Billboard
OCTOBER 27, 1945:
1. Till the End of Time
2. I'll Buy That Dream
3. On the Atchison, Topeka and Sante Fe

- OCTOBER 28, 1950:
1. Goodnight Irene
2. Harbor Lights
3. Mona Lisa
4. All My Love
5. Can Anyone Explain?
6. Play a Simple Melody
7. La Vie En Rose
8. Sam's Song
9. Bonaparte's Retreat
10. Our Lady of Fatima

gummed labels. Also RCA Victor promised not long ago no more 'covering' of new songs.

Dave Hunter, KGBX, Springfield, Mo., is trying to acquire a set of records tagged "Show Stoppers."

England's Top Twenty

- Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parenthesis. Asterisk indicates no American publisher.
Blue Star—Victoria (Young)
Man From Laramie—Chappell (Columbia)
Everywhere—Bron (Mills)
Yellow Rose of Texas—Maddox (Planetary)
Hey There—Frank (Frank)
Hernandos Hideaway—Frank (Frank)
Everypore—Kassner (Piccadilly)
Everyday of My Life—Robbins (Miller)
I'll Come When You Call—Reine (*)
Stars Shine in Your Eyes—Maurice (*)
Close the Door—Duchess (Trinity)
Learnin' the Blues — Campbell, Connelly (Barton)
Unchained Melody—Frank (Frank)
I Wonder—Macmelodies (Sanson)
Love Me or Leave Me—Prowse (Bregman, Vocco & Conn)
John & Julie—Toff (Leeds)
Cool Water—Feldman (American)
Softly, Softly—Cavendish (Sherwin)
I'll Never Stop Loving You — Robbins (Robbins)
Go On By—Blubbird (Hambledon)

GOIN' POP! THE SPIDERS WITCHCRAFT #5366 IMPERIAL RECORDS 6425 Hollywood Blvd. Hollywood 28, Calif.

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending October 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	1	6
IF YOU WERE ME (BMI)—Dec 29662		
2. JUST CALL ME LONESOME (BMI)—E. Arnold...	2	11
THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
3. CATTLE CALL (ASCAP)—		
E. Arnold & H. Winterhalter.....	3	19
KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
4. SATISFIED MIND (BMI)—P. Wagoner.....	5	23
Itchin' For My Baby (BMI)—Vic 20-6105		
4. ALL RIGHT (BMI)—F. Young.....	6	13
GO BACK YOU FOOL (BMI)—Cap 3169		
6. I DON'T CARE (BMI)—W. Pierce.....	4	18
Your Good For Nothing Heart (BMI)—Dec 29480		
7. I FORGOT TO REMEMBER TO FORGET—		
E. Presley.....	7	7
MYSTERY TRAIN (BMI)—Sun 223		
8. YONDER COMES A SUCKER (BMI)—J. Reeves....	11	5
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
9. SATISFIED MIND (BMI)—J. Shepard.....	9	19
Take Possession—Cap 3118		
10. SATISFIED MIND (BMI)—R. & B. Foley.....	8	19
How About Me (BMI)—Dec 29526		

• Most Played in Juke Boxes

For survey week ending October 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. THAT DO MAKE IT NICE (BMI)—E. Arnold.....	1	9
Just Call Me Lonesome (BMI)—Vic 20-6198		
2. I DON'T CARE (BMI)—W. Pierce.....	2	18
Your Good For Nothing Heart (BMI)—Dec 29480		
3. LOVE, LOVE, LOVE (BMI)—W. Pierce.....	8	4
IF YOU WERE ME (BMI)—Dec 29662		
4. CATTLE CALL (ASCAP)—		
E. Arnold & H. Winterhalter.....	4	14
Kentuckian Song (ASCAP)—Vic 20-6139		
4. ALL RIGHT (BMI)—F. Young.....	5	8
Go Back You Fool (BMI)—Cap 3169		
6. SATISFIED MIND (BMI)—R. & B. Foley.....	3	17
How About Me (BMI)—Dec 29526		
7. SATISFIED MIND (BMI)—P. Wagoner.....	6	17
Itchin' For My Baby (BMI)—Vic 20-6105		
7. YONDER COMES A SUCKER (BMI)—J. Reeves....	7	7
I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
9. YELLOW ROSE OF TEXAS (BMI)—H. Snow.....	—	22
Would You Mind (ASCAP)—Vic 20-6057		
10. SATISFIED MIND (BMI)—J. Shepard.....	9	15
Take Possession (BMI)—Cap 3118		
10. WHY, BABY, WHY? (BMI)—G. Jones.....	—	1
Seasons of My Heart (BMI)—Starday 202		

• Most Played by Jockeys

For survey week ending October 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. LOVE, LOVE, LOVE—W. Pierce.....	2	5
Dec 29662—BMI		
2. ALL RIGHT—F. Young.....	4	12
Cap 3169—BMI		
3. I DON'T CARE—W. Pierce.....	1	19
Dec 29480—BMI		
3. SATISFIED MIND—P. Wagoner.....	3	21
Vic 20-6105—BMI		
5. JUST CALL ME LONESOME—E. Arnold.....	5	9
Vic 20-6198—BMI		
6. CATTLE CALL—E. Arnold & H. Winterhalter.....	8	16
Vic 20-6139—ASCAP		
7. I FORGOT TO REMEMBER TO FORGET—		
E. Presley.....	11	3
Sun 223—BMI		
8. MOST OF ALL—H. Thompson.....	10	6
Cap 3188—ASCAP		
9. IF YOU WERE ME—W. Pierce.....	—	1
Dec 29662—BMI		
10. MAYBELLENE—M. Robbins.....	9	5
Col 21446—BMI		
11. WHEN I STOP DREAMING—Louvin Brothers....	12	8
Cap 3177—BMI		
11. THERE SHE GOES—C. Smith.....	14	22
Col 21382—BMI		
13. YONDER COMES A SUCKER—J. Reeves.....	7	10
Vic 20-6200—BMI		
14. YELLOW ROSE OF TEXAS—E. Tubb.....	13	7
Dec 29633—BMI		
15. THAT DO MAKE IT NICE—E. Arnold.....	6	11
Vic 20-6198—BMI		

• C & W Territorial Best Sellers

For survey week ending October 19

City-by-city listings are based on info reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Love, Love, Love, W. Pierce, Dec.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. If You Were Me, W. Pierce, Dec.
4. Kentuckian Song, E. Arnold, Vic.
5. Satisfied Mind, P. Wagoner, Vic.
6. Cattle Call, E. Arnold, Vic.

Charlotte

1. If You Were Me, W. Pierce, Dec.
2. All Right, F. Young, Cap.
3. Love, Love, Love, W. Pierce, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. There She Goes, C. Smith, Col.
6. Satisfied Mind, P. Wagoner, Vic.
7. Don't Blame the Children, F. Husky, Cap.
8. Don't Tease Me, C. Smith, Col.
9. Satisfied Mind, J. Shepard, Cap.
10. Yonder Comes a Sucker, J. Reeves, Vic.

Dallas-Fort Worth

1. Satisfied Mind, R. & B. Foley, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. His Hands, T. Ernie, Cap.
5. Cattle Call, E. Arnold, Vic.
6. That Do Make It Nice, E. Arnold, Vic.
7. Just Call Me Lonesome, E. Arnold, Vic.

Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Why, Baby, Why, G. Jones, Sdy.
3. I Forgot to Remember to Forget, E. Presley, Sun.
4. If You Were Me, W. Pierce, Dec.
5. Let 'Em Talk, J. Work, Dot.
6. Satisfied Mind, P. Wagoner, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. I Don't Care, W. Pierce, Dec.
9. Yonder Comes a Sucker, J. Reeves, Vic.
10. I Thought I'd Never Fall in Love Again, J. Newman, Dot.

Memphis

1. Love, Love, Love, W. Pierce, Dec.
2. Yellow Roses, H. Snow, Vic.
3. Mystery Train, E. Presley, Sun.
4. Cry, Cry, Cry, J. Cash, Sun.
5. In the Jailhouse Now, W. Pierce, Dec.
6. Beautiful Lies, J. Shepard, Cap.

Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. I Can't Go Home Like This, R. Price, Col.
4. All Right, F. Young, Cap.
5. Just Call Me Lonesome, E. Arnold, Vic.
6. I Don't Care, W. Pierce, Dec.
7. Mixed Up Medley, Wilburn Brothers, Dec.
8. I Forgot to Remember to Forget, E. Presley, Sun.
9. Temptation Go Away, Wilburn Brothers, Dec.

New Orleans

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Love, Love, Love, W. Pierce, Dec.
3. Why, Baby, Why, G. Jones, Sdy.
4. If You Were Me, W. Pierce, Dec.
5. Beautiful Lies, J. Shepard, Cap.
6. I Guess I'm Crazy, T. Collins, Cap.
7. Cattle Call, E. Arnold, Vic.
8. Go Back, You Fool, F. Young, Cap.
9. I'm Hurtin' Inside, J. Reeves, Vic.
10. All Right, F. Young, Cap.

Richmond, Va.

1. Satisfied Mind, P. Wagoner, Vic.
2. Mystery Train, E. Presley, Sun.
3. If You Were Me, W. Pierce, Dec.
4. I Don't Care, W. Pierce, Dec.
5. Cattle Call, E. Arnold, Vic.
6. That Do Make It Nice, E. Arnold, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. All Right, F. Young, Cap.
9. Just Call Me Lonesome, E. Arnold, Vic.
10. Born to Be Happy, H. Snow, Vic.

St. Louis

1. Love, Love, Love, W. Pierce, Dec.
2. Born to Be Happy, H. Snow, Vic.
3. Mystery Train, E. Presley, Sun.
4. Satisfied Mind, P. Wagoner, Vic.
5. Yonder Comes a Sucker, J. Reeves, Vic.

U-I Shoots

Continued from page 12

affiliate labels Decca and Coral by selling the artists on the promotional possibilities of the shorts for their new releases. In many cases the studio has promised to speed up release dates on the films so that the artists' current records will benefit from the movie plugs.

Eddy Arnold, for instance, is warbling three of his latest record tunes "The Richest Man," "I Walked Alone Last Night" and "That Do Make It Nice," while Gogi Grant (featured in the same film) is singing her click platter "Suddenly There's a Valley." Arnold's decision to do the short was mainly motivated by Universal's promise to put the film into 6,000 theaters in time to do both platters some good.

On the other hand, the emphasis is on standards in the Randle film, which the studio hopes to push, via the co-operation of other deejays across the country, since the format of the short more or less amounts to a tribute to the jockey in general.



Benny Martin
Singing

"YES, IT'S TRUE"

coupled with
"I'M RIGHT AND YOU'RE WRONG"



.....70731

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

THE RICHEST MAN (Showcase, BMI)

I WALKED ALONE LAST NIGHT (Reis, ASCAP)—Eddy Arnold—RCA Victor 6290

Arnold has come up with another disk that shows signs of sweeping both the country and the pop fields. "Richest Man" in particular is doing equally well in places like New England, Philadelphia, Pittsburgh, Baltimore, Milwaukee, etc., as it is in Richmond, Dallas, Durham and Nashville. "I Walked Alone Last Night" is doing well in traditional country markets, but does not have similar pop appeal. A previous Billboard "Spotlight" pick.

IT'S A GREAT LIFE (Central, BMI)

FOR THE LOVE OF A WOMAN (Central, BMI)—Faron Young—Capitol 3258

Young's latest offering is stepping out quickly and should be represented on the national listings before long. Action is on both sides, but "Life" is leading at this time. All major country markets are grabbing up the platter. A previous Billboard "Spotlight" pick.

WHY, BABY, WHY? (Starrite, BMI)—George Jones—Starday 202

Jones, who has enjoyed great popularity in the Texas-Louisiana-Arkansas area in previous releases, shows signs of breaking out into the larger country market with this record. Already high on the New Orleans and Houston territorial charts, the record is moving up into Little Rock, Dallas, Memphis, St. Louis and Nashville, and from there could spread quickly to both coasts. Some good action is also reported on the flip, "Seasons of My Heart" (Starrite, BMI).

Saturday (22), with Floyd Tillman the special guest for the night.

"Grand Ole Opry TV Stars" gave two performances to good houses at Memphis Auditorium Sunday (23). Packaged by Hubert Long, the show featured Jimmy Dickens, Moon Mullican, Rod Brasfield, Jean Sheppard, the Wilburn Brothers, Hawkshaw Hawkins, Eddie Bond, Texas Bill Strength, and Ray Price and the Western Cherokees, who replaced the ailing Faron Young. . . . Hank Locklin, of "Big D Jamboree," Dallas, last week kicked off an extended tour in Colorado that will take him thru California and Arizona. Also in the package are Wanda Jackson and Mitchell Torok. "Big D" road man, Lawrence Thacker, is accompanying the unit to pitch books.

The first country and western troupe to play Denver this season pulled a full house with a three-hour show at City Auditorium Arena there October 16. Talent line-up comprised Marty Robbins, Porter Wagoner, Homer and Jethro, Slim Whitman, Hank Locklin, Mitchell Torok, Autry Inman and Wanda Jackson. . . . Charlie Lamb Agency, Nashville, has signed with Tubby Williams to handle the latter's promotion and publicity. . . . Charline Arthur, the Belew Twins, Sonny James and the "Big D Jamboree" band played the fair at Beaumont, Tex., October 20-24, set thru Music Corporation of America.

Gary Williams (Capitol) appeared on "Louisiana Hayride," Shreveport, Saturday (22), and recently held down a spot on the Webb Pierce ABC-TV network show which originated from Nashville. Williams is working under the management of Steve Stebbins, Hollywood. . . . Rocky Coleman, of Kansas City, Mo., whose Hollywood Playboys are currently appearing thru Kansas and Missouri, is framing an all-girl Western swing combo to work in conjunction with the Playboys in larger halls and auditoriums. Don (PeeWee) Nelson has returned as assistant manager and featured vocalist for the Coleman crew. Nedra Canfield, of Cosby, Mo., is president of the newly organized Rocky Coleman Fan Club.

Al Defoe, former ork leader and Cadillac recording artist and now Southern rep for Decca Records, and Jean Branch, c.&w. songwriter, who recently tied the knot at Jacksonville Beach, Fla., are now residing at Neptune Beach, Fla. Miss Branch is the writer of "Tennessee Moon." She also penned "Some Day You'll Call My Name," a new release on M-G-M by the late Hank Williams. The same tune was done by Jimmy Wakely on Capitol a few years back. . . . Skinny Garrett's Rhythm Rangers have just cut two sides for Bob-O-Link Records, new diskery with headquarters in Newcastle, Ind. Ditties are "Won't You Tie Me to Your Heartstrings?" and "I Wonder What They're Doin' Down Home Tonight?" Leon Black and Fougou Selks handle the vocals. Bob Levell is business manager for the Rhythm Rangers.

Rex Griffin, writer of such oldies as "Won't You Ride in My Little Red Wagon?" and "The Last Letter," has a new one clicking, "Just Call Me Lonesome," which Eddy Arnold has cut for RCA Victor. The tune has also been recorded by Red Foley on Decca. Griffin, now settled in Gadsden, Ala., has been forced to give up entertaining due to ill health. . . . Ray Guyce and Little Jo, currently touring New England with the Lonesome Valley Boys, have signed with All-Star Records, with their first release skedded for October 28.

(Continued on page 51)

• Review Spotlight on . . .

RECORDS

HANK THOMPSON

Don't Take It Out on Me (Brazos Valley, BMI)
Honey, Honey Bee Ball (Brazos Valley)—Capitol 3275—Thompson's latest offering has double-threat potential. First is a pleader that has a mighty pretty melody and gets his usual warm and tender treatment. Flip is an upbeat novelty tune about a little shaver who sings "Honey, Honey Bee Ball" to himself wherever he goes. Both sides have big appeal.

CARL SMITH

You're Free to Go (Ross-Jungnickel, ASCAP)
I Feel Like Cryin' (Mallory, BMI)—Columbia 21462—These both are real wet weepers that have break-out potential. Plenty of effective, tearful vocal sound in evidence and on the "cryin'" item the weepy guitar sound adds even more to the mood. Smith rarely misses with this type of material.

MARTY ROBBINS

Pretty Mama (Acuff-Rose, BMI)
Don't Let Me Hang Around (Acuff-Rose, BMI)—Columbia 21461—Robbins also may have a two-sider on his hands. On top is one of those "best friend stole the gal" items that has a fine jumping beat. The low-down r.&b. type lyrics get a fine reading. The flip finds his voice at its best in a warm and tender delivery on a true weeper. Plenty of hit potential either way.

• Reviews of New C & W Records

JOHNNIE AND JACK

S.O.S.79
VICTOR 6295—The boys send out the S.O.S. signal for the lady's heart. It's a cute idea, and the tune gets a spirited reading. (Hill & Range, BMI)
Weary Moments77
This side's a weeper, and the lads give it plenty of that tearful meaning. Good country wax. (Cedarwood Music, BMI)

MARVIN RAINWATER

Tennessee Houn' Dog Yodel77
M-G-M 12090—There's a load of interesting sound here. The houn' dog barks, the singer yodels and the drum comes thru with a good sustained beat as the pair take off on a coon hunt. Because it's different, it could stir up some attention. (Acuff-Rose, BMI)
Tea Bag Romeo73
Sounds like the plaint of a guy whose wife neglects the house to watch TV. But it's a cute story, ably sung. (Montauk, BMI)

COWBOY COPAS

Blue Yesterday77
KING 1507—Cowboy croons sincerely on an attractive blues-lament with effective lyrics. (Cedarwood, BMI)
Tell Me More74
A happy-sounding wax treatment of an up-tempo ditty with okay warbling by Copas and a vocal group. Stand out guitar work on backing. (Cedarwood, BMI)

BUCK GRIFFIN

Let's Elope, Baby76
LIN 1015—A solid country novelty with a rocking beat gets an excellent performance by Griffin. Great for deejays and the boxes. Watch it. (Lin, BMI)
Bawlin' and Squallin'74
A city slicker lured her away, and now he's bawlin' over her. Griffin belts out a solid performance to good instrumental backing. Good novelty lyric. Fine for jocks. (Lin, BMI)

THE WILSONS

First Degree Love75
DECCA 29668—The pair get over well with some mighty cute lyrics, on a tune that borders on the pop vein. Middle chorus finds the ork swinging in a barrelhouse Dixie beat. (Harman Music, ASCAP)
I Trust You70
More Dixie sound from the band here, but side doesn't measure up to the flip. (Goday Music Corp., BMI)

MYRNA LORRIE

Life's Changing Scene75
ABBOTT 185—The gal takes her rejection philosophically in this throber. A good side. (Dandelion, BMI)
Listen to My Heart Strings67
This side is a brisk blues in which the thrush is not at home. (Dandelion, BMI)

JIMMY WAKELY

Keep No Secrets74
CORAL 9-61509—Here's a sensitive reading of this pretty ballad. Wakely's good performance is supported by a chorus and tasteful instrumentation. (Riverside Music, ASCAP)
Steal a Penny From a Beggar71
Leisurely-paced ballad nicely done. (Tee-Kaye Music, ASCAP)

THE CROSSROADS QUARTET

I've Heard About a City74
M-G-M 12099—A song with a religious lyric, but this side has quite a novelty touch to the lyric. Fine delivery. (Lynn, BMI)
The Fourth Man73
Good religious side, delivered by the quartet with sincerity and a good beat. (Lynn, BMI)

TABBY WEST

Chat-Chat-Chattanooga74
DECCA 29698—The home town angle gets the treatment here on a tune that swings along nicely. Shows some juke potential. (Copar Music, BMI)
They Accused Me69
Gal gives it a good try on some

pretty dull material. (Northern Music, ASCAP)

HAWKSHAW HAWKINS

Standing at the End of My World73
VICTOR 6298—This is a real melancholy tome of the wasted life. Voice gets the mood over fine. (Volunteer Music, BMI)
I Gotta Have You72
The "Hawk" registers well on a ballad that's got a nice slow swingin' beat. (Bellemade Music, BMI)

BERNIE ANDERS

Too Late I Learned73
KING 4832—This is a typical twangy country voice, show-cased in a rockin' rhythm and blues tune. Anders shows plenty of r.&b. savvy. (Armo, BMI)
My Heart Believes72
Anders offers a show-wise effort on a slow pleader. (Armo, BMI)

JIMMIE DAWSON

Walkin' Round in Circles72
BONANZA 1925—Forceful, energetic warbling by the clefter-warbler. The tune is pleasant. (Fairway, BMI)
Devil-Eyes72
Same comment for this somewhat bouncer item. (Fairway, BMI)

MRS. SUNSHINE (JANE SWANSON)

Two Car Garage72
M-G-M 12100—One of the two cars will be gone when he looks across the driveway, is the theme of her plaint. A weeper with a good lyric idea. (Northern, ASCAP)

MR. SUNSHINE (CARL SWANSON)

Along the China Coast66
A country weeper with a different locale—a sailor on a ship at sea. He tells how he longs for home. Lacks sparkle. (Cenora, BMI)

DAVE DUDLEY

This Is the Last Time69
KING 1508—New King warbler Dudley sings with directness and simplicity on an appealing weeper. Title (e.g., "This Is the Last Time I'll Be a Pastime for You.") (Mar-Kay, BMI)
Cry Baby Cry69
Dudley hands an okay weeper (his own composition) a sincere vocal. (Lois, BMI)

BUDDY GRIFFIN

Bartenders Girl68
EKKO 1017—Good country voice tells a cute story, tho the backing lacks color. (Pacific, BMI)
A Red Rose, a Bouquet or a Room Full67
Expressive singing on a pleasant ballad. (Jari, BMI)

WALKIN CHARLIE ALDRIDGE

Oklahoma Joe68
SIERRALEN 1002—Western novelty type ditty chanted in fair style by Aldridge, with honky tonk backing. (ASCAP)
Cowtown Undertaker68
Another Western novelty. Lyric is good for some chuckles. (ASCAP)

MAC AND JAKE

Yakety Yak68
METEOR 5022—A rhythm tune based on "Grandmaw's tiresome yackety yak." Adds up to pretty so-so stuff. (Meteor, BMI)
A Gal Named Joe66
Swing piano and guitar spots help this one but the boys have a tough workout with the material. (Meteor, BMI)

CARROT TOP ANDERSON

Such a Beautiful Evening68
SIERRALEN 1003—A beautiful warbling job by Anderson of a sentimental poppish Western. The material isn't up to the performance, however. (ASCAP)
Mope Along64
Anderson is an impressive Western warbler, tho this novelty isn't any ball-of-fire as material. (ASCAP)

FOLK TALENT & TUNES

By BILL SACH

Around the Horn

Zeke Clements, who sustained a broken left leg at the knee while on a fishing expedition six months ago, has suffered a relapse and has been put back on crutches and in a special brace. He'll be confined to his Nashville home for some time. Mail will reach him at his Blazon Music Company, Box 35, Nashville. Zeke, after seven years with M-G-M Records, has just signed with Randy Wood, of Dot Records, with his first release due soon. Zeke's ditty, "There's Poison in Your Heart," which Kitty Wells has cut for Decca, is enjoying good sales.

Buddy Griffin (Ekko) inaugurated his own weekly television show on Sundays, 12 noon-12:30 p.m., over KFJZ-TV (Channel 11), Fort Worth. Billed as "Buddy Griffin and His Buddies," show features Griffin's band, with Jimmy Kelly doubling as comic, plus guest stars weekly. Griffin's band also appears three nights a week at the Westerner in Dallas and troupes with traveling units of "Big D Jamboree." . . . Dub Dickerson has his band working seven nights a week at the Round-Up Club, Dallas.

Dub's wife, Dorothy, recently presented him with a new heir, Ricky Wayne.

Elvis Presley plays the fair at Prichard, Ala., October 26-28, in a deal arranged by Presley's manager, Bob Neal, and Jack Cardwell, of WAIP, Prichard. Neal has also set details with Yankie Barhona-vich for Presley to play Biloxi, Miss., November 6, and Keesler Air Force Base, Biloxi, November 7-8. Presley, along with Porter Wagoner, Wanda Jackson, Johnny Cash, Jimmy Newman and Bobby Lord have just completed a tour of West Texas.

Redd Stewart, who recently left the Pee Wee King organization after many years' association, now has his own half-hour TV show on WGN, Chicago, each Wednesday night. He commutes from Louisville for the date. . . . Texas Bill Strength hops into Cleveland Saturday (29) to again headline "Circle Theater Jamboree." Set as "Circle Theater" features for November 19 are Ferlin Huskey, Porter Wagoner, Jean Shepard and the Browns. . . . Riley Crabtree, of "Big D Jamboree," Dallas, has a new one out on the Ekko label, "Meet Me at Joe's," b/w "Don't Turn Away From Me."

Slim Whitman (Imperial), a feature of "Louisiana Hayride," Shreveport, the last five and a half years, joins WSM's "Grand Ole Opry" in Nashville Saturday (29) as a permanent staff feature. Whitman is managed by Ray Bartlett. . . . Rod Brasfield and three members of Little Jimmy Dickens' Country Boys, Jimmy Gosset, Buddy Emmons and Johnny Johnson escaped serious injury recently when their car collided head-on with a truck near Macon, Ga. They were treated at a Macon hospital for lacerations and bruises.

Bob (Luke) Jones and Tex Daniels and the Lazy H Ranch Boys are back in the Baltimore territory after winding up an extended tour of Southern fairs at Augusta, Ga., last week. The Lazy H Ranch gang's latest release on the Blue Hen label is "It's Raining Roses," with vocal by Fran Daniels, b/w "Garden of Sweethearts," vocal by Eddy Gittings. . . . Carl Smith headed up the Prince Albert portion of "Grand Ole Opry" last

ALREADY A HIT IN MEMPHIS-NEW ORLEANS
"DOUBLE DUTY LOVIN'"
b/w
"TALKING OFF THE WALL"
By
Eddie Bond
Ekko Record 1015
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The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending October 19

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. ONLY YOU (BMI)—Platters	2	14
Bark, Battle and Ball (BMI)—Mer 70633		
2. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	3	8
Bumpy Bump (BMI)—Imperial 5356		
2. AT MY FRONT DOOR (BMI)—El Dorados	5	4
What's Buggin' You Baby (BMI)—Vee Jay 147		
4. ALL BY MYSELF (BMI)—F. Domino	4	7
Troubles of My Own (BMI)—Imperial 5357		
5. MAYBELLENE (BMI)—C. Berry	1	13
Wee Wee Hours (BMI)—Chess 1604		
6. ALL AROUND THE WORLD (BMI)—Little Willie John	6	4
Don't Leave Me Dear (BMI)—King 4818		
7. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	11	2
All My Love in Vain (BMI)—Checker 824		
8. BLACKJACK (BMI)—R. Charles	—	1
GREENBACKS (BMI)—Atlantic 1076		
9. WHY DON'T YOU WRITE ME? (BMI)—Jacks	9	12
Smack Dab in the Middle (BMI)—RPM 428		
10. PLAY IT FAIR (BMI)—L. Baker	—	1
Lucky Old Sun (ASCAP)—Atlantic 1075		
11. ADORABLE (BMI)—Colts	—	1
Lips Red as Wine (BMI)—Vita 112		
11. I CONCENTRATE ON YOU (ASCAP)—D. Washington	—	1
Not Without You (ASCAP)—Mercury 70694		
13. THIRTY DAYS (BMI)—C. Berry	—	1
Together (BMI)—Chess 1610		
13. WALKIN' THE BLUES (BMI)—J. DuPree	8	11
Daybreak Rock (BMI)—King 4812		
15. FEEL SO GOOD (BMI)—Shirley & Lee	13	10
You'd Be Thinking of Me (BMI)—Aladdin 3289		
15. HIDE AND SEEK (BMI)—J. Turner	13	6
Midnight Cannonball (BMI)—Atlantic 1069		

• Most Played in Juke Boxes

For survey week ending October 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. MAYBELLENE (BMI)—C. Berry	1	12
Wee Wee Hours (BMI)—Chess 1604		
2. ONLY YOU (BMI)—Platters	3	8
Bark, Battle and Ball (BMI)—Mercury 70633		
3. ALL BY MYSELF (BMI)—F. Domino	2	6
Troubles of My Own (BMI)—Imperial 5357		
4. I HEAR YOU KNOCKIN' (BMI)—S. Lewis	5	3
Bumpy Bump (BMI)—Imperial 5356		
5. AT MY FRONT DOOR (BMI)—El Dorados	4	4
What's Buggin' You Baby (BMI)—Vee Jay 147		
6. HIDE AND SEEK (BMI)—J. Turner	7	8
Midnight Cannonball (BMI)—Atlantic 1069		
7. EVERYDAY (BMI)—C. Basie	5	15
Come Back (BMI)—Clef 89149		
8. WHY DON'T YOU WRITE ME? (BMI)—Jacks	7	10
Smack Dab in the Middle (BMI)—RPM 428		
9. DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson	—	1
All My Love in Vain (BMI)—Checker 824		
9. THIRTY DAYS (BMI)—C. Berry	—	1
Together (BMI)—Chess 1610		

• Most Played by Jockeys

For survey week ending October 19

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. ALL BY MYSELF—F. Domino	2	7
Imperial 5357		
2. ONLY YOU—Platters	1	6
Mercury 70633 (BMI)		
3. I HEAR YOU KNOCKIN'—S. Lewis	4	8
Imperial 5356 (BMI)		
4. MAYBELLENE—C. Berry	2	12
Chess 1604—BMI		
5. AT MY FRONT DOOR—El Dorados	5	6
Vee-Jay 147		
6. HIDE AND SEEK—J. Turner	9	10
Atlantic 1069—BMI		
7. IT'S LOVE, BABY—R. Brown	—	7
Atlantic 1072—BMI		
8. ALL AROUND THE WORLD—Little Willie John	—	5
King 4818—BMI		
9. PLAY IT FAIR—L. Baker	13	2
Atlantic 1075—BMI		
10. AIN'T THAT A SHAME—F. Domino	6	24
Imperial 5348—BMI		
10. WALKING THE BLUES—J. DuPree	—	9
King 4812—BMI		
12. WHY DON'T YOU WRITE ME?—Jacks	9	12
RPM 428—BMI		
12. DON'T START ME TALKIN'—(Sonny Boy) Williamson	—	1
Checker 824—BMI		
14. THOSE LONELY, LONELY NIGHTS—E. King	7	4
Ace 509—BMI		
14. THIRTY DAYS—C. Berry	—	1
Chess 1610—BMI		

• This Week's Best Buys

ADORABLE (Panther, BMI)—The Colts—Vita 112
The Drifters—Atlantic 1078

Since the appearance of the original Vita disk, excitement on this tune has mounted. The Colts started off with a bang in Los Angeles and later began making noise in New York, Philadelphia, Baltimore and Buffalo. The Drifters' record started later, but in areas where the Vita disk had not been distributed—and in many where it had—it showed very good sales, too. While the Colts are already on the national retail chart, the Drifters are not far behind.

THE WEDDING (Old Town, BMI)—The Solitaires—Old Town 1014

Coming up slowly, due to poor distribution in some areas, this disk is now shaping up as a powerful contender for national listing. Strong in New York from the outset, and on its territorial chart for several weeks, it is now a good seller in Philadelphia, Pittsburgh, Chicago, Detroit, St. Louis and Baltimore also. Flip is "Don't Fall in Love." A previous Billboard "Spotlight" pick.

HANDS OFF (Tollie, BMI)—Jay McShann Ork—Vee Jay 155

It is seldom that a new disk sparks such spontaneous sales action in its first 10 days. Impressive volume has been indicated in a variety of cities, including Chicago, New York, Philadelphia, Buffalo, Los Angeles, Atlanta, Durham, St. Louis and Cleveland. Flip is "Another Night" (Tollie, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

SHIRLEY & LEE

Lee's Dream (Aladdin, BMI)

I'll Do It (Aladdin, BMI)—Aladdin 3302—The pair have a very hot two-sided entry here. The first is a soft, soothing affair that drips with devotion. Lee sings with feeling about his dream while Shirley replies with spoken words of love. A unique and winning effort. Second side finds the two in a jumping mood on a real bouncer. Either one can stir up plenty of spin action.

TITUS TURNER

Big John (Clifton, BMI)

Sweet and Low (Clifton, BMI)—Wing 90033—Turner, a recent entry in the disk derby, comes thru impressively on his second release for the label. "Big John" is a Deep-South folkish blues item that shouts with excitement. Bongo drum and guitar give fine backing. Flip is a "heartfelt love" item that shows his voice in equally fine fettle. Either side is a good bet for healthy coin.

• R & B Territorial Best Sellers

For survey week ending October 19

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. I Hear You Knockin', S. Lewis, Imp.
2. All By Myself, F. Domino, Imp.
3. At My Front Door, El Dorados, VJ
4. Maybellene, C. Berry, Chs.
5. Only You, Platters, Mer.
6. Don't Start Me Talkin', S. B. Williamson, Che.
7. All Around the World, Little Willie John, Che.
8. Nip Slip, Clovers, Atl.
9. Thirty Days, C. Berry, Chs.
10. Hide and Seek, J. Turner, Atl.

Charlotte

1. I Hear You Knockin', S. Lewis, Imp.
2. All By Myself, F. Domino, Imp.
3. Why Don't You Write Me, Jacks, RPM
4. Feel So Good, Shirley & Lee, Ala.
5. Maybellene, C. Berry, Chs.
6. Good Rockin' Daddy, E. James, Mod.
7. All Around the World, Little Willie John, Che.
8. Thirty Days, C. Berry, Chs.
9. Only You, Platters, Mer.
10. It's Love, Baby, R. Brown, Atl.

Chicago

1. Only You, Platters, Mer.
2. Don't Start Me to Talkin', S. B. Williamson, Che.
3. Painted Picture, Spaniels, VJ
4. I Concentrate On You, D. Washington, Mer.
5. Rock Around the Clock, B. Haley, Dec.

Cincinnati

1. At My Front Door, El Dorados, VJ
2. I Hear You Knockin', S. Lewis, Imp.
3. Only You, Platters, Mer.
4. Why Don't You Write Me, Jacks, RPM
5. Come Back, Maybellene, J. Greer, Grv.
6. Maybellene, C. Berry, Chs.

Detroit

1. All Around the World, Little Willie John, Kng.
2. Only You, Platters, Mer.
3. At My Front Door, El Dorados, VJ
4. Maybellene, C. Berry, Chs.
5. Why Don't You Write Me, Jacks, RPM
6. Walking the Blues, J. DuPree, Kng.
7. I Hear You Knockin', S. Lewis, Imp.
8. It's Love, Baby, L. Brooks, Imp.

Los Angeles

1. Adorable, Colts, Vita.
2. Only You, Platters, Mer.
3. Maybellene, C. Berry, Chs.
4. Convicted, O. McLollie, Mod.
5. I Hear You Knockin', S. Lewis, Imp.
6. All By Myself, F. Domino, Imp.
7. At My Front Door, El Dorados, VJ
8. Good Rockin' Daddy, E. James, Mod.
9. Hide and Seek, J. Turner, Atl.

New Orleans

1. Only You, Platters, Mer.
2. All By Myself, F. Domino, Imp.
3. Blackjack, R. Charles, Atl.
4. At My Front Door, El Dorados, VJ
5. I Hear You Knockin', S. Lewis, Imp.
6. Hide and Seek, J. Turner, Atl.
7. Play It Fair, L. Baker, Atl.
8. All Around the World, Little Willie John, Kng.
9. Why Don't You Write Me, Jacks, RPM
10. Crazy Feeling, E. James, Mod.

New York

1. Only You, Platters, Mer.
2. At My Front Door, El Dorados, VJ
3. Wedding, Solitaires, OT
4. Adorable, Colts, Vita.
5. I Hear You Knockin', S. Lewis, Imp.
6. I Concentrate On You, D. Washington, Mer.
7. All By Myself, F. Domino, Imp.
8. Ship of Love, Nutmegs, Her.
9. Everyday, C. Basie, Clf.

Philadelphia

1. He, A. Hibbler, Dec.
2. Play It Fair, L. Baker, Atl.
3. Paradise Princess, A. Savage, Her.
4. I Concentrate On You, D. Washington, Mer.
5. Maybellene, C. Berry, Chs.
6. Tears in My Eyes, Dreamers, Gra.

St. Louis

1. Don't Start Me to Talkin', S. B. Williamson, Che.
2. Hands Off, J. McShann, VJ
3. At My Front Door, El Dorados, VJ
4. It's Love, Baby, L. Brooks, Exc.
5. I Hear You Knockin', S. Lewis, Imp.
6. All Around the World, Little Willie John, Kng.
7. Too Late, Little Walter, Che.
8. Walking the Blues, W. Dixon, Che.
9. Thirty Days, C. Berry, Chs.
10. Ten Long Years, B. B. King, RPM

Washington, D. C.

1. At My Front Door, El Dorados, VJ
2. Maybellene, C. Berry, Chs.
3. Ain't That a Shame, P. Boone, Dot
4. I Hear You Knockin', S. Lewis, Imp.
5. My Boy Flat Top, B. Bennett, Kng.
6. Painted Picture, Spaniels, VJ
7. Only You, Platters, Mer.
8. Soldier Boy, Four Fellows, Gly.
9. Feel So Good, Shirley & Lee, Ala.
10. It's Love, Baby, R. Brown, Atl.

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ATLANTIC 1077
Atlantic RECORDING CORP
234 WEST 56th STREET, NEW YORK 19, N. Y.

A NEW FAST MOVING HIT
"HANDS OFF"
#155 VEE JAY

• Review Spotlight on . . .
JAY McSHANN ORK
Hands Off (Tollie, BMI)—Vee Jay 155—Vocalist Priscilla Bowman turns in an exciting performance, and the band produces some fine sound on this catchy, upbeat opus. The side has the power to stir up plenty of action. Flip is "Another Night," a slow, lyrical tune, with solid appeal all its own (Tollie, BMI).
VEE-JAY Records, Inc.
2129 S. MICHIGAN AVE., CHICAGO Phone: CALumet 5-6141

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Correction!
 DIXIE HUMMING BIRDS
TAKE CARE OF ME
 b/w
 It Must Have Been the Lord That
 Touched Me
 is PEACOCK #1742
 and is not as shown on Page 49, Octo-
 ber 15, 1955, issue of The Billboard.
PEACOCK RECORDS, Inc.
 2809 Erastus St. Houston 26, Texas

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• **Reviews of New R & B Records**

PIANO RED
 Gordy's Rock78
 GROOVE 0126 — The Solid South should cast its ballots for this typical pile-driving instrumental jump boogie by Red. A strong juke entry. (HiB & Range, BMI)
 Red's Blues....76
 Red shouts the blues on this face in his effective down-home manner, backed by his own strong piano and rhythm. Should get good territorial action. (Lowery Music, BMI)

THE CADILLACS
 Speedoo78
 JOSIE 785—Aptly titled, this rollicking ditty comes on like a blockbuster and gives the ever more popular group one of their best possibilities yet to hit the big money. (Rush Music, BMI)
 Let Me Explain....76
 The lead pleads winningly for some consideration from his girl, with excellent support from the group. Nicely harmonized and builds into a highly attractive side. (Rush Music, BMI)

MARGIE DAY
 Ho-Ho77
 CAT 118—Margie Day sounds happy here, and she sings out strongly on a good piece of material. Deejays ought to feed it spins, and it could catch on. (Progressive, BMI)
 Pitty Pat Band....74
 The beat and sound are the things in this novelty. Could get lots of air play. (Marilyn, BMI)

ROLLEE MCGILL
 There's Madness in My Heart77
 MERCURY 70725—McGill and his rhythmic backing are much more effective than the material, but this torcher stands a good chance on the strength of the performance. (Drexall, BMI)
 Blue Melody Moon....73
 McGill does a great job on this fancy, romantic tune which, however, lacks any outstanding qualities. (Drexall, BMI)

THE TURKS
 Emily77
 MONEY 211—An okay warbling stint on a smoothly-paced ballad. (Golden State, BMI)
THE TURBANS
 When I Return....74
 The boys wall with telling effect on a moving ballad with a great beat. (Golden State, BMI)

LITTLE RICHARD
 Tutti-Frutti76
 SPECIALTY 561—A cleverly styled novelty with nonsense words delivered rapid-fire. The singer shows a compelling personality and an attractive vocal style. (Veebe, BMI)
 I'm Just a Lonely Guy....72
 A slow tearful blues, which Little Richard belts out with powerful pipes. On performance, rather than material, this disk is strong. (Veebe, BMI)

MR. BEAR
 I'm Gonna Keep
 My Good Eye on You75
 GROOVE 0125 — Here's a good Southern blues side with a novelty lyric that's good for some chuckles. Mr. Bear has a real sound. Merits exposure. (Monument Music, BMI)
 How Come....74
 Mr. Bear tells a story of affection changed to indifference. He really chants it, recitation style. Something different.

ROLLING CREW
 Home on Alcatraz75
 ALADDIN 3301—A dramatic vocal rendition of a moving theme with hard-driving, steady-rhythm backing. Both sides should pull plenty of juke and jockey play. (Gallo-Otis, BMI)
 Cryin' Emma....73
 This one moves right along with a strong beat and solid vocal performance. The title chick—erring Emma—sobs in the background from start to finish, thereby furnishing a commercial gimmick. (Gallo-Otis, BMI)

THE ORIOLES
 Please Sing My Blues Tonight75
 JUBILEE 5221—A tender rendition of pretty material. Here's a dreamy side that deejays could spin to good reaction on late-hour segs. Has pop potential too. (BMI)
 Moody Over You....73
 Sentimental blues is sung warmly by the group. They convey a nice mood in this well-produced disk. (Danby, BMI)

JOE TEX
 Davy, You Upset My Home75
 KING 4840—King has a great new vocal talent in 18-year-old Joe Tex, who registers as a versatile, sock showman on his first disk. This side spotlights a solid rendition of a clever novelty. If it isn't too late to cash in on the Crockett craze, the platter should stir up action. (Jay & Cee, BMI)
 Come in This House....72
 Tex sings a moving weeper-ballad with drive and plenty of feeling and heart. (Jay & Cee, BMI)

JEANNIE BARNES
 Can't Get You Off My Mind75
 ALADDIN 3300 — Strong thrashing job on a blues theme with an insistent, infectious beat. Should get spins. (Gallo-Otis, BMI)
 My Love Song....72
 Attractive reading of a pretty ballad with a nice phrasing job by Miss Barnes. (Gallo-Otis, BMI)

MEL WILLIAMS
 Send Me a Picture Baby75
 FEDERAL 12241 — Williams' first wax for the label is most promising. Favored with a bright piece of material, in which whistled lines alternate with sung lines, he'll get generous deejay play and could stir plenty of excitement. (Valjo, BMI)
 Little School Girl....68
 In this slower side, the warm, attractively husky voice of the singer is displayed. Stronger material would have helped, however. (Gallo-Otis, BMI)

THE DIABLOS
 The Way You Dog Me Around74
 FORTUNE 518—Nolan Strong is the effective lead singer in this touching r.&b. ballad. Midway there's a deep-

voiced recitation a la the old Ink Spots. Good side. (Trianon, BMI)
 Jump, Shake and Move....73
 This is a steady rocking jump effort with Strong leading the way. (Trianon, BMI)

LARRY DALE
 No Tellin' What I'll Do74
 HERALD 463—Here's a low-down pleader that gets a wailin' blues voicing and a great ork sound. (Progressive, BMI)
 Feelin' All Right....73
 This one's got a good rockin' sound. The voice belts thru with a nice back-up from banjo and ork. (Angel, BMI)

JOHNNY TWOVOICE AND THE MEDALLIONS
 My Pretty Baby74
 DOOTONE 373—Twovoice performs in both baritone and soprano ranges, and perhaps registers well visually. On disk the gimmick doesn't appeal. This side rocks, however, thanks to the group and arrangement. (Williams, BMI)
 I'll Never Love Again....63
 Nothing happens on this ballad side. (Williams, BMI)

ANDRE WILLIAMS (MR. RHYTHM)
 Going Down to Tin Juana73
 FORTUNE 824—Rhumba blues beat is right behind this chant by Williams. It's a joyful effort about an upcoming pleasure jaunt. (Trianon, BMI)
 Pulling Time....73
 The time he's pulling is in jail. Blues lament is realistic and effectively projected by Williams in a semi-recitation with wailing effects. (Trianon, BMI)

THE SH-BOOMS
 Could It Be?73
 CAT 117—Ballad is done in bouncy style by the former "Chords." Slicing figures to pull some action from teen-agers. (Progressive, BMI)
 Pretty Wild....71
 Hopping beat behind this rhythm opus should please the jitterbugs. Some juke potential here. (Progressive, BMI)

(Continued on page 51)

DUKE RECORDS, Inc.
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THE "POP" BOX
 POPPING "POP"

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LITTLE JUNIOR PARKER
 has "2" (A) sides 
THERE BETTER NOT BE NO FEET
 (IN THEM SHOES)
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 b/w
DRIVING ME MAD
 rating B plus
 Duke #147

SISTER JESSIE MAE RENFRO
DELIVER ME
 b/w
HOLD MY HAND
 Peacock #1756

THE EAGLE STIRRETH HER NEST
 b/w
THE CHAPEL
 Peacock #1751
 Featuring
THE SOUTHERN WONDERS


RHYTHM-BLUES NOTES

By PAUL ACKERMAN

There's plenty of action on the rhythm-and-blues best-selling chart this week. Five new entries made the national list, three of them on Atlantic Records. The latter are Ray Charles' "Greenbacks" and "Blackjack" and Lavern Baker's "Play It Fair." These three, together with Joe Turner's "Hide and Seek," put the diskery back on the

charts in strength. For a period of several weeks recently, Atlantic had been off the charts. This was the first time in several years the label had been off the charts for even a brief spell. Atlantic has had as many as seven chart records riding at one time. . . . Other new disks on the national chart are Chuck Berry's "Thirty Days" on Chess and Dinah Washington's "I Concentrate on You" on Mercury.

Jockey Jack, WERD, Atlanta, bedded with ulcers. . . . Carl Van Moon is cutting his second session on Duke. We understand the diskery's Billy Brooks' "Donna" is causing somewhat of a stir in the pop market. . . . Baton Records is releasing a new disk by the Hearts—"Until the Real Thing Come Along," backed with "Gone, Gone, Gone." The latter side, it's interesting to note, is the first blues number cut by a female group in some time.

Baton is also putting out its first spiritual disk, "Didn't It Rain," backed with "My God and Your God," cut by the Heavenly Echoes. . . . Atco has signed a couple of new talents, the Pearls (formerly with Aladdin) and the Sensations, whose girl and boy leads are Yvonne and Tommy Wicks.

Night club personalities, recording artists and a lot of cuffo characters are scheduled to attend Joe Schiavone's "Rock 'n Roll Salute" party at the latter's club October 24, Savannah, Ga. The clambake will honor Ben Frye of Studio Films, whose "Rock 'n Roll Revue" film debuts in 70 New York theaters on that date. . . . Vivian Green, r.&b. deejay in Denver, has moved her show from KIMM to KTLN, where she is now doing an hour-long remote from the Piano Lounge.

VOX JOX

Continued from page 46
can't LP's be labeled in order of playing on the disk?"

Levi Beall and Jo Lito on Denver's foreign language station (KFSC), say they aren't getting as many new disks as they should. The boys who share the mike three hours a day given over to pops and current hits, can use more disks from Westminster, Decca, Columbia, RCA and "X." The Denver market on foreign language disks is just beginning to move. "We have regularly scheduled programs at KFSC in German, Polish, Japanese, Italian, Yugoslav and, of course, Spanish. These shows are all sold, and we like to play music to fit the language. We push any disks we can get in these languages and our results have been fantastic," Beall says.

CHANGE OF THEME: Eddie Chase, CKLW, Detroit, left last week for a five-week safari (Via Pan American) thru the Belgian Congo, where he will record his observations, experiences and native music for his daily show back home. He'll stop over in London, en route home, to tape interviews with British recording stars. . . . Bob Ancell, WCUE, Akron, and his frau, Shirley, made a combination business-pleasure trek to Manhattan this week. . . . Sid Knight is moving from WGNI, Dallas, to KSKY, same city. He'll jockey a daily two-hour pop and jazz show.

It seems that Norman Wain (who recently moved from WDOK, Cleveland, to WJW, same city) never really left home. At any rate, WDOK has lured him back with the offer of the station's program director post, in addition to his old deejay chores. Wain is also doing the commercials on two Cleveland video

Reviews of New R & B Records

Continued from page 50

CONNEE ALLEN
Don't
THERON 114—Nice blues side, with smart lyric and good performance by Miss Allen. (Toole, BMI)
I Haven't Got the Heart...70
Connee Allen displays a voice of interesting quality in this pop-styled ballad. (Toole, BMI)

JOE MILLER
I Found the One I Love...70
HERALD 464—There's an okay beat to this, but somehow it never quite gets off the ground. (Angel, BMI)
Dumplin' Darlin'...68
The voice has a pleasant enough sound, but the material's mighty thin. (Angel, BMI)

ROY BROWN
She's Gone Too Long...69
KING 4834—The veteran blues shouter has a medium tempo weeper here that has spirit and a solid beat. Material-wise, fairly routine. (Jay & Cee, BMI)
My Little Angel Child...66
A restrained blues of so-so caliber, which finds Brown straining but producing only moderate results. (Jay & Cee, BMI)

SAM MAN BROWN AND THE BROOMDUSTERS
Sax Symphonic Boogie...68
METEOR 5024—More good tenor work with emphasis this time on a driving beat. (Meteor, BMI)
Flaming Blues...68
Tenor sax generates a sexy sound on a low-down blues tune. (Meteor, BMI)

FOLK TALENT AND TUNES

Continued from page 48

Nell Campbell, who has been dabbling in songwriting some 20 years, thanks Hank Snow, RCA Victor and Hill & Range for giving her a break on her new tune, "Chattin' With a Chick in Chattanooga," which Snow has inserted in his recent album release. Tune is also slated to be released as a single soon. Snow and Edna Farnsworth were co-writers with Miss Campbell on the piece. Miss Campbell also has several new songs with Jim Denny, of Cedarwood Music, Nashville.

Cowboy Dick Carson, after two years of inactivity, has reorganized his Prairie Partners band, comprising Kenny Moore, triple-neck steel; Earl Neilsen, hot lead guitar; Eddie Risner, bass and rhythm guitar, and Carson, rhythm guitar. Combo is current at the Tradewinds, Lansing, Mich. Carson recently turned over his station wagon to the tune of \$1,400 worth of damage. . . . Carl Stuart and his personal manager, Herbert L. Shucher, recently sponsored their first live-show venture at Hotel Brunswick, Boston, the combination show-dance pulling a capacity crowd of more than 200. Talent included Stuart, his Cowboy Caravan, and Eddie Dyer, comic. They plan to use the idea on a regular basis.

With the Jockeys

Les Bodine, of the Bodine Music Store, Inc., Dayton, O., letters: "The latch is always out to country and western artists passing thru Dayton. I spin disks on there c.&w. programs daily over WING here. I enjoy meeting the artists whose records I sell in my store and play on the air. I recently had a visit from Joy Whitaker, who has a new recording, 'Crying' b/w 'Hey, You With the Dancing Feet,' on the M.&J. label. She appeared on two evening disk shows. Jim Edward and Maxine Brown's recording of 'Here Today and Gone Tomorrow' is at present the top favorite among listeners in this

shows, "Stump the Sports" and "Vanity Fair," over WEWS-TV, with two more programs in the works. . . . Pvt. Phil Zimmerman, formerly with KCOH and KNUX-TV, Houston, is now broadcasting over an Armed Forces Radio Services station at Elmendorf AFB near Anchorage, Alaska. . . . Herman D. Griffith, who recently joined WCIN, Cincinnati, as news director and deejay, "needs all the wax I can get."

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Flaming Blues...68
Tenor sax generates a sexy sound on a low-down blues tune. (Meteor, BMI)

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WHEN IN BOSTON It's the **HOTEL AVERY**
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Radio in Every Room

THE FINAL CURTAIN

DANIELS—Frank, former concessionaire, October 9 in Chicago. Burial in Chicago.

DELUDE—Louis, 71, widely known thruout Connecticut as a pianist and band leader, October 12 in Willimantic, Conn. Survived by a brother, Julian, New Britain, Conn.

IN REMEMBRANCE OF
E. H. BROOME
Died October 18, 1952
W. E. (Shotgun) Page

DUNN—Jack, 69, old-time vaudeville performer, October 16 in Buffalo. During his vaude days he was known professionally as one of the Juggling Marshons. Survived by his widow, Thelma. Burial in St. John's Cemetery, Buffalo.

In Loving Memory of
E. C. (HUMPY) EVANS
Died October 25, 1952
HELEN EVANS AND THE BOYS

GEARHART—Charlie, 77, retired concessionaire known professionally as Snow Cone Charlie, October 12 in Aransas Pass, Tex. There are no known survivors. Burial in Prairie View Cemetery, Aransas Pass.

HAGGERTY—Arthur J., prominent Bradford, Pa., banker and widely known among outdoor show people, October 15 in Bradford of a cerebral hemorrhage. He was a charter member of the Circus Pans of America and was also a member of the Circus Saints and Sinners. Survived by his widow and a daughter, Mrs. John W. Hook, Chicago.

HALL—Harry H., 79, magician and one time manager of the Charles Sparks Circus Side Show, October 14 in Somerville, N. J. (Details in the Circus department.)

HODIAK—John, 41, leading man of motion pictures, stage and television, October 19 in Tarzana, Calif. Starting out as a radio actor, he later signed for his movie work in 1942, winning his first recognition in "Lifeboat." Successive films included "The Harvey Girls," "A Bell for Adano," "Command Decision," "Across the Wide Missouri" and more recently, "Trial" and the unfinished "On the Threshold of Space." Last year he was hailed for his role of Lieutenant Maryk in the Broadway production of "The Caine Mutiny Court Martial." Recently he had starred on the Loretta Young TV show. Survived by his daughter, whose mother is Anne Baxter, the actress; a brother, a sister and his parents.

JOSEPH—Edwin, 65, veteran outdoor showman, October 18 in Prichard, Ala., of a heart attack. He was the former operator of Wonder City Shows. Survived by his widow, Dimples; a son, John, and four daughters. Burial in Whistler, Ala.

KINKEAD—Clives, 73, former newspaperman, screen writer and author of the successful Broadway play "Common Clay," October 16 in Louisville. A lawyer, as well, he practiced with his father in Kentucky from 1909 to 1913, during which time he served

in the Kentucky House of Representatives. While attending Harvard law school in 1913, he wrote "Common Clay," which was produced on Broadway in 1915 and was made into a silent film in 1930. As a reporter he had served on The Louisville Post, The St. Louis Republic and The New York Press. His widow and a sister survive.

LATTO—Julius, former concessionaire, October 15 in Chicago. In recent years he had operated a barber shop in that city. He was a veteran member of the Showmen's League of America. Survived by his widow, Hattie, and a brother, Victor. Burial in Showmen's League of America plot, Chicago.

LEHMAN—Charles, 72, veteran outdoor showman, October 6 in Los Angeles. During his many years in show business he had trouped with Sells-Floto, Buffalo Bill, Al G. Barnes and various other shows. Survived by a brother, Art, Portland, Ore., and two sisters. Burial in Los Angeles.

IN MEMORY
Of My Beloved Husband
D. C. (MAC) McDANIEL
Died in Spartanburg, S. C.,
October 29, 1953.
BERTHA (GYP) McDANIEL

LIVINGSTON—Mrs. Eda Frome, 85, mother-in-law of Paul Whiteman, the band leader, October 20 in Rosemont, N. J. Survived by two daughters, Mrs. Margaret Whiteman and Mrs. William Crawford.

MURPHY—Edward, 63, long-time Chicago outdoor show electrician, October 18 in Tucson, Ariz. (Details in Carnival section.)

PARELLI—Joseph, 64, one time carnival wrestler whose real name was Joseph Cecchini, October 14 in Dallas. He began wrestling in carnivals in New York and later held world championships in the welterweight, middleweight and light heavyweight divisions. Survived by his widow, Elvira; a son, Alfred, both of Dallas; two brothers, Nemo and Cortez Cecchini, and a sister, Mrs. Anita Galli, all of Brooklyn. Burial in Calvary Hill Cemetery, Dallas.

SCHAFFER—Charles E., 69, retired outdoor showman, October 14 of injuries sustained when he was struck by an automobile in Toledo. A veteran of some 30 years in show business, he started out as a promoter of special events. Later he worked as a general agent for several carnivals including the K. G. Barkoot and World of Pleasure shows. He retired from show business four years ago.

IN LOVING MEMORY
of My Wife
EDNA VIOLET MADISON



who died Oct. 29, 1954
at Shreveport, La.
God protect and keep you
in His loving care
We know some day we'll
Come that way,
And find you waiting there.
HUSBAND, HARRY
BROTHER-IN-LAW, PETE
AND FRIENDS

SCHUTZ—Ed, 69, manager and secretary of the Harry Burke Shows, October 13 in Baton Rouge, La. He was formerly associated with Barnett & Schutz Shows. Surviving are his daughter-in-law, Mrs. Ida Schutz, and a granddaughter, Mickle.

SWEETON—Charles H., 75, widely known Evansville, Ind. theater operator and manager, October 16 in Evansville. He first became connected with show business as treasurer of the Oak Summit Amusement Park, Evansville. During the succeeding years and up until 1937, he managed many theaters in that city including the Strand, Majestic, American, Ohio, Royal, Orpheum, Alhambra, Northside and Oak Summit. Survived by two sisters, Miss Mary E. Sweeton and Mrs. John T. Sansom. Burial in Locust Hill Cemetery, Evansville.

SWIFT—Richard V. (Cap), 67, former outdoor showman, October 13 in Perry, Okla. During his early years in show business, he was with Ringling Bros.' Circus. Later in 1925 he organized a Zouave drill troop to travel with the old 101 Ranch Wild West Show. Survived by a brother, Leo, Jackson, Mich., and a sister, Mrs. Thomas F. Fitzsimmons, Detroit. Burial in Perry.

TAYLOR—Harry, 62, former outdoor showman, October 15 in Lago, Ind., of injuries sustained in an automobile accident there. During his many years in show business, he trouped with Hagenbeck-Wallace and Dan Rice circuses and the 101 Ranch Shows. At one time he also managed his own rodeos. Survived by his mother, Mrs. Lucette Libertz, Peru, Ind., and a foster son, James Taylor, Lago, Ind. Burial in Andrews, Ind.

THOMAS—Frank, 79, widely known designer of amusement rides and concession equipment and founder of General Equipment Manufacturing Company, Indianapolis, October 7 in that city. Survived by his widow, Elva; two sons, Frank and Don; a daughter, Mrs. Jean Wildman and a sister, Mrs. Bertha Dynes. Burial in Crown Hill Cemetery, Indianapolis.

FOLK TALENT AND TUNES

• Continued from page 51

better national publicity for the c.&w. field.

Ace Ball has moved from KLVT, Levelland, Tex., to KDAV, Lubbock, Tex., where he's twirling the "Country Junction Show" from 5:30 to 7:45 a.m. daily. . . . Balin-Wire Bob Strack, who recently moved from KWKH, Shreveport, La., to KIMO, Independence, Mo., reports that the big, new "Cowtown Jubilee" had its fall opening in Kansas City, Mo., recently. . . . Hank Huggins has added a new show, the "Farmer's Bulletin Board," to his broadcasting schedule at WENK, Union City, Tenn. New Show, which is aired from 5 to 5:55 a.m. daily, features hillbilly and country and gospel music plus farm news.

Tip Sharp is helming two platter shows over WWKY, Winchester, Ky., "Country Corner," a half-hour morning show, and "East Kentucky Jamboree," a two-hour afternoon seg. . . . Ned Needham, performer-deejay at WMOP, Ocala, Fla., is fronting and promoting Sonny Sea and the Starlite Sand-Dusters in the Central Florida sector. . . . Ollie Brown, country and western spinner at WLEU, Erie, Pa., and his band, the Sunset Ramblers, have been working fair and dance dates in the WLEU area. . . . Bill Lewis, who formerly spun the c.&w. platters at KSUP, Artesia, N. M., is now spinning pop material exclusively. Lew Fitts now rides herd on the western programming at KSUP, Lewis reports.

Who Has a Map?

• Continued from page 5

helped by the blood relationship between the two firms thru the Seidelman family. There, of course, is still a possibility that the two companies will unite under one name eventually, but their joint sales effort does not depend on it.

One of the major problems in effecting any of these mergers or sellouts is the tax law. Most of the companies in this business are so young that they are not eligible for the best type of capital gains deal. But even this is no simple matter. The law itself is pretty complicated, and the conditions of the individuals involved and the several assets of the different companies are likewise complicated. Put it all together and you find the lawyers and accountants burning the midnight oil.

Beyond that there is a ticklish matter of rights and obligations on the films redounding to producers, unions, banks and factors.

It is the distribution rights on its product that constitute the chief assets of these companies, and they don't have to be in business long before they get wound up in red tape.

So while the will to merge is clearly prevalent in the trade, the way to merge is still long and hard.

WCBS' 'Late, Late'

• Continued from page 5

ticipation basis, an advertiser paid \$240 per spot if he bought a large number and \$300 per spot if he bought a small number.

The "Late, Late Show" has been enjoying a hefty rating in recent weeks, a factor which has not hurt its sales any. The Nielsen report for September gave the show an average rating of 5.7 for the week. The rating was higher on Friday and Saturday nights but slightly lower than that figure during the rest of the week.

HOCUS-POCUS

By BILL SACHS

CHARLES A. ROSSKAM, international president of the International Brotherhood of Magicians, has quit his newspaper job with The Providence (R. I.) Sunday Journal to devote his full time to magic, with a bit of loafing thrown in. Charley was in newspaper harness 26 years. . . . The Rev. John Nichols Booth, former pro magician, was a Chicago visitor recently en route to Canada. Sojourning in the Windy City at the same time were Dr. Paul Patterson, magic enthusiast of Albany, N. Y., and Fred Ketch, ventriloquist. . . . The Bob Haskells are celebrating the recent arrival of a new daughter who is residing with her parents at 4071 Muirfield Road, Los Angeles. . . . Neil Doren, well known in West Coast magic circles, is currently touring Europe casing the mammoth Kalanag mystery revue. . . . John Siems, clown magician, postals from Chicago that he's again signed to play in-door dates this fall and winter with the Polack Bros.' Circus, and to deny the report that he's the world's highest-paid clown magician. . . . Charles T. Jackson (Great Jaxon), of Webb City, Mo., reports that he's keeping busy on school, private club and homecoming dates in the Missouri sector. Jackson says he'd like to read a line here on magi Lee Crable and John Batton. . . . We've had inquiries recently on Mandrake the Magician, Al and Shirley DeLage, Gloria Jerome, Mardoni and Louise, Al Wheatley (Chop Chop), Rev. John Nichols

Booth, Torrini and Phyllis, Johnny Platt, Noel Lester, Card Mondor, Tony Marks, Mal and Maxine Lippincott, Doc M. Irving and Princess Yvonne, Bill and Pauline Morton, the Great Jarvis, Think-a-Drink Hoffman, J. B. Bobo, Clark (The Senator) Crandell and Del Breece. Please drop us a line, telling where you are and what you're doing. . . . King Felton, who for many years operated his own full-evening mystery show thru the West and Middle West, is now operating a flourishing trailer park and sales organization at 1820 East 29th Street, Topeka, Kan. Felton and his wife were also featured for years with various tent rep organizations thru the Central States. . . . After a return engagement last weekend at the Esquire House Supper Club, Mobile, Ala., Joan Brandon hopped to Tampa, where she's set at the Auditorium October 25-30. Miss Brandon recently flew into New York for an appearance with Eddie Fisher on "Coke Time" on the NBC-TV. . . . Syl Reilly, veteran Columbus, O., trick maker and magician, collapsed during the public show at the recent Binghamton, N. Y., magic convention and was removed to Lour's Hospital, that city, for treatment for a gall bladder ailment. He is now on the mend at his home, 57 E. Long Street, Columbus. . . . Ade Duval, master of silks and manipulator par excellence, is seriously ill with a palsy condition at his home, 243 West End Avenue, New York 23.

BURLESQUE BITS

By UNO

The City of New York, in the case of Phillips against McCaffrey over burlesque, has obtained an extension from the Appellate Division until November 15 to serve its briefs and place the case on the calendar for a hearing. The respondent will then have to take more time to serve its briefs, thereby delaying the issues for a decision. Since the burlesque houses have been closed in the city of New York for over 18 years, a few more months delay will not make much difference. Burlesque will undoubtedly win the last battle in greater New York.

Larry Ross replaced Bob and Jan Lewis at Henry Veto's Chez Paree in Denver, where singer Bob Hart has been held over. Good fall convention trade has kept the cash box full at the Chez, where a passing parade of exotics continue to share the spotlight. This week Bunny Ware is featured dancer, backed by Emmett Taylor and his band. . . . Carrie Fimmel has been held over at Warren St Thomas' Tropics in Denver, where even week-night crowds have flocked thru the door to keep St. Thomas' till ringing. On the same bill are strippers Day V. Crockett and local exotics, as well as comic Clint Scoggins. . . . The Grand, St. Louis, is featuring Ser. Lee Fu and doing a good business. Also on the bill is Lana Richards, featured added attraction; Mills and Ryan doing their comedy bit with Joey Cowan as straight, and Benny Melton, house singer. Doing strips and bits are Lena Lake, Michella Darian and Mary Ann Alcord, a local gal. . . . C. W. (Bill) Armstrong has just completed six weeks doing comedy and straight man work at the Rivoli Theater, Seattle's only burlesque house, and doing good biz.

Shelly Wayne is the feature attraction at the Slipper Club in New Orleans and plans to stay in that city for the remainder of the season. . . . Harry Clark, former burlesque comic, is in another play on Broadway. He opened the other night in "Will Success Spoil Rock Hunter?" and drew rave reviews. He takes a part in the funniest scene in the play, teaming up with Martin Gabel. (See The Billboard's review, October 22 issue.) . . . Appearing on the same bill with star Rita Ravell, the Mexican Spit Fire, at the El Morocco in Johnston, R. I., are Mickey Petty,

comedy and emcee; Johnny Adler, singer, and Michael and Peggy Arnold, dance team.

Flash O'Farrell, blonde bombshell exotic dancer, has recently finished a three-week tour of engagements in Rochester, N. Y., and Syracuse and will appear in the Siena Tavern in Troy, N. Y., during the week of October 31. This will be her third appearance in this section of the State. . . . Marilyn Voorhees was one of the attractions at the opening of the new film "The Desperate Hours" at the Criterion Theater, New York, the other night. Miss Voorhees is a dancer and model by trade. Others in attendance were Humphrey Bogart, Lauren Bacall, Charlton Heston, Dewey Martin and some of the loveliest models we've ever seen. . . . Lyn Logan is back from a tour of Europe. She appeared in most of the top night spots in Paris.

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BIRTHS

BRUBACKER—
A son, James Robert, to Mr. and John Brubacker recently in New Haven, Conn. Father is account executive with Station WNBC-TV, New Haven.

OLIVIERI—
A son, Wayne, to Mr. and Mrs. Ernie Olivieri October 7 in New Haven, Conn. Father is film director for Station WNBC-TV, New Haven.

DARBY—
A daughter, Michelle, to Mr. and Mrs. Charles (Dick) Darby, October 4 in Providence. Father is district manager of Philip Smith Drive-In Theaters, Detroit.

SIDENSTECKER—
A daughter, Rita Jean, to Mr. and Mrs. William Sidenstecker, October 10 in Detroit. Father is booker for Allied Artists Pictures, that city.

SULLINGER-BARBER—
Ted Sullinger, wheel foreman on Rose City Shows, and Justine Barber, non-pro, October 15 in Campbell, Mo.

MARRIAGES

SLOAN-HANNA—
Aaron Sloan, non-pro, and Betty Hanna, secretary to the manager of Station WDEL, Wilmington, Del., October 16 in Wilmington.

HOT RODS

Set Import Of 3 German Ride Units

NEW YORK, Oct. 22.—Mickey Hughes and John Christopher, partners in Hot Rods, Inc., a ride importing and operating firm, said they would bring three new German units to this country for the 1956 operating season. Hughes and Christopher viewed the units in operation during a 10-day flying trip to Germany which ended this week.

The units are a 50-foot Caterpillar-type ride and a Junior Hot Rod, both slated for the Venice Amusement Company, Seaside Heights, N. J., and the Wild Mouse, which Hughes described as a combination small Coaster and Virginia Reel.

The Caterpillar unit has a capacity of 70. It is said to have 5,000 colored lights with dimmer connections, a full canvas covering, in addition to the usual rolling car canopy, and other unique decorations, including a crown center piece borne by four six-foot figures and surmounted by a three-foot Cupid, complete with bow and arrow. The canvas is also adorned with hearts and Cupids in contrasting colors. The romantic appeal seemed to work well at the Munich Octoberfest where the unit was viewed, Hughes said.

New Decorations

The Junior Hot Rod was said to be somewhat different in that numerous traffic signs and other highway embellishments are included.

The Wild Mouse, a literal translation of the German name, is 132 feet long, 52 feet wide and 35 feet high. Ten cars carrying 20 persons ride a track similar to that of a Coaster. The difference is in the skittish movement of the cars at the top of each incline. This conveyed to the Germans the movement of a wild mouse and earned for the ride a name.

The Wild Mouse will be on the Conklin midway at the '56 Canadian National Exhibition. A summer location has not yet been chosen.

Other Units

The firm's plans include the importing of a new type Funhouse, now in the construction stage, and a monorail unit in which the cars straddle the track.

Animated clown figures, which give the impression of juggling, and a streamlined, racing type of Scooter car are also being imported for showing at the outdoor trade show in Chicago.

Port Huron Event Plans More Free Features in 1956

PORT HURON, Mich., Oct. 22.—Floyd Walters, newly elected president of the Blue Water Festival Association, announced this week that 1956 plans call for an event broader in scope, with more and larger free attractions the principal ingredients. Elected with Walters, who also serves as midway secretary, were H. Baker, vice-president; Mrs. Agnes McNaughton, treasurer, and Mrs. E. Boyd, recording secretary.

With a pay gate on for the first time, John Reid's Happyland Shows, a newcomer to the event, hung up an excellent gross, said Walters. Ride receipts, 25 per cent over the 1954 figure, set a new record for the event, while concession takes were up 15 per cent. Besides a Scrambler, the Reid show offered 13 major rides, 4 kiddie devices, 4 shows and 38 concessions. The good grosses were recorded in the face of extremely hot weather and one day of rain.

BIGGEST CIRCUS, CARNIVAL DAY AND DATE IN LA.

SHREVEPORT, Oct. 22.—The world's largest circus, Ringling-Barnum, and its biggest carnival, the Royal American Shows, will play side-by-side here Wednesday (26) at the Louisiana State Fair.

The Ringling show will be in for the day. The Royal American Shows are on the midway for the full run of the fair.

The day-and-dating of the two huge shows is the first ever scheduled at a fair. Several years ago the two day-and-dated on adjacent lots at Joplin, Mo., and then both experienced excellent business.

FIVE YEARS

Field Named For Winston Attractions

WINSTON-SALEM, N. C., Oct. 22.—It was confirmed here this week that Super Attractions, headed by Irving Field, has a five-year first refusal option on all attraction presentations for the new \$1,250,000 Memorial Coliseum, located at the fairgrounds.

Charles E. Norfleet, chairman of the Memorial Coliseum Commission, said Fair Manager Frank Kingman will manage the structure and also handle some other phases of the booking. Attractions must be submitted thru Field, Norfleet said.

The building opened September 19 with a week-long engagement of "Ice Capades." Seating 6,015 people in permanent seats, the Coliseum was the scene of 10 ice show performances and yielded a gross estimated at around \$120,000. Some comment was made on the huge chunk of money taken out of the city and its environs only a month prior to the Winston-Salem Fair. The Wachovia Bank, thru Norfleet, figures in the administration of the Winston-Salem Foundation, which owns both the fair and the Coliseum.

Field has an impressive list of attractions booked into the huge hall, beginning next Monday (24) with a rhythm and blues show featuring Bill Haley and his Comets, the Clovers, and other recording artists. Professional wrestling.

(Continued on page 55)

Interest and Entries High for Jacksonville

JACKSONVILLE, Fla., Oct. 22.—Program for the 10-day Greater Jacksonville Agricultural and Industrial Fair includes a high school football game and a pair of children's days. Cetlin & Wilson Shows will be on the midway, and managerial duties are being shared by S. E. Lorimier, secretary, and Curtis Bockus.

The fair, to be held November 10-19 at the Gator Bowl, is sponsored by the Variety Club, and has attained notable publicity benefits since representatives from the press, radio and TV are both prominent in the club and on the board of directors.

Bockus reported this week that exhibit booths charted beneath the stadium's grandstand have all been sold, and that interest in the fair is high. Attractive yellow and black paper has been posted over a wide area.

The fair will open daily at 1 p.m. except on the two Saturdays, which have been designated children's days, when the activities will start at 10 a.m. Agricultural

DALLAS FAIR IS HEADED FOR GATE, INCOME HIGHS

Pulls 323,224 on Second Saturday For One-Day Record; Most Depts. Up

DALLAS, Oct. 22. — On the strength of the biggest weekend ever experienced at the State Fair of Texas, the Dallas exposition rolled into its final weekend well ahead of last year's record-breaker in attendance and receipts. Virtually all departments kept pace. Attendance thru Thursday (20), with three days to go, was 2,139,079, compared to 2,041,090 to the same point last year.

Fair has been blessed with perfect weather since the opening—blue skies and comfortable temperatures.

Attendance Saturday (15) totaled an amazing 323,224, a new single-day record for the Dallas fair and possibly a new world's record. The figure eclipsed Dallas' best previous day, the 296,784 mark established on the corresponding day in 1954.

Grid Game Helps

The hike was attributed to the fact that this year the Southwest Conference football game between Southern Methodist and Rice was played in the Cotton Bowl Saturday night, whereas last year there was no football game on the big day. The football crowd of over 46,000 came on the heels of a colossal herd of farm and ranch kids on hand for Rural Youth Day, an estimated 100,000 plus 4-H Club members, Future Farmers and Fu-

ture Homemakers from all parts of the State.

The fair had a powerful Elementary School Day Friday (14), topping the quarter million mark in attendance, with the midway doing its usual good business.

After the big Saturday, the traditional big Sunday (16) showed a slight decrease over the whopping 1954 attendance, but the crowd was still tremendous. Approximately 12 minutes of the nationwide NBC-TV television spectacular "Wide, Wide World," originated from the fairgrounds Sunday afternoon.

Negro Day

Monday (17) was Negro Achievement Day at the fair, and the ex-

DALLAS GATE DAY-BY-DAY

	1955	1954
Fri. (7).....	65,465	None
Sat. (8).....	201,575	206,965
Sun. (9).....	171,193	155,461
Mon. (10).....	54,296	50,031
Tues. (11).....	98,667	189,677
Wed. (12).....	185,089	93,721
Thurs. (13).....	62,435	67,542
Fri. (14).....	251,685	248,960
Sat. (15).....	323,224	296,784
Sun. (16).....	274,152	281,877
Mon. (17).....	181,725	178,068
Tues. (18).....	109,765	117,498
Wed. (19).....	77,685	81,725
Thurs. (20).....	82,123	73,681
Totals.....	2,139,079	2,041,190

MANHATTAN ROCKETS

Sands Lines' Biz Up 40% at Fair Revues

NEW YORK, Oct. 22. — Hal Sands' Manhattan Rockets wind up a string of fair dates today at the South Carolina State Fair, Columbia, with the George A. Hamid revue. Sands' lines of precision dancers have worked for several agencies' productions this season. Bookings this year produced an increase of 40 per cent in business for the Sands office.

The 24-girl No. 1 line appeared at all of the Canadian A Circuit fairs booked by Ernie Young, following which they played seven additional dates in the States with Young's shows.

A like-sized group, the No. 2

line, appeared at the fair in Manitowoc, Wis., booked by Young, and the York, Pa.; Clearfield, Pa., and Bath, N. Y. dates of Frank Wirth. The Manhattan Rockets were also at the Music Corporation of America-booked Indiana State Fair, and the Malone, N. Y.; Quebec Exhibition, Spartanburg, N. C., and Columbia, S. C., dates of the George A. Hamid office. They played the Du Quoin (Ill.) State Fair the last five years.

Sands has provided girls for outdoor dates for 10 years, and at one time this summer had 92 girls working at one time. By recosting his leading group yearly, he has developed an extensive and costly wardrobe which is harder to store away at the end of every season.

Sands specializes in providing trained precision dance lines for revues of other agencies. Conventions and club dates keep his office busy during the winter season.

Dorothy Conova, choreographer, who is rounding out her 12th year with Sands, returned here this week to work out routines for a string of winter dates.

Pittsburgh Fair Food Concessions Gross \$129,320

PITTSBURGH, Oct. 22.—Mike Gallagher's United Concessionaires, which had the food concessions at the Allegheny County Fair here this year, did a gross business of \$129,320 in five days, according to an audit by county officials. George H. Glosser, novelty concessionaire, turned over \$1,035 to the fair as its percentage of his business.

Fair's total income was \$41,690, of which \$22,751 came from exhibit rentals. Parking sticker permits sold to exhibitors brought in an additional \$2,386.

position appeared to be headed for trouble when the National Association for the Advancement of Colored People singled out the fair for attack on a segregation issue. Actually, the Dallas fair has pioneered in this section in desegregating its facilities, while bolstering its Negro Achievement Day with contests and awards. Brig. Gen. B. O. Davis (USA, Ret.) had notified the fair that "due to unforeseen circumstances" he could not attend to accept the fair's Distinguished Negro Citizen Award.

The Dallas Negro Chamber of Commerce, which has co-operated with the fair in organizing and putting on a crowded agenda of events on Negro Achievement Day, withdrew its support from the day, but later reversed its stand and announced it would go ahead.

The Youth Council of the NAACP, however, announced it would picket the fair on Negro Achievement Day, which it did, 22 pickets being counted at some eight fairgrounds gates Monday (17), bearing signs urging Negroes to "Stay Out."

In general, however, Negroes ignored the pickets and the fair had a good day, with an attendance slightly in excess of last year. Over

(Continued on page 55)

Holiday Show Set for Center At White Plains

NEW YORK, Oct. 22.—Gilbert Josephson will present a holiday show—Gilbert's Big Show, Carnival-Fair — at the Westchester County Center, White Plains, December 26-31. This is the first time that the spacious county auditorium has been made available for such an offering.

Gilbert, former New York theater operator, produced holiday shows on Broadway for a number of years. The theater doings, however, were limited to puppet presentations and other stage units. At White Plains a circus-carnival-fair atmosphere will be created.

Free attractions will include Gangler's Circus. Punch and Judy, an Indian village, Davy Crockett III, and Dagmar, the magician, as well as other stage and floor presentations. Pay attractions will include a group of kiddie rides and some concessions.

The event, timed to attract moppers during the school holiday period, will open mornings daily and run thru the afternoon and evening. General admission for adults and children is \$1.10, including tax. A reserved section has been pegged at \$2.75, including tax. Ticket deals with merchants, parent-teachers and other groups are planned.

BOOKERS, ATTENTION!

CHICAGO, Oct. 22.—All booking offices that sell attractions to fairs or amusement parks in the United States and Canada are urged to submit their names, addresses, and the names of their sales representatives for listing in The Billboard's Calvacade of Fairs issue. To insure listing, booking offices are requested to mail such information by November 1 to the Outdoor Department, The Billboard, 188 West Randolph Street, Chicago 1, Ill.



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Brandon Ex Wins \$4,858; Elects Prez

BRANDON, Man., Oct. 22.—The Provincial Exhibition of Manitoba showed a net profit for the year of \$4,858, the annual meeting of stockholders was told. Actual profit was reported to be \$11,819 but depreciation costs took \$6,961.

Exhibition revenue totaled \$86,158, including admissions of \$21,529 and a grandstand take of \$14,096. Expenses totaled \$74,339.

Frank O. Meighen was elected president of the fair, succeeding Wilfred F. McGregor, who held the post the last three years. Meighen, who is Brandon's city solicitor and crown attorney for the Brandon judicial district, has been on the fair's board of directors for more than 10 years and was vice-president for the past six years. J. Harvey Tolton, veteran exhibitor and judge, was re-elected vice-president.

Howard L. Crawford, managing editor of The Brandon Daily Sun, was elected vice-president to fill the post vacated when Meighen was elected president. Three former directors, Judge A. G. Buckingham, William Davidson and J. C. Donaldson, were named honorary directors.

The meeting discussed an expansion of the 4-H Club program and it was indicated efforts will be made to build a \$600,000 building for agricultural clubs on the grounds. It was also intimated that special programs and events will be staged in connection with next year's fair the 75th anniversary.

George Flint Signs With ABC

CHICAGO, Oct. 22.—George B. Flint, longtime Chicago attraction salesman, this week closed with Associated Booking Corporation to represent the firm in the fair and outdoor field. Flint was for years associated with the Boyle Woolfolk Agency, Chicago, which last week was taken over by ABC.

Cal Rasor, Nokomis, Ill., who represented Woolfolk in Southern Illinois for a number of years, will continue his relationship with the new operators of the office. Frank Shortridge, former B-W Des Moines rep, has opened his own agency in that city.

The Chicago ABC office, which is headed up by Freddy Williamson, will provide a variety show at the Winnipeg Fair which opened October 22. Other outdoor show business dates filled by the agency have included the Corn Palace at Mitchell, S. D.

DeRock Incorporates Racing Organization

MASON CITY, Ia., Oct. 22.—Leon DeRock, former IMCA race driver, has filed incorporation papers with the secretary of state for his auto racing promotion group, Speedway Cars Associated. DeRock is listed as president and general manager. V. E. (Vix) Spindlar, this city, was listed as executive secretary-treasurer.

HONEY FRANKS INTRODUCED

CHICAGO, Oct. 22.—Honey-flavored frankfurters and French fried vegetable chips are the latest novelty-type food, according to the National Restaurant Association. Three months ago, Samuels & Company, Dallas, started flavoring franks with butter and honey and acceptance has been big.

Now the U. S. Department of Agriculture reports fried vegetable chips have been developed by one of the bureau's research agencies. Chips from carrots, beets and parsnips, along with nuggets of whole peas and lima beans, have been deep fat fried in almost the same manner as potato chips. The chips retain the characteristic flavor of the vegetable used. Final tests are yet to be completed but the item is expected to be on the market within a year.

State Takes Round In Bluffton, Ind., Fair Controversy

BLUFFTON, Ind., Oct. 22.—Indiana's long and bitter controversy over the Bluffton Street Fair flared anew this week when attorneys for the State obtained a change of venue which takes the case from the Wells County Circuit Court in Bluffton to the Allan County Superior Court in Fort Wayne.

After a year of legal maneuvers begun in September, 1954, by the threat of Gov. George N. Craig to force the booths off the street, the fair was held last month while the governor and the State law enforcement officials were restrained by an injunction issued by Judge Homer J. Byrd in the Wells Circuit Court.

Contending that the fair concessions were occupying Bluffton streets which belonged to the State highway system, Craig voiced his opposition to Mayor H. H. Robbins by telephone immediately before the opening of the fair last year.

To forestall that action, officials of the Bluffton Street Fair Association secured a restraining order in the court of Judge Byrd and the fair was held as scheduled and attended by record-breaking crowds.

In the course of the following year the State suffered additional rebuffs in its attempt to doom the 57-year-old fair, one of the largest of its kind in the State.

Paul Van Pool visited the Bailey-Cristiani Circus at Tulsa, where it worked indoors.



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GARBICK ENGINEERING
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Dallas Fair Heads for Record
• Continued from page 53

330 school buses brought Negro rural youth from all over the State. All contests and events went off as planned with the exception of the award to General Davis.

Free Bowl Show Pulls
A free show in the Cotton Bowl Tuesday night (18), East Texas Day at the Fair, featured Rosemary Clooney and pulled a crowd estimated at 32,000 into the stadium. Forty-six bands from East Texas high schools were on hand, the youthful musicians providing a boost to midway activity.

Wednesday and Thursday were light as expected, but Friday (21) was due to unleash a horde of teenagers on the fairgrounds, and the midway in particular, the day being designated as High School Day. Dallas county high schools were to dismiss classes for the fair holiday. A total of 59,413 free gate admission tickets for the day were distributed to high school students and teachers.

Saturday (22) was expected to be an average day, with good weather anticipated. The fair will close Sunday evening (23) with a Religious Festival in the Cotton Bowl at 8 o'clock. Speaker will be Dr. C. Oscar Johnson, pastor of the Third Baptist Church in St. Louis, and a 5,000-voice choir will furnish music.

As usual, the fair will have a free gate starting at 6 p.m. Sunday (23), two hours before the Religious Festival begins.

"Pajama" Holds Up
"The Pajama Game," musical show playing 24 performances in the Auditorium at a \$4.80 top, continued to hold up well, with an attendance of 64,189 thru Wednesday night (19), with capacity audiences and extra chairs added Saturday (8) and the following Saturday (15). This was almost equal to the total attendance for last year's "King and I" and it appeared that "Pajama Game" would end up in the same class with "Guys and Dolls," the 1951 show that was the fair's second biggest puller in the Auditorium.

"Ice Capades," also in for 24 per-

Jacksonville Fair
• Continued from page 53

Benjamin, Frank Benton, Curtis Bockus, David Booher, C. T. Boyd Jr., Mayor Haydon Burns, Carl J. Carter, A. D. Davis, C. H. Deaver, Horace Denning, Robert Dow Jr., Emmitt Dozier Jr.

Also, Clinton Ezell, Robert Feagin, A. A. Fretwell, L. S. Gibson, E. E. Hazard, Fred Hull, John Ingle Jr., Charles F. Johnson, William Johnston, Fred Kent, Robert Millar, R. E. Nichols, J. P. O'Donnell, Arthur Parsons, George Robinson, Arvin Rothschild, Gert H. W. Schmidt, Buford Styles, Frank Taylor Jr., George Tobl, C. W. Turner, M. T. Vickers, James Watson, Frank Winchell and Sam Wolfson.

Field Named
• Continued from page 53

ling will be offered thereafter on Mondays, and also booked in are the Harlem Globetrotters, U. S. Marine Corps Band, and Wake Forest University basketball.

Prices for Monday's show are \$1.50, \$2, \$2.50 and \$3, the same as for the ice show.

performances was doing well at the Ice Arena. The Joie Chitwood Thrill Show in front of the grandstand was far ahead of attendance at last year's fair. An unprecedented five performances were presented on the big Saturday (15), four of the shows being sold out.

Total attendance for the fairgrounds Aquarium and three museums thru Wednesday (19) was 300,070. The Museum of Fine Arts had 68,050 for its main attraction, the "Family of Man" photographic exhibition. The Aquarium had 121,938, the Museum of Natural History 54,808 and the Health Museum 55,274.

Shortridge Opens Des Moines Agency

DES MOINES, Oct. 22.—Frank M. Shortridge, veteran supplier of acts for fairs and other outdoor events, has opened his own office here to be known as F. M. Shortridge Agency. For 10 years, he had represented the Boyle Woolfolk Agency in this area but severed this connection when that office was taken over by Associated Booking Corporation. Associated with Shortridge will be R. Edwin Deitz and Gertrude Matheny.

UNDER THE MARQUEE

Coonie Maloon, who had his own circus out of Union City, Ind., and also managed shows owned by E. E. Coleman, Dayton, now has a dog and pony act playing schools along with Ross Engle and Don Kenworthy, reports George Clarke.

Poodles Hannaford and daughter, Gracie, were stopping over in Chicago and Downers Grove, Ill., this week after playing a string of dates in Texas with their bullwhip and dog acts.

Harry R. Mueller, circus fan, who formerly lived in Springfield, Ill., and put out a photo paper for shut-ins, now is at San Jose, Calif., working on a dictionary of American music.

Happy Kellems is with the Barnes-Carruthers grandstand show thru the Louisiana State Fair date and then hops to Houston and Fort Worth for the John Andrews dates.

Glen Girard, formerly with the Beatty show, now is manager of the Castle Hotel, Logansport, Ind. . . . Doc Johnston's Santa Claus Circus plans December dates. . . . J. C. Rosenheim, King-Cole contracting agent, was in Columbus, Ga., and Mobile, Ala., recently. . . . Jim Stutz and the Hitler Armored Car were in Prichard, Ala., where Walter B. Fox helped set it down. . . . Joe and Gene Candrea recently completed a book and ticket sale in Mobile for "Grand Ole Opry."

Circus fans in Ohio, Michigan, Indiana and Illinois will meet November 5 at the Ramble Inn, South Bend, for a dinner. Bob Raupfer, Elkhart, Ind., is in charge of advance arrangements.

Beverly Allen writes that after the Todd Henry indoor show completed its route the Henrys went to Houston; Allen's Bears went to Orange, Tex., to visit the Byran Woods and will play the Tom Packs New Orleans show; Betty Willis went to the West Coast to ready for Christmas dates, and the Louis McNeese elephant act southward for a Latin-American engagement. Clarence Smith, fair booker, visited the show.

Terrell and Jean Jacobs, along with the lions, tigers and elephant,

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Thrill Show Stymied in Aussie Debut

SYDNEY, Oct. 22.—A hell driver outfit brought over by Bill McGaw has failed in its first two attempts to perform before Australian crowds. A proposed route has been laid out to cover Sydney, Melbourne, Perth, Brisbane, Adelaide and 22 smaller inland towns.

On September 22 there was a dispute between management of the Sydney Show Ground and the promoters, as a result of which several show cars were refused entry to the grounds, since they had not been listed on the program submitted to the management. Attendance was light and money was refunded.

The following night the Empire Speedways, which uses the track for auto racing, claimed the date conflicted with their stock car events. Another postponement was announced. Joint organizers of the tour here are Aussie Ben Chechik and Eddie Kornhauser.

Stock racing has been the big money-winner in Australia. At Windsor, 30 miles from here, crowds of 5,000-6,000 show up on Saturdays, and at suburban Parramatta, attendances have been as high as 15,000.

have closed with the World's Finest Shows and returned to the States. They visited Bob and Dorothy Priny in Indiana and were in Chicago for the weekend.

Freddie Freeman, Ringling-Barnum scribe, writes that the baby chimps that Alphonse DeJonge are in the act and doing well. . . . Derailment of the third section as it came into San Antonio caused no injuries but ironically it came on one of the few Sundays off of the season. . . . Justino Loyal has bought another rosin back to (Continued on page 67)



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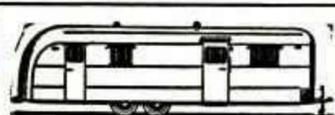
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Southeast Texas Okay, Houston Fair for R-B

BEAUMONT, Tex., Oct. 22.—Late stands in Texas gave Ringling Bros. and Barnum & Bailey Circus strong night attendance and fair afternoons. The weekend in Houston was terrific fair.

Victoria was in for an afternoon only but a week prior to the Thursday (13) appearance this was upped to a day's full two performances. Afternoon was half filled and night was three-quarters.

Houston opened Friday (14) with two two-third houses. Saturday and Sunday (16) brought a string of three-quarter houses. The Shrine show there starts November 2. Picketing by a couple of men continued during the days, but none was on duty at night.

Chicago Rodeo Tabs Big Hike; Autry, Oakley In

CHICAGO, Oct. 22.—The Golden Spurs Rodeo held at the International Amphitheater in conjunction with the International Dairy Show thru Sunday (16) was assured of financial success before the final big weekend and closed with a reported increase of more than 55 per cent over last year.

The rodeo featured Gene Autry and Annie Oakley as well as top cowhands who were in competition for purses and points. Stock was supplied by Autry and Harry Knight.

First weekend (7-9) brought a string of turnaway houses at the big building. Weekday business was up, and the final weekend was filled. In the past the rodeo had not fared well until the final weekend performances and was in danger of being dropped unless it scored this time.

Promotion was directed by Jack Reilly. Autry made a heavy schedule of radio, TV and personal appearances throughout the city. Outdoor advertising was a heavy item in the budget. Big direct mail effort was made. Much of the success was attributed to block sales to industries and employee groups.

The show played Galveston on Monday (17) and had half and three-quarter houses in cool weather. The Beaumont stand was two days ahead of the fair and lot was in poor location, but the afternoon house was half filled and night was near-full.

From Beaumont the show went into Louisiana but was to loop back into Texas for three days late next week.

Productions in Paris Arenas Juggle Prices

PARIS, Oct. 22.—The two indoor circuses here have juggled their prices for the new season. The Bouglione brothers in Cirque d'Hiver went from last year's scale of 56 cents to \$2.85, to 70 cents to \$1.45. Cirque Medrano held to a \$2.85 tops but increased the lowest price from 28 cents to 75 cents.

As usual Cirque d'Hiver features Bouglione horses and cage numbers, with Sampon Bouglione presenting two groups of Liberty horses and a group of elephants, while Stevenson works a lion group. Aerial acts are (2) Idalys, in their aerial bike novelty; Codreanos, flying trapeze, and (2) Breattos, comedy graps on a trapeze.

Ring acts include Woodrow, juggler; Dodor Fanni, dogs; Colombo Troupe (6), tumblers, and Lucky and Harry, hand-to-hand. Featured clowns are Pippo, Dario and Mimile and the Two Francinis.

Cirque Medrano's third bill of the season has Annel and Brask, bike act; Albert Hoppe, pigs in liberty evolutions; (5) Talo Boys, acro-comics; Michael de la Vega, illusions; Margit and Margot, acro dance, and Paul Giordiano, comedy bike act.

Pierre Andrieu, manager of the Alhambra, and Hubert de Malafosse, booker, who were associated last winter in presenting a "Circus Festival" with a big array of good acts at Lyon and Marseilles, will present a similar super-circus here at the Palais des Sports, opening December 15. They claim to have 117 acts signed up for the date.

AUDITORIUMS-ARENAS

Ft. Wayne's County Coliseum, Concessionaire in Chick Deal

By TOM PARKINSON

A smooth-working team of building manager-concession operators is found in Fort Wayne, Ind., where Don Meyers is in charge of the Allen County Coliseum and the Kinney Concession Company holds the food-drink and novelties rights.

Meyers tells that the concession contract is let on two-year terms, that Kinney Concessions has been doing an excellent job. The firm is headed up by Robert Kinney, former basketball star, and Carl Bennett. Kinney stays close to the building and Bennett spends much of his time operating the firms' other interests, primarily vending machines in Fort Wayne factories and offices.

Kinney handles Coke (10 cents), hot dogs (20 cents), candy, popcorn, potato chips, and similar standard items. Coffee and cigarettes are machine-vended since the company finds that these are items patrons come almost any time, not just at such peak times as intermissions. He buys a standard brand of hot dogs, staying with one maker continuously rather than hopping around with the price.

Kinney favors sports events in the building so far as concession business is concerned, and says that shows usually are not so strong for his department.

Meyers covers the same ground this way. Concession spending is in direct ratio with attendance generally, but specific types of events draw concession coin in accordance with the number of intermissions.

The building has midget auto races. Six-event cards mean five lulls between races, and that results in a hefty 28 cents per capita spending with Kinney Concessions. Basketball games' quarters make for three concession booms and an 18 cents per capita, but hockey, with two times out or intermissions has a 16-cent average.

As Kinney points up, sports watchers are somewhat more likely to step out for a hot dog during the action than are show-goers. Thus the concession spending average sags to 12½ cents for ice shows, and other shows register in the same neighborhood.

Kinney handles novelties on his own, and when a show comes along with its own novelties they work out a deal by which the special items are handled thru Kinney Concessions. But if a show carries its own food-drink concessions, it's usually no deal, and Kinney holds to his exclusive rights.

The building-concessionaire team also spots an occasional bonus idea. One such case was during the American Bowling Congress which was in the still-new Allen County building this year. A total of 5,826 teams participated. The concession operation set up a quick-service photography department to flash pictures as the team came up and deliver prints for sale before it completed its play, wish good cash results.

Duval Preems for Early Nov. Stand

JACKSONVILLE, Fla., Oct. 22.—The Greater Duval County Fair, which will be held here October 31 to November 5, has entered its fifth week of promotion. John Morrison is president, and Mrs. Dolly Young, manager, of the annual.

Mrs. Young has lined up the following events for the fair: Tuesday

(1), Navy Day; Wednesday (2), Ladies' Day, sponsored by Admiral (electrical appliances); Friday (4), Duval County School Children's Day, and Saturday (5), Winn-Lovett Children's Day.

Mrs. Sara Pribble, president of the American Legion Auxiliary Unit No. 88, has charge of the ladies' activities. Mrs. Young will give a combined jamboree Thursday night (3) for the Miami Showmen's Association and the Greater Tampa Showmen's Association. Mrs. Young, who is a past president of the auxiliaries of both clubs, will be assisted by members from the organizations.

Eddie Howe, Ringling press agent, is closing early to return to Baltimore, where his wife is ill. . . . Musical Harold has arrived in Honolulu to tour the islands for E. K. Fernandez.

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TWENTY-FIVE-YEAR-OLD JOSEPH SIBLEY (SIB) DORTON JR. receives a pat on the back from his dad, Doc Dorton, upon assuming the managerial reins at the Southern States Fair, Charlotte, N. C. The senior Dorton, who turned the job over to his son after heading the fair for 14 years, continues as manager of the Cleveland County Fair, Shelby, N. C., a post he has held 32 years, and as manager of the North Carolina State Fair, Raleigh, a position he has filled since 1937. The junior Dorton, a graduate of Davidson College, Charlotte, will make his home on the fairgrounds following his marriage November 12. He will wed Mary Alice Arey, of Shelby, N. C.



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GIVE TO DAMON RUNYON CANCER FUND

NEW DEVELOPMENTS

Refrigerated Drink Cooler Is Versatile

BOSTON, Oct. 22.—An electrically refrigerated drink dispenser designed to handle all sirup drinks and fruit juices has been introduced here. A magnet-driven impeller-pump keeps the beverage in constant motion and, according to the manufacturer, circulates three gallons per minute. A cooling turret is said to maintain the drink at constant 36 to 38 degrees temperature. Cabinet, which is available in royal blue or white, is reportedly dent-proof and chip-proof. — Jet Spray Corporation, 12 Henley Street, Boston 29.

Soft Cream Fountain . . .

WATERTOWN, Mass.—A soft ice cream dispensing fountain that is said to speed service and facilitate cleaning, has been designed. The unit comes with a draft station having one soda and one water arm, five stainless steel sirup pumps, with one for chocolate, and seven fruit jars with covers and ladles. Storage compartment, which is lighted and refrigerated, is lined with stainless steel. Compartment is accessible thru a hinged top cover and from the front thru an insulated steel-lined door. The seamless sink is 9 by 14 inches.—United-American Soda Fountain Division, Lewis-Shepard Company, Watertown, Mass.

Pizza Oven Produces Big . . .

SAN LEANDRO, Calif.—A pizza oven that is said to produce up to 60 pies per hour, is being manufactured here. Unit is completely lined with baker's tile and insulated all around with a four-inch layer of fibrous glass. The heavy insulation not only holds the heat in, but makes it more comfortable for operators. Front door is counter-balanced. Windows can be installed in the door and top and a light can be added inside the oven. Several units can be used and stacked.—Montague Company, West 135th and Alvarado Street, San Leandro, Calif.

Multiple-Mix Dispenser . . .

NEW YORK—A cold-drink dispenser that is said to operate on a new principle, will be introduced here next month. The manufacturer describes the unit as the latest thing in multiple-mix dispensers, a new rail-type cabinet, with the cooling done by a simplified

system that does not cut into existing refrigeration lines. The dispenser serves two mixed drinks and plain soda water and the faucet operates in such a way as to flush itself clean after each operation, thus assuring a non-merging of flavors, the maker states. It can be used in old or new installations and is available with a roto-type sign.—S. & R. Soda Fountain Manufacturing Company, 1314 Southern Boulevard, New York 59, N. Y.

Mobile Dispensers . . .

COLUMBUS, Ind.—Food-service operations using mobile units for carrying food and drinks to customers were in mind when this new soft-drink truck was designed. It permits easy movement of bottled gas, sirups, ice and dispenser in one unit and can be used either indoors or outdoors. Manufacturer says it is made of rugged tubular steel construction, has semi-pneumatic ball-bearing wheels, can be easily handled by one person and is compact in size.—U. S. Products, Inc., Columbus, Ind.

Insect Killer . . .

PLEASANT VALLEY, N. Y.—Designed to rid food establishments of flying insects, a new lantern has been designed and is being manufactured here. The unit consists of a set of grids around a regular lamp socket and can be used with any regular light bulb up to 200 watts. Daylight blue lamps are recommended since they are more attractive to insects. Hoods are available in aluminum finish or in anodized gold, black, green, red or blue.—Detjen Corporation, Skidmore Road, Freedom Plains, Pleasant Valley, N. Y.

Heated Scoop For Ice Cream . . .

STAATSBURG, N. Y.—An ice cream scoop that has a heat-generating liquid inside its hollow head has been introduced. The liquid is said to keep the scoop warmer than the ice cream, thus facilitating scooping and dipping. According to manufacturers, the scoop cannot be overpacked and each portion is uniform in weight. Scoop comes in six standard sizes, each with a different colored handle.—Modern Machine and Tool Company, Inc., Staatsburg, N. Y.

CLUB ACTIVITIES

Show Folks of America

145 Turk St., San Francisco
SAN FRANCISCO, Oct. 22.—The Monday meeting was called to order by President Charlotte Porter. Other officers attending included E. S. Fitzgerald, third vice-president; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary. The club's first president, Mary Ragan Kanthe, was invited to the platform.
New members include Charles Magid, Jerry L. Murphy, Arlie Evans, Wes Love, Dick Kanthe and Earl J. Leonard. Fred Ferguson donated \$100 to the Christmas Dinner Fund, making a total of \$200.09 in the kitty. A recent \$40 contribution was received from Z. V. (Country) Yeager.
Gene Rosencrantz and Mrs.

Circus Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Bailey-Cristiani: Topeka, Kan., 26-27; Hutchinson 29; Rockford, Ill., Nov. 2-3; Waterloo, Ia., 5-8; Omaha, Neb., 8-9; Peoria, Ill., 11-12.
Hagen Bros.: Bethany, Okla., 24; Anadarko 25; Chickasha 26; Waurika 27; Duncan 28; Frederick 29.
Kelly-Miller: Plaquemine, La., 24; Opelousas 25; Bunkie 26; Leesville 27; Center, Tex., 28; Jacksonville 29; Winnebago 30. (season ends)
King Bros.: Ocala, Fla., 24; Lakeland 25.
Polack Bros.: Eastern: Baltimore, Md., 31-Nov. 5; Philadelphia, Pa., 8-12.
Polack Bros.: Western: Harlingen, Tex., 25-29; Little Rock, Ark., Nov. 1-4; Oklahoma City, Okla., 8-12.
Ring Bros.: Newton, Miss., 24.
Ringling Bros. and Barnum & Bailey: Baton Rouge, La., 24; Alexandria 25; Shreveport 26; Tyler, Tex., 27; Longview 28; Texarkana 29; Hot Springs, Ark., 30.

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Al Am. Co.: Holly Grove, Ark.
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Amusements of America: (Fair) Lancaster, S. C.; (Fair) Georgetown 31-Nov. 5, S. & H. Am. Co.: (Fair) Chester, S. C.
Bayou State: (Fair) Pitkin, La.; Opelousas 31-Nov. 5.
Beam's Attrs.: (Fair) Jacksonville, N. C.
Big State: Lorenzo, Tex.
Blue Grass: (Fair) Moultrie, Ga.; (Fair) Ozark, Ala., 31-Nov. 5.
Borderland: Slaton, Tex; Hale Center Nov. 1-5.
Buck, O. C.: (Fair) Carthage, N. C.
Capital City: (Fair) Thomasville, Ga.; (Fair) Cairo 31-Nov. 5.
Caitlet Greater: Rule, Tex.
Central Am. Co.: (Fair) Loris, S. C.
Cetlin & Wilson: (Fair) Orangeburg, S. C.; (Fair) Waycross, Ga., 31-Nov. 5.
Drew, James H.: (Fair) Dublin, Ga.; (Fair) Sylvester 31-Nov. 5.
Dudley, D. S.: Lamesa, Tex.; Big Springs 31-Nov. 5.
Dyer's Greater: West Helena, Ark.
Franklin, Don, No. 2: (Fair) Alice, Tex., 25-27.
Gem City: (Fair) Anniston, Ala.; Port Benning, Ga., 27-Nov. 5.
Gentch, J. A.: Winona, Miss.; Brookhaven 31-Nov. 5.
Georgia Am. Co.: (Fair) Blakley, Ga.; (Fair) Crawfordville 31-Nov. 5.
Gladstone Expo.: (Fair) Canton, Miss.
Gooding Am. Co., No. 3: Tallahassee, Fla.
Hammond, Bob, (Fair) Pasadena, Tex., 24-26.
Hartsack, Ray: Naylor, Mo.
Haywood's Big State: Chillicothe, Tex.
Heth, L. J.: Cordele, Ga.
Hill's Greater: Andrews, Tex.
Holly Am. Co.: Bradenton, Fla.
Hottie, Buff, No. 1: (Fair) Mobile, Ala.; (Fair) Jacksonville, Fla., Nov. 2-12.
Johnny's United: (Fair) Troy, Ala.; (Fair) Luverne 31-Nov. 5.
Kile, Floyd O.: (Fair) Liberty, Miss. (season ends).
Lane, Leo: (Fair) Hawkinsville, Ga., 24-30; (Fair) Palatka, Fla., 31-Nov. 5.
Leerights: Silverton, Tex.
Lone Star: Okolona, Miss.; Aberdeen 31-Nov. 5.
Majestic Greater: (Fair) Macon, Ga.
Manning, Ross: (Fair) Trenton, N. C.; (Fair) Morganton 31-Nov. 5.
Marks, John H.: (Fair) Winston-Salem, N. C.
Midway of Fun: Tipton, Okla.
Mighty Interstate: Alma, Ga.; Jacksonville, Fla., 31-Nov. 5.
Miller Ralph R.: Grand Coteau, La. (Fair) St. Martinville 31-Nov. 5.
Milliken Bros.: Kingstree, S. C.
Mo-Ark: Clarkton, Mo.
Moore's Modern: (Fair) Uvalde, Tex., 25-30.
Norton's Rides: Petersburg, Tex., 24-31.
Page & Ferris Combined: (Fair) Moncks Corner, S. C.
Peppers All States: (Fair) Pascagoula, Miss.

Louis Pickard were reported ailing. Clubrooms will be open daily at noon for the winter. Ernest Santanni is custodian.

Arizona Showmen's Association

216 West Washington, Phoenix
PHOENIX, Ariz., Oct. 22.—Clubrooms opened October 17. During the summer improvements were made on the club house. Members visiting recently included Curly Hayes, Jack Terrell, Bud Myers, Don Hanna and Irish Deedy.
The first meeting will be held November 7. Many members have sent in their dues, with the report that they will be on hand for the first meeting.

Powelson Am. Newark, O., 26-29.
Prel's Broadway: (Fair) Columbia, S. C.
Raley Bros. Expo.: (Fair) Walterboro, S. C.
Royal American: Shreveport, La.
Royal Expo.: Pearson, Ga. (season ends)
Shan Bros.: Fort Gaines, Ga.; Apalachicola, Fla., 31-Nov. 5.
Smith, Geo. Clyde: (Fair) Emporia, Va.
Southern States: Hahira, Ga.; Colquitt 31-Nov. 5.
Southern Valley: Rayville, La.
Stephens, C. A.: (Fair) Starke, Fla.
Strates, James E.: (Fair) Florence, S. C.; (Fair) Charleston 31-Nov. 5. (season ends)
Tassell, Barney: (Fair) Charlotte, N. C.
Tidwell, T. J.: Spur, Tex.
United Expo.: Ripley, Tenn.; Clarksville Nov. 1-6.
Virginia Greater: Williamston, N. C.; (Fair) Murfreesboro 31-Nov. 5.
Wilber's Wolverine: Warrenton, Ga.
Wolfe Am. Co.: (Fair) Anderson, S. C., 24-31.
World of Mirth: Augusta, Ga.

Ice Shows

Holiday on Ice, No. 1: Indianapolis 24-Nov. 1; Huntington, W. Va., 2-6.
Holiday on Ice, No. 2: Peoria, Ill., 25-30; Springfield, Mo., 31-Nov. 3.
Holiday on Ice of 1955-56 (European): Lyons, France, until 27; Zurich, Switzerland, 29-Nov. 7; Lausanne 8-15.
Holiday on Ice, International (Far East): Surabaya, Indonesia, until Nov. 15.
Holiday on Ice, International (South America): Guayaquil, Ecuador, until 26; Quito 28-Nov. 9; Lima, Peru, 11-Dec. 4.
Ice Capades of 1956: Charlotte, N. C., 24-29; Raleigh 31-Nov. 5; Syracuse, N. Y., 7-13.
Ice Capades, International: El Paso, Tex., 26-30; (Fair) Phoenix, Ariz., Nov. 4-13.
Shipsteads & Johnson's Ice Follies of 1956: Chicago until 30; Cincinnati Nov. 2-20.

Miscellaneous

Al Avalon-Great Raymond Mystery Show: Lewisporte, Newfoundland, 24-26; Grand Falls 27-29; Corner Brook 31-Nov. 2; Stephenville 3-5.
Gene Autry Show: Pocatello, Idaho, 24; Butte, Mont., 25; Helena 26; Missoula 27; Spokane 28; Seattle 29; Portland, Ore., 30; Corvallis 31; Medford, Nov. 1; Redding, Calif., 2; Sacramento 3; Fresno 4; Stockton 5; Oakland 6.
Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Wichita Falls, Tex., 25-27; Vernon 28; Altus, Okla., 29; Lawton 30-31; Duncan Nov. 1-2.
Hitler's \$35,000 Armored Limousine: (Fair) Passaic, Miss., 24-29.
Marie O'Day's Palace Car: Galax, Va., 24-25; Damascus 26; Saltville 27; Harriman, Tenn., 29; Smithville 31; Carthage Nov. 1; Lebanon 2-3; Springfield 4-5.
Scott, Tommy Show: Manhattan, Kan., 24; Ottawa 25; Lawrence 26; Iola 27; Fort Scott 29.

Pictorial artist W. R. Fritts is now restoring the murals and pictures which were damaged when the walls of the famous Palace Salon at Tombstone, Ariz., collapsed. In addition to his painting, Fritts is also supervising the restoration of the entire structure.

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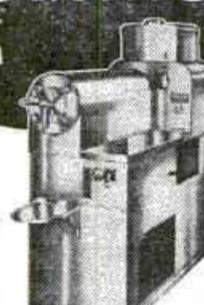
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Iowa State Fair Drops Labor Day, Opens Earlier

DES MOINES, Oct. 22.—The Iowa State Fair has moved the 1956 exposition up one day, opening a day earlier and closing Sunday instead of Labor Day. Dates will be August 24-September 2.
The board explained that Labor Day has not been drawing well despite the holiday and that by starting the fair on Friday instead of

Saturday it would give school kids an additional opportunity to attend the 10-day fair.
The board also decided to hold the 4-H and F.F.A. livestock shows on the opening Friday and Saturday because of the school timing. Many of the schools now open the last week in August which makes it hard for the young farmers to attend the fair.

WINSTON SCORES SUCCESSFUL RUN

Weather Fails on Closing Days, But New Management, Arena Win

WINSTON-SALEM, N. C., Oct. 22. — Coldness and threatening weather marred the closing days of the Winston-Salem Fair, which ended Saturday (15) on an encouraging note, attendance-wise, for new General Manager Frank Kingman. A tighter gate policy and the lure of the new Coliseum building resulted in a higher paid admission count than has been achieved in several years, it was believed, and a figure was being arrived at for release.

All segments of the fair got off to a running start when the plant was crowded to the bursting point on Tuesday and Wednesday (11-12). Rain on Thursday evening dissipated the crowd around 9 p.m., and it was inclement thruout the next two days, altho still more favorable than for the 1954 edition of the fair.

The World of Mirth Shows put in a satisfactory week with its rides and show units, and the Jack Kochman thrill show got in a well-attended performance on Thursday before wet weather set in. Most serious casualty among the entertainment factions was the big car auto racing offered for the first time at the new fairgrounds. The Sam Nunis promotions drew weak houses on Friday and Saturday (14-15) in weather varying from overcast to misty.

Grandstand business for the George A. Hamid revue was good generally, but suffered along with other elements on the grounds when faced with bad weather.

Good Results For Annual at Laurens, S. C.

LAURENS, S. C., Oct. 22.—Last week's Laurens County Fair drew encouraging crowds, and John Catlin, managing the event for the Exchange Club, said the sponsors are eyeing a bleacher arrangement before which to present attractions. This year's Lazy G Rodeo was offered on Monday, Tuesday and Wednesday (17-19) at a \$1 admission tab, altho there are no formal seating facilities.

Other program events for the fair, which features the O. C. Buck Shows on the midway, included a beauty contest on Monday (17), queen-crowning on Tuesday, dog show on Thursday, and giveaway of a poney, saddle and

600 Execs Turn Out For WFA Convention

FRESNO, Calif., Oct. 22.—Presentation of new ideas of fair operation, social get-togethers of more than 600 fair managers and directors with bookers, show owners and concessionaires, and the signing of a few contracts for 1956 highlighted the 33d annual three-day convention of the Western Fairs Association which ended here tonight.

At the Hacienda Motel committee and area meetings were held thruout the day. Service members, a category covering carnival owners, bookers and suppliers, were introduced at a chuck wagon dinner that evening. Following the close of the official day show, owners and others entertained at open-house parties.

The fair management, in a statement to the public after the annual closed, described some of the operating problems ensuing from erection and operation of the new Coliseum prior to the fair. The building was opened with a week-long run of "Ice Capades," the third week in September.

"Possibly some things were overlooked this year due to the use of the new Coliseum building and the staging of its first attraction. This event required a lot of time and effort and it is possible that

(Continued on page 68)

Columbia in View Of 175,000 Week

COLUMBIA, S. C., Oct. 22.—A bonanza week at the State Fair is a virtual certainty, with large crowds populating the grounds all during the current run, which began Monday (17). A free gate was in operation then, and an almost endless stream of patrons mobbed the entire plant. Appearances were that another 175,000 attendance figure would be attained.

Interest in the fair was demonstrated as high last weekend, when thousands of people flocked over the fairgrounds prior to the official opening. Many food stands in operation put in a good day on Sunday (16). The World of Mirth Shows' train had not been unloaded but curious visitors were on hand for the arrival and setting up of independent units.

Besides the good opening day, the fair had its traditional heavy Big Thursday, when a capacity crowd of more than 36,000 attended the Clemson-South Carolina football game in Carolina Stadium, adjacent to the fairgrounds. An air of festivity presided, and favorable weather encouraged good attendance both prior to and following the ball game.

Thousands of youngsters turned out for FFA-JHA Day activities on Tuesday, and yesterday's school day, with thousands of giveaway tickets in distribution by the World of Mirth, also did very well. The show awarded two bicycles, an electric train, and a microscope set.

A new sheep barn was erected on Saturday. There are three kiddie days.

Entries were increased in this year's livestock exhibition, and the fair, which has begun only a few years ago, has progressed to where \$3,000 in premiums is awarded.

Friday's program included talks on federal tax exemption, fire prevention, livestock sales programs and a luncheon at which Lt. Gov. Harold J. Powers was the guest speaker. The afternoon program was highlighted by a debate on free gate fairs.

The fair management today started its program at a chuck wagon breakfast. This was followed by a meeting of the subcommittee on fairs and expositions of the assembly interim committee on agriculture. A banquet at the Rainbow Ballroom ended the convention.

Entertainment at the luncheons, dinners and banquet was arranged and presented by Isabelle Whall, of Fun Unlimited Productions, San Francisco.

OFFICIAL WALKS 30 MILES IN WEEK OF FAIR

SPARTANBURG, S. C., Oct. 22.—The burning curiosity of many fair people over how many miles he or she walks during the annual run, was put to a test at the Piedmont Interstate Fair. Tom Moore Craig, secretary-treasurer, made the rounds all week with a pedometer on his person. On Sunday, the day prior to the opening, he walked eight miles, and daily totals thereafter, up to the Saturday (15) closing, were as follows: 7, 6, 3, 2, 2, 2. The total ground covered for the week was 30 miles. It doesn't prove anything, Craig says, but at least he can come up with the figure if anyone asks him for it.

for this year's fair, and about \$1,000 in premium money was allotted for the open sheep show. The barn, next to the 4-H boys' hog barn, contains 24 stalls, each measuring 8 feet by 16, and is supervised by R. M. Cooper, of Wisacky.

The flower show in the Steel Building is one of the outstanding elements of this year's edition. Largest number of blossoms yet presented here, they occupy two huge sections of the display racks, and reflect the ample rainfall that was experienced this summer.

A Hamid revue was sharing in the good business done by all elements on the grounds.

Record Gate Looms For Raleigh Event

RALEIGH, N. C., Oct. 22.—A perfect operating week graced the State Fair, and attendances last night were already close to the announced record of 500,000 established in 1953. Temperatures generally were mild and scarcely a cloud appeared all week to mar the activities.

The record business was shared by the James E. Strates Shows. Foot traffic on the grounds was made more comfortable this year with the paving of some two and a half miles of paths, virtually the entire fair area outside of the midway. Entries were at a high level in all departments.

The fair, under management of Dr. J. S. Dorton, is offering \$60,000 in awards this year.

Attendance for the opening day on Tuesday (18) was announced at nearly 85,000. It slacked off on the following day, but picked up on Thursday and hit a peak yesterday when all parking spaces were filled by mid-afternoon and patrons were still coming in from all directions. The Burr Andrews rodeo attraction, appearing daily in the Arena,

Tavares Names Polk as President

TAVARES, Fla., Oct. 22.—L. L. Polk, of Eustis, was unanimously re-elected president of the Lake County Fair Association at the association's annual meeting here.

G. W. Pringle, of Leesburg, was renamed vice-president; C. Harold Hippler and Frank Stebbins, both of Eustis, attorneys; Chester Crowder, Eustis, treasurer; Karl Lehmann, Tavares, secretary-manager.

The 1956 fair will be held March 12-17, it was stated.

93G GRANDSTAND

York Draws 292,289, Gains 40G Over 1954

YORK, Pa., Oct. 22.—York Interstate Fair had a bonanza year with sizable increases registered in virtually every department.

An abbreviated report issued this week by Samuel S. Lewis, president, showed attendance of 292,289. Total fair receipts were \$40,394.82 ahead of last year. The report indicated the fair's income approached \$400,000 for the five-day operating period.

A total of 34,409 cars were parked on the fair's own property, an average of nearly 7,000 per day. Total outside gate receipts were \$106,852.15, an increase of \$10,238.85 over last year.

Total receipts from the sale of concession and exhibit space were \$134,100.45, representing a gain of \$18,146.50 over last year.

The grandstand showed a \$93,535.95 gross, only \$951.75 under the 1954 figure.

James E. Strates, operator of the shows bearing his name, reported his gross was the highest in the many years that he has played the event. While this figure was not revealed, Lewis' report showed that

the fair's earnings from the midway were up \$2,654.88 over last year. The fair's earnings also represented the largest take from this source for any single year.

The entry fees for livestock, poultry, pet stock, agriculture, horticulture and other competitive classes also surpassed last year when the existing record was set.

Western Assn. Honors Mgrs., Vet Directors

FRESNO, Calif., Oct. 22.—Two fair managers with a total of 60 years' service, 18 directors with a total of 399 years of activity in the fair field, and a number of service associate firms were honored with Certificates of Merit at the 33d annual Western Fairs' Association three-day conclave that closed tonight.

Over 400 fair executives attended the special Awards Luncheon to hear Lowell Edington, secretary-manager of the Napa District Fair and WFA awards committee chairman, laud the work of E. G. Vollmann, for 33 years secretary-manager of the San Joaquin County Fair, Stockton, and A. J. Elliott, manager of the Tulare County Fair, Tulare, for 27 years of service.

In paying tribute to directors, Edington disclosed that the oldest one in point of service was Chester C. Jones, who has served on the board of the San Joaquin County Fair for 35 years. Paul E. Weston

(Continued on page 60)

Macon, Ga., Tops '54 Pace

MACON, Ga., Oct. 22.—The centennial run of the Georgia State Fair opened a six-day run Monday (17) with the best first-day turnout on record. And thru Wednesday, its third day, gate receipts were ahead of '54 despite rain and cold Tuesday.

Total receipts at the outside gate for that period were \$14,516 against \$13,404 to the same point in '54. Grandstand and midway receipts were also running higher. Takes at the grandstand, where

(Continued on page 60)

Calgary Inks Idaho Band

CALGARY, Alta., Oct. 22.—First attraction to be announced for the 1956 Calgary Exhibition and Stampede is the Coeur d'Alene, Idaho, Elks band and male chorus. The band will march in the opening day parade and perform thruout the week, July 9-14. The Coeur d'Alene Chamber of Commerce is conducting a campaign to raise \$4,000 for trip.

DANVILLE, VA., SCORES GOOD TURNOUT FIGURE

DANVILLE, Va., Oct. 22.—Notwithstanding the cool weather thruout and scattered showers on Friday (14), the Danville Fair came up with a highly satisfactory run for its five days of operation. C. C. Finch, executive vice-president, said attendance totaled some 60,000 which was viewed enthusiastically, since the fair has a potential of only 75,000 people living within a 75-mile radius.

The James E. Strates Shows contracted for the 1956 event prior to leaving Danville, Finch added.

Notable on the grounds this year was the refurbished women's building, which was painted within in pleasing pastel colors. It is intended to redo the agricultural building for 1956.

Free Show Offered

A free Hamid show was presented twice daily. On Wednesday (12), children's day, discount tickets to school kids were exchangeable for 25-cent gate ad-

missions. Some 17,000 persons attended on that day. Also highly successful was the Friday (14) baby show in which there were about 100 entries. Twelve winners were named in various categories, and received free photograph sittings at a downtown studio.

The discount policy at the front gate was also in effect on Thursday (13), city school day.

One of the more interesting exhibits was one devoted to the retired workers' workshop of the Dan River Mills, the city's leading industry. On display were examples of items made by the old-timers, several of whom were shown practicing their hobbies.

There were nightly fireworks by Tony Vitale's Fireworks Corporation of America. Hamid acts included the Manhattan Gaieties line of dancers, emcee Gerald Ream, Tombelli, balancing; Glen Henry Company, animal circus, and Melino and Hollis, comedy acrobats.

HAMID CLAIMS

Free Stands Are Road To Fair Deterioration

NEW YORK, Oct. 22. — The "give up" attitude on grandstand shows adopted by some fairs, and apparently of continuing interest and study to some few others, can only lead to ruin, George A. Hamid, booker, said this week.

Forgetting the grandstand, or presenting in front of it a few mediocre attractions free, can only mean that a fair is beginning to fall apart at the seams, Hamid said. Night grandstand shows are an essential part of the anatomy of a successful fair, he added, and their presentation thru the years has built good will, added prestige and drawn the best class of people. The latter, he termed an end result that has benefited every segment of fair business.

The discussion of grandstand

shows, particularly their cost and worth, has cropped up only in recent years, paralleling the growth of television. Hamid said the new medium has created a "panic attitude" on the part of some operators, mostly without justification. Before video the fairs, along with other entertainment media, had the benefit of operating virtually without competition, and so attracted crowds and dollars with little effort. Successful operations can be continued and created in spite of television, Hamid said. He blamed declines, where registered and apart from weather factors, on shows not properly produced for the media, and the lack of selling the public thru adequate publicity.

Hamid pointed out that all branches of the entertainment world, after setting the performance, placed primary emphasis on selling the show. The motion picture industry, which has bounced back to its former eminence after reeling before the onslaught of television, offers an excellent example of what can be done with a good product and proper selling, Hamid said. Even video itself advertises its shows thru every available media, even tho only a flick of a knob is needed to bring programs into many homes.

Hamid said the American public doesn't want or expect something for nothing. It knows free offerings are usually not worth seeing. The elimination of paid grandstand attractions will lead only to the deterioration of a fair, Hamid maintains.

With the selling season for grandstand talent only a few weeks away Hamid is obviously already geared to combat any spread of interest in the operation of free grandstands. Apart from the fact that his booking firm is the biggest in the Eastern outdoor talent market, and so has a considerable financial stake in the fair industry, Hamid says that his 40 years of experience convince him that the continuance of shows and grandstand charges, with the emphasis on better productions where possible, is the only workable solution promising a healthy future for any event.

Jacksonville, Fla., Exhibit Space Sales Hit 85% Mark

JACKSONVILLE, Fla., Oct. 22.—The Jacksonville Agricultural and Industrial Fair, scheduled for its maiden run November 10-19, has already sold out 85 per cent of its exhibit space, Ted Chapeau, president, announced.

Event, which will be held in the Gator Bowl here, has programmed three football games as attractions during the run. Schools will be dismissed on several special school days. As promotion material, a series of motion picture trailers has been prepared to be run in area theaters.

Cetlin & Wilson Shows will provide the midway attractions for the nine-day run.

TOO COSTLY

\$459,664 Fund For Columbia; Defer Project

COLUMBIA, S. C., Oct. 22.—An additional \$25,000 was added to the State Agricultural and Mechanical Society's surplus after the 1954 State fair, it was brought out at a meeting Tuesday night (18). The surplus now totals \$459,664.49 without considering any profits that may accrue from this year's fair.

At the meeting, the society unanimously re-elected officers, including Ransome J. Williams, president; Frank Hampton, vice-president, and David G. Ellison, a director. G. G. Dowling was voted into the director's post he had occupied since the death of R. B. Cunningham.

Williams said the society will hold off on constructing the new grandstand approved last year. He said Secretary Paul V. Moore became ill following the 1954 fair, and did not recover until this April, too late to start work on the project.

Williams added that the grandstand will cost "a lot of money. We'll have to go slow."

SHOWS IMPORTANT

MacEachern Champions Attraction Programs

REGINA, Sask., Oct. 22.—Fairs cannot get along without amusement features, S. N. MacEachern, president of the Canadian Association of Exhibition, told the recent fall general meeting of the Western Canada Fairs' Association in Saskatoon.

MacEachern, who is also manager of the Saskatoon Exhibition, said many people "who aren't too well acquainted with the fair business" were inclined to say that fairs were becoming too amusement-minded, and were "getting away from their main purpose—sufficient interest in agriculture."

He said one of the major State fairs in the United States, held at Syracuse, decided to try a purely agricultural fair immediately after the war. The 1946 fair had the largest entry list in its history and excellent prize money, but, unfortunately, no one came to see it, he said.

Ended in Red

"They never took in enough to cover the prize money," he added. "They went something like \$200,000 in the red." The following year they brought back the amusement features—the grandstand and

midway—and had their "most successful fair in history."

"This proves that patrons don't come to a fair to see any one department. We have to cater to a good many tastes. Farmers are as interested in entertainment as they are in livestock."

In Western Canada particularly, fairs supply a form of entertainment that people could not see any other way.

"No matter what people say, fairs cannot get along without the carnival type of amusements," MacEachern said. He pointed out that fair boards had a duty to watch current legislation to ensure that these types of entertainment were not "legislated out." Already, he said, it was almost impossible to bring circuses across the border from the United States, due to fees charged by provincial and municipal governments.

MacEachern said the A circuit fairs "fortunately" were in a position to pay the taxes levied by the federal government on carnival concerns entering the country. These taxes have risen 350 per cent in the last 10 years.

One legislative problem presently facing exhibitions was the possibility that their exemptions from lottery provisions of the Criminal Code might be taken away by amendments now being studied. If such exemptions were eliminated, he said, it would cost the Saskatoon Exhibition an estimated \$50,000 in revenue it now receives from selling tickets on cars and a "dream home."

Ventura, Calif., Attendance Off

VENTURA, Calif., Oct. 22.—The Ventura County Fair ended its five-day run here Sunday (9) with a total attendance of 76,450, which was 1,650 behind its 1954 total. Despite the loss, the fair had a record paid gate Saturday when 20,800 attended and the payees exceeded by 2,100 the former mark.

Two new buildings were opened for the first time this year. The structures added 20,000 square feet of enclosed exhibit space used principally for home economics displays.

The carnival area, used by the Foley & Burk Combined Shows with few interruptions since 1917, was moved to the south end of the grounds. A representative said that the change was made to keep the people on the grounds longer.

Managed by Larry Ver Husen, the fair opened with the Kids' Day featured. On Wednesday (5), 16,300 kids were admitted free, the total falling short of the 18,500 a year ago.

Hector and His Pals, a dog act, was featured daily in the concession area. A vaude show was presented Friday night in front of the grandstand at Babe Ruth Field. Booked by Adele Walker of the AAA Theatrical Agency in Hollywood, Lionel Kaye, the daffy auctioneer, was the headliner. A championship rodeo was presented Saturday afternoon and Sunday night.

Event Ends Okay Run Despite Rain

DURHAM, N. C., Oct. 22.—Altho rain pelted the Durham County Negro Fair on one of its usually big days, the event wound up on the right side of the ledger, Mel J. Thompson, secretary, disclosed. Rain on Friday practically washed out Kids' Day and the fair ended up with attendance off a couple of thousand.

Edmonton Ex Nets 270G But Ends Year in Red

EDMONTON, Alta., Oct. 22.—The week-long Edmonton Exhibition in July showed a profit of \$207,589, compared with a profit of \$195,266 for the 1954 show, but the exhibition organization had a deficit of \$76,793 for the year after depreciation and maintenance costs. Gross profit for the year was \$115,000 and the write-off was \$191,000.

The figures were reported at a meeting of directors of the Edmonton Exhibition Association by James Paul, manager.

The Edmonton Flyers hockey club showed a deficit of \$27,000

on the 1954-'55 season and the other team sponsored by the fair board, the Edmonton Oil Kings, lost \$13,000.

Purses will be increased for the '56 horse racing season, with no purse being less than \$1,000 per race, plus the Edmonton handicap of \$5,000 and another handicap of \$4,000. Wagering during the last racing season showed an increase of \$173,657 over the previous year.

Fate of the Edmonton Rodeo will be decided at the next meeting of the exhibition org in November. Rodeo attendance this year was not up to expectations.

Fresno Tabs 285,088 For New All-Time High

FRESNO, Calif., Oct. 22.—The Fresno District Fair, which closed its annual 10-day run here Sunday (9), pulled a total attendance of 285,088 to set a new record and surpass last year's mark by 18,390. Fair weather, an expanded fair program and additional publicity helped greatly in setting the new figure, Tom Dodge, secretary-manager, said.

Attendance thruout the run exceeded that of last year for each day. Opening Friday (30), the crowd totaled 16,188 to surpass 1954's 15,008. The smallest gain of the run was Thursday (6) when the turnstile clocked 16,251, a gain of 132 over the comparative day a year ago.

Horse racing was featured for eight days during the fair. The pari-mutuel handle was \$1,378,694, a gain of 3.29 per cent over last year's wagering.

The free shows in the outdoor theater and the grandstand night circus shows were staged by Russ Stapleton and Eddie Gamble of Fanchon & Marco, Hollywood. Crafts Shows were featured on the midway.

Merrill to Speak At Oregon Assn. Fall Convention

PORTLAND, Ore., Oct. 22.—Louis S. Merrill, manager of the Western Fairs Association, will be principal speaker at the annual meeting of the Oregon Fairs Association in the Multnomah Hotel here November 9-11, Herman Chindgren, of Mulalia, program chairman, announced.

All problems connected with fair management will be discussed during panels and forums, Chindgren said. In a review of the association's activities, discussion will center on the topic, "Are Services of Our Association Clicking?"

Honored guests at the opening-day luncheon are to be Gov. Paul Paterson, Mayor Fred Peterson and R. L. Clark, president of the Portland Chamber of Commerce.

WINTER FAIRS

Florida

- Arcadia—DeSota County Fair, Jan. 9-14. A. G. Erickson.
- Bartow—Polk County Youth Show, Dec. 1-3. W. P. Hayman.
- Brooksville—Hernando County Fair, Nov. 9-12. Harry Brinkley.
- Clewiston—Sugarland Exposition, Jan. 24-28. Doug Peary.
- Dade City—Pasco Co. Fair Assn., March 1-10. H. A. Gruczmaacher, Box 248.
- DeFuniak Springs—Walton County Fair, Nov. 10-12. H. O. Harrison.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladioli Festival & Fair, Feb. 20-25. R. C. Lawson.
- Eustis—Lake County Fair & Flower Show, March 12-17. Karl Lehmann.
- Fannin Springs—Suwannee River Fair & Livestock Assn., Jan. 18-20. L. C. Cobb.
- Fort Myers—Southwest Florida Fair, Jan. 30-Feb. 4. J. Clyde King.
- Fort Pierce—Indian River Area Youth Show, Jan. 20. M. B. Jordan.
- Inverness—Citrus County Fair, Nov. 2-11. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agri. Fair, Nov. 9-19. Ted Chapeau.
- Jacksonville—Greater Duval County Fair, Oct. 31-Nov. 5. Mrs. Dolly Young, 311 W. Bay St.
- Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
- Miami—S.E. Florida & Dade County Youth Show, Jan. 25-29. P. K. Price.
- Orlando—Central Florida Fair, Feb. 30-25. C. T. Bickford.
- Palatka—Putnam Co. Fair & Youth Show, Nov. 7-12. Hubert Maltby.
- Palmetto—Manatee County Fair, Jan. 23-28. W. H. Kendrick.
- Piant City—Hillsborough Co. Jr. Agri. Fair, Dec. 1-3. D. A. Storms.
- Punta Gorda—Charlotte County Fair, Jan. 16-21. Harry Jack.
- Sarasota—Sarasota Co. Fair, Jan. 23-28. Geo. W. Potter.
- Tallahassee—North Florida Fair, Oct. 25-29. Lloyd Rhoden.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- Webster—Sumter Breeder Show & Co. Fair, Oct. 31-Nov. 5. T. Noble Brown.
- West Palm Beach—Palm Beach Co. Expo., Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair, March 30-25. O. C. Beilott, Mgr., Box 741.
- Winter Haven—Florida Citrus Expo., Feb. 13-18. Phillip Lucey.

Dominican Republic

Ciudad Trujillo—Dominican World's Fair, Dec. 20-Feb. 27.

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213 THIRD AVENUE, NORTH PH. 5-7731 NASHVILLE, TENNESSEE

PARK TRADE SHOW SPACE IN DEMAND

Coin Rides Account for Part of Sales As 80 Firms Sign Up for 166 Booths

CHICAGO, Oct. 22.—Reservations for space at the trade show of the National Association of Amusement Parks, Pools and Beaches have gobbled up the original supply of 156 booths and an additional 10 spaces were taken quickly.

The NAAPPB office here said that more than 80 companies have

reserved space at the show, which will be in the Hotel Sherman, November 27-30.

Included in the total are the many regular exhibitors of amusement rides, concession equipment, and other products used by outdoor show business. The trade show runs concurrently with the NAAPPB convention and the meetings of fair, carnival and other show organizations.

Sparking part of the demand has been the group of manufacturers of coin-operated kiddie rides. Included in the group are several coin kiddie ride makers who are introducing new models and who are going to use four and six-booth display sections.

Site Switch Nibbles Take At Bronx Spot

NEW YORK, Oct. 22.—A necessary mid-season move cut into the earnings of Bunnie's Kiddieland, Bronx spot operated by Blanche and Max Kassow.

Operation was begun at the new location on July 3. After the holiday extreme heat and a series of untimely storms tended to slim down the expected earnings.

The need for a new location developed when a restaurant operation on the grounds obtained a liquor license which, in turn, nullified the permit to operate a kid activity. The Kassows hold an option to buy the new location.

Nine rides are in operation, including a big Ferris Wheel. Weekend operation will continue thruout the winter months, weather permitting.

Western Assn.

also was honored for 20 years at the same exposition.

Eleven directors noted for service included J. M. Leonard, William Butts, George Sillman, Claude O. Sharp, Roy A. Hubbell, John Baumgartner, Peter Friis, George Frusetta, R. C. Garner, O. E. Lassegard and C. M. Turner, each with 26-year records at the San Benito County Saddle Horse Show, Rodeo and Fair in Hollister.

Virgil E. Browne, of the Oklahoma State Fair & Exposition in Oklahoma City, was awarded a Merit Certificate for 24 years of service. Honored for 20 years in the field were Walter H. Clark, Oakland Garden Show, Oakland, Calif.; J. E. Bronson, W. W. Packwood and W. J. Tunison, the latter three of the Lassen County Fair, Susanville, Calif.

California fairs that received the "Fairmark Hall" awards were: Santa Cruz County Fair, Watsonville; Eastern Sierra Tri-County Fair, Bishop; Fresno District Fair, Fresno; Contra Costa County Fair, Antioch; Kings County Fair, Hanford; San Bernardino County Fair, Victorville; Mother Lode Fair, Sonoma; Merced County Fair, Merced; Calaveras County Fair, Angels Camp; Lake County Fair, Lakeport; San Fernando Valley Fair, Northridge; Butte County's Golden Feather Fair, Gridley; Los Angeles County Fair, Pomona; Chowchilla Junior Fair, Chowchilla; Riverside County Fair, Indio; San Mateo County Fair; San Mateo; Santa Clara County Fair, San Jose; Orange County Fair, Costa Mesa; San Luis Obispo County Fair, Paso Robles; Shasta District Fair, Anderson; Plumas County Fair, Quincy; Salinas Valley Fair, King City; Great Western Livestock Show, Los Angeles; Humboldt County Fair, Ferndale, and Napa District Fair, Napa.

California service members with 25 years'

247G GROSS

Bridgeport Spot Shows 31G Deficit

BRIDGEPORT, Conn., Oct. 22.—Pleasure Beach Park, municipally operated funspot, showed a deficit of \$31,709, according to audit figures released this week. It was noted, however, that the figure included \$26,831 in capital expenses. The deficit during the 1953-54 operation was \$26,105.

Total receipts were \$247,092 and total expenses were \$278,801. A year ago receipts were \$226,583 and expenditures \$252,688.

An increase in insurance coverage of some of buildings at the park was recommended by the auditors.

MILLIONS

Match Books Spark Palisades Promotion

NEW YORK, Oct. 22.—Millions of matches will kindle new enthusiasm for Palisades (N. J.) Amusement Park and its attractions next year, according to promotional plans already set in motion by operator Irving Rosenthal.

Rosenthal said 25,000,000 books of matches have been ordered for free distribution thru thousands of retail outlets in the metropolitan area. Last year 4,000,000 books were put in circulation. Altho late in getting them to the public, they proved their usefulness, Rosenthal said.

Besides naming and locating the park, the book covers will entitle the holders to free admission to the park up until 8 p.m. on Monday thru Friday. One out of each thousand books will carry an imprint on the inside cover that will entitle the holder to five free rides.

Extensive Territory

Rosenthal said he would secure the co-operation of wholesale tobacco dealers in planning distribu-

tion. All of New York City and parts of New Jersey and Westchester County will be covered.

The reprint order for the rebate coupons used successfully by the park for several years has been set at 20,000,000, according to Rosenthal. Mailings are made by the park thruout the year with the frequency stepped up as the season approaches. This year peak activity will begin even earlier than in the past due to the very early, March 31, opening, timed to include the Easter weekend.

The usual extensive refurbishing plans have been sketched in. The new lighting system will be extended. This involves the use of more fluorescent tubing.

Rosenthal said that plans for a circus under canvas in the spring are still to be studied. He said the chances are that they will materialize.

MARCH BOWS LIKELY

Early Easter, Mid-Week Holidays Prompt Study

NEW YORK, Oct. 22.—The calendar is giving park operators something to think about for next season.

Perhaps most important is the scheduling of Easter for April 1, nine days earlier than last year and 17 days earlier than in 1954. More and more parks have tied

Raleigh Record

their openers in with the Easter weekend period in recent years. When favored by the weather the move has paid off handsomely in virtually every instance. Taking advantage of the festive weekend this year will necessitate opening up in March but by only a day, on the 31st, to include Easter Saturday.

A few have already made the decision to spring on that date. Others, however, will give a lot of thought and study to the weather history of their area before deciding to go along.

Wednesday Holidays
The calendar is also moving the important Decoration Day and Fourth of July into the middle of the week. Both will fall on Wednesdays and make happy that large group of operators who hold that Friday and Monday holidays, creating three-day holiday weekends, don't do them nearly as much good as the middle-of-the-week loaf days.

These operators reason that the three-day holiday weekend, which they have had for the past couple of years, is so long that their potential patronage quickly becomes spent out and tired out. With weather they can certainly count on a bonanza holiday weekend. But with the holiday stuck in the middle of the week they feel they can chalk up better than good weekend business on the single day and night before, and still harvest top grossing weekends before and after, good weather prevailing.

Outline Site Plans Woodside Switch

LEVITTOWN, Pa., Oct. 22.—A hubbub created here with the announcement of plans to transfer the physical properties of defunct Woodside Park, Philadelphia, to this area, led to a clarifying statement this week by Morris Spector, project manager for the projected \$2,000,000 funland.

A special press conference was called to salve the fears of Levittowners that Woodside would be transported in its entirety and dumped on their doorsteps. Instead of on the doorsteps, Spector pointed out, the proposed fun center would be located about a mile from the Snowball Gate Section of Levittown and across the highway from the proposed new shopping center. The park will be set back 100 feet from the highway.

The possibility of condemnation proceedings that would bisect the property to make way for a proposed new highway were dispelled by a spokesman for the State Highway Department.

Samuel I. Oshiver, architect and

designer of the proposed fun zone, said that the park would in no way resemble the outdated, 52-year-old Woodside.

3 Years to Build

Oshiver said that only a few of the amusements would be moved from Woodside to the new location. He said it would require three years to complete the project. If zoning problems can be overcome, at least one third of the park would be ready for operation on Decoration Day, 1956, he added.

The center will be designed to interest everyone. Children's interest will be highlighted. A 1,000-car parking area and a drive-in theater are included in the plans. The latter may be postponed to allow for more parking, Oshiver said.

The finished plans should be ready by December 1 at which time they will be shown to Middletownship supervisors, Spector said.

It was learned that the 36-acre tract was obtained from Edward Rhine, a local resident, on a 25-year lease with an option to buy.

Macon Tops '54

Continued from page 58

George Hamid & Son had a revue, were up 10 per cent and the Cetlin & Wilson ride and show business was 15 per cent ahead of '54.

The 100th anniversary was marked by a special parade, an address by Gov. Marvin Griffin, a barbecue for State and local officials and a special stepped-up press campaign.

Missing from the fair for the first time in years was E. Ross Jordan, veteran general manager, who became ill Monday and was confined to his home. It was expected that he would return to his office before the end of the run.

Meanwhile, Bob Wade, assistant manager, was carrying on as manager. Jordan has managed the fair for 32 years and for the past year or two has been in poor health.

Strip Tickets Bring Increase To Disneyland

ANAHEIM, Calif., Oct. 22.—Disneyland put into effect a new ticket plan here this week that was responsible for increasing attendance 18 per cent during the first two days of the operation.

The plan, advertised to run for six weeks until November 23, offers eight rides and admission to the park for \$1.50 for children, \$2 for students and \$2.50 for adults.

The tickets offer a choice of any three of a ride selection, including Peter Pan, Mr. Toad, Snow White, Autopia, Mule Pack, Jungle River boats, Stage Coach, Passenger Train, Mark Twain Riverboat and Moon Rocket. Two rides of the second segment including Dumbo Elephant, Mad Tea Party, Conestoga Wagon, Casey Jr. Train, Mickey Mouse Theater, Canal Boats, Phantom Boat and Freight Train are offered.

In addition to these the following attractions are free on the strip ticket: Circarama, "The World Beneath Us," Cartoon theater, Golden Horseshoe stagemat, Hobbyland demonstration of boats and planes, Indian war dances, parades and band concerts.

The ticket plan was first used Tuesday (11). The park is closed Mondays.

FOR SALE KIDDIE RIDES
NO REASONABLE OFFER REFUSED
Lease expiring. Sacrifice price. Excellent condition. Mangle 3 Abrast Merry-Go-Round, Mangle Whip (with fence), Mangle Dry Boat, Pinto Fire Engine, Aeroplane Ride. Extras: Booth, Recording Machine, Lights, Wiring, Starting Boxes.
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Old established New England Amusement Park. 20 Rides. Must be sober and capable. References required. State qualifications, background and salary expected. Write to
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WOM Contracts 4 Dixie Events For 1956 Run

Bergen Unit Clicks at Greensboro, Columbia; Adds Anderson, S. C.

COLUMBIA, S. C., Oct. 22.—Frank Bergen's World of Mirth Shows, which enjoyed a bang-up tour thru the Southland this year, bids fair to match the '55 takes if a slew of fair dates already signed for 1956 encounter the same business conditions.

The South Carolina State Fair here, which ends today, was tucked away to join the Winston-Salem and Greensboro, N. C., fairs, the only two previous fairs played in the South.

Given equal breaks all around, the show will stand to fare even better in the South next year. A change in the calendar will make it possible for the show to again include the Anderson, S. C., fair in its '56 route. The event had to be squeezed out this year because Columbia, the anchor spot, had to stay put since it hinges on the classic South Carolina-Clemson football game. Anderson is already inked in.

The show was set to repeat its Northern route before exiting Yankee territory after winding up at the New Jersey State Fair early this month.

Going into its final day here the show possibly was nudging close to a six-figure take. In the past, the fair has given the show some of its biggest single day grosses approximating those of the Central Canada Exhibition at Ottawa.

Last week at the Winston-Salem Fair the show registered a sizable increase in its earnings over last year. Operations there were affected by the weather as they had been a year ago. At Greensboro earnings were also up.

Only two events remain, the fairs at Augusta and Savannah, Ga. Considerable show equipment will be crated at the latter spot for shipment to the Dominican Republic World's Fair, where midway management will be handled by Bernard (Bucky) Allen, concession manager.

Eddie Murphy Dead at 63

CHICAGO, Oct. 22.—Funeral services were held here today for Edward W. Murphy, 63, veteran electrician in the Chicago area. He died Tuesday (18) in Tucson, Ariz.

Murphy was a longtime member of the Showmen's League of America and was currently a member of the board of governors. He was an electrician for the Chicago Sanitary Board for 32 years and was president of that board's employee benefit fund.

Surviving are his widow, Lillian, and a daughter, Geraldine.

Strates Business Big At Raleigh State Fair

RALEIGH, N. C., Oct. 22.—The big one at the State Fairgrounds was paying off handsomely for the James E. Strates Shows this week, as crowds, enticed by perfect weather for frivolity, poured into the grounds.

Every available inch of midway space was filled, and on the back end of the show offered 20 units of virtually every description.

Included were a Funhouse, Side Show, Bradypus, Two-Bodied Cow, Rocky Road to Dublin, Broadway to Hollywood, Snake Pit, Queen of Fat Girls, Ebony Follies, Killer Whale, Wild Life, Motordrome, Mirror Maze, Disney's Wonderland

SOUTHERN HAUL MUCH CHEAPER FOR BUCK SHOW

CARTHAGE, N. C., Oct. 22.—The wide discrepancy in travel costs was noted this season by Oscar Buck, whose operation the past two seasons have been of both the railroad and truck variety. Following the date at Plattsburg in Northern New York, a 700-odd-mile haul was made for the Southern fair opener at Salisbury, N. C. Last year's Buck-Model Shows would have required four roads and a \$7,500-\$8,000 expense for the move, the showman said, but the motorized O. C. Buck Shows made the trip with 29 pieces for less than \$1,000.

Joe E. Karr Heart Victim

PRICHARD, Ala., Oct. 22.—Joseph E. Karr, 65, former owner of the Wonder City Shows and at one time president of the Hot Springs Showmen's Club, died here Tuesday (18) of a heart attack. Karr was born in Storm Lake, Ia., but had made his home in Prichard and Mobile, Ala., for many years.

In addition to owning various carnivals at different times, he had also been connected with the John R. Ward and other shows in an executive capacity.

He is survived by his widow, five daughters, a son and two sisters. Services were held from Higgins Mortuary, Mobile, Friday (21), with interment in the Whistler, Ala., cemetery.

Gooding Ahead 30% At Pensacola Annual

PENSACOLA, Fla., Oct. 22.—The Gooding Amusement Company, on the midway of the Pensacola Interstate Fair here for the third straight year, in the first five days of its run, ended Friday (21), was running better than 30 per cent ahead of its 1954 figures. Weather has been excellent.

Hundreds of moppets jammed the gates at 8:30 a.m. today to usher in Kids' Day, and by 10:30 a.m. the midway was running at full capacity. Hal Eifort, of the Gooding organization, said that from all indications this year's Kids' Day would topple last year's marks by a wide margin.

The Royal American Shows set the all-time midway gross record here three years ago, when it chalked up \$39,500. The Gooding org topped that last year with \$44,000. It expects to shatter that mark by 15 per cent this year.

The Scrambler has been the top money-getter among the rides this week, with Teo Zachinni's Bagdad running second, and the Twister, third. Joy Purvis' "Follies of 1955" leads the shows in the gross de-

partment, with "Dancing Waters" taking second money, and Irving C. Miller's "Rock 'n' Roll" in the third slot money-wise.

The Interstate Fair concludes its run tomorrow, with the Gooding Amusement Company opening Tuesday (25) at the North Florida Fair at Tallahassee for its final stand of the season.

On Parade, Girl in the Iron Lung, Crime Detection, Legs-a-Weigh, Human Ape, Illusion, Pretzel, and Arcade.

Opening day's concession play was good but somewhat behind that of last year, it was reported. Business held at a satisfactory level most of the week, however, in keeping with the fair's good attendance.

The show heads next for Florence, S. C., then close the following week in Charleston, S. C. It reportedly comes out this winter for the Orange Festival in Winter Haven, Fla., and the Central Florida Exposition, Orlando.

MURPHY, WILSON TOP '54 BUSINESS AT DALLAS FAIR

Rides' Gross Climbs 16%; Shows Up 12%; Games Concessions Gain

DALLAS, Oct. 22.—Midway business at the State Fair of Texas thru Thursday (20), with three of the fair's 17 days to go, showed substantial increases in receipts over last year, a good one for the midway here. A factor was the fair's record-breaking attendance.

Joe Murphy, manager of about 30 rides, games and food concessions operating under the Pugh-Murphy-Lindsay banner, reported ride receipts from that operation up 16 per cent over '54.

And Cliff Wilson, who brought in 17 shows and one ride, a Rock-o-Plane, turned in receipts 12 per

cent higher than last year for the period ending Thursday (20).

Smooth Operation

Other attractions included a new Scrambler, booked in by Buster Wilson; a new Twister, booked in by Joe Murphy, and "Dancing Waters," presented by Clarence Linz.

The operations directed by Murphy ran with notable smoothness, and receipts climbed despite the Sky Wheels tragedy which occurred during the first week of the fair. The R. D. Dowis ride, which had been booked in, was dismantled following the accident, which had

been given widespread news coverage.

Park Season Up 30 Per Cent

During the regular park season preceding the fair's opening, the Murphy-directed operation had experienced excellent business. Murphy said that receipts for the park operation were 30 per cent higher than last year.

Fred Tennant Jr., the fair's concession manager, said that novelty concessions, the exclusive on which is held by Harry Desplinters, were enjoying the best business in the fair's history. Desplinters has 41 stands on the grounds.

Tennant also said that Joe Murphy's games concessions were enjoying exceptionally good business.

Sebers' Units Click

Of the shows, Harry Sebers' Casino de Paris and Charles Taylor's Cotton Club Revue were the pacemakers. Sebers' posing show, Pigalle, also was doing well. Other shows running high in the money were Dick Dillon's Mechanical Village and Claude Bentley's Circus Side Show, according to Wilson.

Other shows brought in by Wilson included Charles Fogel's snake show, Jack Burke's Hitler car, Smiley Burnette's Wild West Museum, Bill Dusin's midget cattle show and big dog-little dog show, Arnold Raybuck's two-headed bull, and Arthur Hoffman's Siamese twins, Ronnie and Donnie.

"Dancing Waters," presented here for the third straight year, again played to good crowds.

Biggest day on the midway was Saturday (15), when the fair pulled 323,224 persons, the biggest one-day crowd in its history.

Foley & Burk Head for WQ

VENTURA, Calif., Oct. 22.—Foley & Burk Combined Shows closed a successful 1955 season here Sunday (9) when the five-day Ventura County Fair ended. The show moved on its own train to winter quarters at the fairgrounds in Santa Rosa, Calif.

L. C. Chapman, owner-manager, estimated that business for this year's run at this fair would be on a par with that of 1954. However, the show was shifted from a spot near the main entrance to the south portion of the grounds.

For the date, the show featured 20 rides and four shows.

Cetlin-Wilson Up 18% at Ga. State Fair

MACON, Ga., Oct. 22.—Cetlin & Wilson Shows in four days of the six-day Georgia State Fair reported grosses for shows and ride were 18 per cent ahead of the same days last year. Week started Monday (17) with Kids' Day grosses reaching an all-time high, topping \$10,000.

Due to cold and rain, Tuesday was off, but Wednesday and Thursday ran ahead of '54. Two biggest days of the week usually are Friday and Saturday.

Issy Cetlin and Jack Wilson, co-

owners, said all the show's fair dates have exceeded 1954. They announced they have again signed the midway contracts for the Atlantic States Exposition, Richmond, Va., and the Piedmont Fair, Spartanburg, S. C.

Fast Run

The show train made a fast run to Macon, arriving Sunday at 8 p.m. and the midway was opened at noon Monday. Special Agent Peazy Hoffman handled the advance arrangements, plus press chores. Ray Bamer, lot superintendent, made a new layout which gave all shows and rides an attractive display.

Lash LaRue's western unit joined here and reported good business. Top money the first half of the week went to Raynell's Girl Show and Jerri Jackson's Revue. Mr. and Mrs. Bob Edwards, who have the Torture Show and Dark Ride were entertained by many Macon friends. Chief Electrician Clyde Mulligan, who underwent an emergency appendicitis operation at Spartanburg, returned to duties here Wednesday. Lewis Diesel Company furnished a substitute engineer to supervise the show's nine diesel plants in his absence.

Business Manager Bill Moore used 450 feet more concession space than on any previous visit in the seven years the show has played the Macon Fair.

Curtis Bockus, general agent, conferred with owners about the date the show has set in Waycross, Ga., after the Orangeburg, S. C., fair, and the Jacksonville, Fla., fair which follows next month.

Maurice Ohren Heads League 1956 Slate

CHICAGO, Oct. 22.—Maurice Ohren was nominated for the presidency of the Showmen's League of America, according to a report of the nominating committee released at the regular Thursday (20) meeting. Ohren was first vice-president during 1955.

This year's second and third vice-presidents, Al Sweeney and Jack Duffield, were nominated for the first and second vice-presidential posts. William Carsky, who has served as treasurer for several years, was nominated for third vice-president.

Bernie Mendelson was named as treasurer; Joe Streibich, secretary, and Fred H. Kressmann as a trustee.

Nominees for the board of governors included Doug Baldwin, Mickey Blue, Fitzie Brown, Hadji Delgarian, Herb Dotten, Harry Duncan, Don Franklin, John Galagan, Sam Gordon, C. C. (Specks) Groscurth, Benedict Garmissa, K. H. Garman, William T. Collins, M. J. Doolan, Lou Dufour, George B. Flint, Nat Green, Max Brantman, Louis Berger, Gene Autry, Morris Haft, William Kaplan, George W. Johnson, Bernard P. Thomas, Leo Overland, Al Kauf-

(Continued on page 62)

SOUTHERN FAIRS DAMP BUT OK FOR O. C. BUCK

CARTHAGE, N. C., Oct. 22.—The return to truck operations has proven profitable for the O. C. Buck Shows, but inclement weather has hit like clockwork in recent weeks to spoil the big days at several fairs. Owner Oscar Buck said a successful tour of familiar Northern territory, provided the show with a financial cushion against any setbacks.

The fair at New Bern, which was called off when a hurricane flooded the grounds, will be played next week to wind up the season, and a 600-mile home run will be undertaken to winter quarters at Troy, N. Y.

Last week's fair at Laurens, S. C., was another which was hampered by weather on the closing day. The prior date, Camden, offered one of the few Saturdays made permissible by weather.

The Buck organization did well at New York dates in Gouverneur,

Elmira, Malone, and Plattsburg, altho a storm caught Gouverneur on closing day, and a long run was made to the Southern opener in Salisbury, N. C. Both Salisbury and Newberry, S. C., proved good winners for the show, the latter drawing a huge crowd in the rain on final day for an auto giveaway.

There have been no losers on the fair route, it was noted, altho better grosses had been expected than the show earned.

Eight show units were carried for the Laurens date, including a Side Show and Two-Headed Baby, Earl Myers; Motordrome, Jack Faircloth; Snake Show, Girl Show and Minstrel Show, Mel Smith; Johnson's Wild Life, and Larry Sanders' Girl Show. The Danny Dorso bingo has experienced a couple of big weeks, it was said.

Buck is aided by Roy Peugh, L. James Quinn, legal adjuster, and Bernie Feldman, who has the bulk of the concessions.

FOR SALE

UNUSUAL, USEFUL VEHICLE



This attention-attracting vehicle in "like new" condition is now available!

Originally built by Illinois State Police as "land battleship"; later acquired by insurance company as Mobile Crime Laboratory.

CHASSIS: Unit is 29½ ft. long, 8 ft. wide, 11½ ft. high (with turret, lowered). Entirely custom built on special Diamond T model 614HH chassis. Six cylinder Diamond T Hercules motor (558 cu. in.). All 10 tires in good condition. Heavy duty air brakes.

BODY: Four compartments interconnected by phone; outlets and lights for use on 12 volt or 115 volt AC. Bullet-proof glass and bullet-resistant steel body. Armor plate and bullet-proof glass turret hydraulically raised 4 ft. above roof.

EQUIPMENT: Two 115-volt, 3,000-watt generators can supply six kilowatts of power. Four 12-watt searchlights on turret; four 115-volt floodlights on roof. Hydraulic jacks at each corner of frame.

TERMS: No reasonable offer refused. Write or wire bid with \$500 "earnest money." (Such deposits will be returned promptly to unsuccessful bidders.)

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Peoria, Illinois

O.C. BUCK SHOWS

TRI-COUNTY FAIR, NEW BERN, N. C.

Oct. 31st — Nov. 5th **A Marine Pay Day**

Will book all kinds of concessions, Photos, Short Range Gallery, and Eating Stands. Reasonable rates. Can place Grind Shows not conflicting. Count Store Agents, get in touch with Bery.

O. C. BUCK MOORE COUNTY FAIR, CARTHAGE, N. C.

LAST CALL! NORTHEASTERN FLORIDA FAIR

10 Days and Nights — November 2 Thru 12
SPEEDWAY PARK, JACKSONVILLE, FLORIDA

SHOWS: Want two Shows, big Snakes and Fun House, or any Shows with their own outfits.

CONCESSIONS: Want Glass Pitch and Hanky Panks of all kinds.

RIDES: Will book two Major Rides not conflicting with what we have.

All Replies: LEO BISTANY

Mayflower Hotel, Jacksonville, Fla.

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Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____

Kind of Show _____

Owner _____

Manager _____

Winter Quarters Address _____

Office Address _____

**SAVE MORE MONEY
MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

Sumter Profits Good For Vivona Midway

LUMBERTOWN, N. C., Oct. 22.—Their second biggest week of the year was enjoyed last week at the Sumter County Fair, Sumter, S. C., by the Vivona family. Operating as Amusements of America, they went in for six days and nights, longer than the event had played in the past.

Prior to last week the big winner had been the Lehigh (Pa.) Fair. J. Cliff Brown, aided by Harry Wilson of the show, had a successful list of events slated for the week, including car giveaways on Tuesday (11) and Thursday (13).

Spending was good on these days and good crowds also attended the Wednesday (12) and Friday (14) kiddie matinees, which featured a pony giveaway and other prizes.

Opening day of the fair was not big, but satisfactory business followed for the rest of the week. In previous years the fair closed on Friday night, but a heavily promoted Saturday, offering a free gate to all, drew well. All rides were reduced and a bicycle was given away. Bad weather broke up the night play. Fireworks by Tony Vitale were offered four nights during the week.

Rides Three for 25 Cents

Rides were three for a quarter on the final day, and the pony giveaway was sponsored by Dr. Pepper. Week-day kiddie rides on children's days went at a dime a head, to 6 p.m. Combined with the Wednesday program was a high school football game on the grounds.

The three office-owned Ferris Wheels dominated the midway here, and the front end was augmented by some concessions which could not find space at the State Fair at Raleigh.

Shows included, Parisian Nites, Tony Masiello; Tina (Minstrel), Anna Ballou; Candy, Jack Chicarella; Cindi, Chris Ferrone; Snake Show, Tiny Dempsey; Monkey Circus, Pop Akers; Side Show, Marie LeDoux, and Morton's Glass House.

Danny Dell is concession manager; Harry Wilson, promotion and publicist; Tiny Dempsey, lot superintendent; Tony Masiello, mechanic. Mrs. Catherine (Ma), John, Morris and Dominick Vivona represent the family management. Business generally has been good and the show heads next into Lancaster, S. C. Closing date is November 12 at Charleston, S. C.

REVIEW

Unique Show Sounds Are Put on Wax

NEW YORK, Oct. 22.—Sounds peculiar to carnival midways have been authentically captured in a disk released this week by Folkways Records, New York. The long-playing record devotes one side to midway sounds. The flip side is made up of 11 tunes played by a Merry-Go-Round organ. All of the sounds and music were recorded on the Royal American Shows by students of the Chicago Institute of Design.

Folkways specializes in recording folk music and sounds gathered thruout the world. Most, such as Sounds of Carnival, are of a documentary nature with educational values, and appeal to a limited group. It is difficult to assay what interest any segment of the general public might find in Sounds of Carnival. Certainly many persons within the industry, as well, as the many others who have had more than a casual exposure to its peoples and workings, might find the disk a valuable record of meaningful sounds and atmosphere.

The preservation of Merry-Go-Round organ music created mechanically, and apparently, thru the accordion folded punched cards—a rapidly diminishing method of sound reproduction—has, or no doubt will have, historical value. It could even be slumber music off-season for those persons whose senses are attuned to Merry-Go-Round music after a six or seven-month season.

11 Selections

Eleven selections, ranging from Over the Waves and Ta-ra-boom-der-e to Buttons and Bows and Far Away Places, are wheezed and thumped thru the band-imitating instrument.

The midway sounds are divided into six parts and begin with the general conglomeration of sounds that greet any visitor to a busy midway. Others are the sounds of a Funhouse and a Monkey Show talker; the sounds of a Ferris Wheel and Roll-o-Plane, consisting mostly of the whir and popping of motors and the screams of tickled girl riders. Motordrome and Side Show talkers, laughing clown and a group of interviews. None of the participants are identified but the voice and story of Wallace Cobb, trainmaster, picture him. All of the several persons interviewed boast long service and voice a of liking for the business as their reason for devoting a lifetime to it.

The thought is that this side of the record could have been better planned to more accurately depict and preserve the atmosphere of the carnival, as it impresses people in and out of the industry. Missing, for instance, are the odd mixture of sounds in the setting up and tearing down of a midway and the more colorful ballys and performances of the sit-down shows.

A booklet of notes, containing quotes from William Lindsay Gresham's "Monster Midway" and William F. Mangels' "The Outdoor Amusement Industry," is included.

—JIM McHUGH.

Jackson, Miss., Negro Fair Up 35% for RAS

SHREVEPORT, Oct. 22.—The Royal American Shows returned to action here Friday night (21), pre-venue night at the Louisiana State Fair, after moving in from Jackson, Miss., where they had closed Wednesday night (19) at the Mississippi State Fair for Negroes.

The Negro fair at Jackson ran three days and gave the midway 35 per cent more in receipts than last year, when the fair was instituted.

Royal American officials were well pleased with the business at the Negro fair and all predicted that the event holds much potential.

The Negro fair followed the regular six-day Mississippi State Fair, which closed Saturday (15). At the latter, the Royal American also had better business than last year.

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ANIMAL SHOW FOR SALE

33' 10-ton lowboy semi, living quarters in front, 248 tractor, 5 kw. light plant, tent and equipment, portable animal cages, working and cage animals. Best offer, all or part. Am retiring. Address: SHOW, Box 31, Black Canyon Stage, Phoenix, Arizona

RALPH R. MILLER CAN PLACE

Stock Concessions of all kinds except Glass Pitch and Photos, \$20.00 week. All Saints Annual Celebration, week Oct. 31; Franklin, La., Colored Fair, and Cameron, La., Fun Festival to follow. Can place Wheel and Merry-Go-Round Foremen, General Help in all departments. Want to buy No. 5 Ferris Wheel Hub. Have for sale several Light Plants. This week, Grand Coteau, La.; next week, St. Martinsville, La., Fair.

NEW 32 FT. MERRY-GO-ROUND FOR SALE

20 Jumping Horses, 2 Chariots, Anchor Top, Electric Motor. Uses same gears and all parts other leading Merry-Go-Rounds. Will accept used Wheel, Jenny, Tilt, in trade. See Ride at Altus, Okla., Oct. 28-30.

C. A. GOREE

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WARNER ROBINS, GEORGIA, ARMY AIR CORPS PAYDAY

OCT. 31-NOV. 5
Hanky Panks of all kinds, Semi-Flats and P.C. with other stands. Girl Shows and other Shows with own equipment.

All replies:
LEONARD GOULD
Care Western Union, Macon, Georgia



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JACK (PONCHO VILLA) ROSE

Mother unable to work. Losing everything. Contact me to sign papers to sell farm and trailer before it's too late.

PEGGY VETCHER

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MIDWAY CONFAB

Ronda Rondell is the featured dancer on the Ship Ahoy gal unit currently with Wilber's Wolverine Shows in Georgia. . . . Due to illness, Carl J. Lauther closed his Side Show on Cetlin & Wilson Shows at Richmond, Va. Unit is now stored at his farm near Miller's Tavern, Va. Personnel going to winter quarters included Lee Hayford, Goldie Fitts, Mr. and Mrs. Tony Zarlengo and children, Shirley and Michael, and Tommy Cobb. Going home were Violet Stager, Troy, O., and Frank Koyama and Haury Wykle, Brooklyn, D. D. (Tex) Blake and son, Billy, joined the Walter Wanous unit on World of Mirth Shows.

Ellsworth McAtee, of Dyers Greater Shows, is recuperating from injuries suffered in a kiddie boat ride accident. He was struck by the sweeps and blocks and wound up with a broken ankle and severe bruises. . . . James H. Drew writes that business at Southern fairs has been okay for his organization. The Swainsboro, Ga., annual produced the best grosses in the six years Drew has played there. Mrs. Eula Drew is supervising a crew that's preparing the Drews' new home and winter quarters just south of Augusta, Ga. Visitors at Swainsboro included Lester McGee, Fred Calk, Pete Smith, Mr. and Mrs. Leonard Artagous and Hank Castle.

Earle A. (Buck) Weaver, who because of ill health was forced to withdraw from the road five years ago after having spent more than 30 years as a games concessionaire with various carnivals and also on Chicago lots, writes from his Swayzee, Ind., home to express thanks for the recent kindness of personnel on the Drago No. 2 unit in sending him gifts which included cash and a subscription to The Billboard.

Sam Shapiro, better known as Heels Beels, recently became a proud grandfather. His daughter, Bea, gave birth to a son October 14 in Brooklyn. . . . Red Harrington, purveyor of novelties and prognosticator of age and weight, is still holed up in 5-E, Bed 30, Veterans' Hospital, Ann Arbor, Mich. He's anxious to hear from all his friends in show business.

Bob McCarthy letters from Rome that Phil Montayo, of "Water Follies" fame, was robbed recently when thieves broke into his apartment while he was vacationing in Rome. . . . Prof. Willie J. Bernard is back at his home in Hancock, N. H., after completing a stint as ride ticket seller with Playtime Amusements. . . . Rita Raye, of Bill Chalkias' Side Show on the William T. Collins Shows, has closed to join the Cetlin & Wilson Shows for the Southern tour. . . . Chester Gifford Jr., his wife, Agnita, and three sons and his brother, Sam, recently enjoyed a

vacation in Los Angeles and Las Vegas, Nev. . . . Margaret Clark, Siamese twin, and Sheri Lee, annex attractions with Claude Bentley's Side Show, closed the season with the 20th Century Shows in Waco, Tex., recently and moved the State Fair of Texas, Dallas, with Bentley. Mrs. Bernice Davis sold tickets in the annex during the Dallas engagement. Bentley's Side Show hopped from Dallas to the Shrine Circus, Houston, with the Bob Hammond Shows. After Houston, the Bentley attraction plays the Mid-Winter Valley Fair, Harlingen, Tex.

Maybelle Kidder writes she will continue to make her home in Tampa, R. R. 3, Box 518, on property purchased with her husband only a few months before his death recently. Mrs. Kidder and her family expressed appreciation for the numerous cards and letters of sympathy and floral offerings received.

Mrs. Charles Griggs, wife of the business manager of Tennessee Valley Shows, underwent surgery recently at Baptist Hospital, Memphis. She expects to be confined to Room 757 of the hospital for another three weeks. Griggs, who was in Memphis for the operation, reported the season was successful for the show which shuttered October 15.

Recent additions to Marie Le Doux's Side Show on Amusements of America include Jack Brody, magic; Louise Brody, Miss Electra; Elizabeth Jones, monkey girl; Marie Martin, alligator skin girl, and Jerry O'Brian and Joe Drake, outside talkers. Bobby Kork continues as annex attraction. . . . Recent visitors to the show included Peggy Ewell, Sandra Lee, Jessie French, La Verne Martin and Charles and Anna LeRoy. T. W. (Slim) Kelley, of Sellhorn's Trailer Mart, made a few sales on the show.

Cameron Murray, of Wade Greater Shows, has recovered from injuries suffered in an auto crash this summer and is busy on '56 plans. Murray recently moved to 18931 Prest Avenue, Detroit 35. . . . Fred Silber, head of the Detroit carnival supply house bearing his name, has sufficiently recovered from his recent illness so that he can spend a few hours daily at his desk.

Rose City Shows closed its season October 15 and Mr. and Mrs. Lewis Garner have taken out a small unit under the title Missouri-Arkansas Shows. Show is scheduled to play picnics in the Ozarks next summer.

Al and Mary Crane put in a good week at their ice cream stand in the Industrial Building at the State Fair in Columbia, S. C.

Jack Reynolds, manager of the Eastern States Expositions, Springfield, Mass., was among the merry-makers at the annual press preview of the State Fair in Raleigh, N. C. A visitor later in the week was Charley Cunningham of the Iowa State Fair. . . . Joe Pelaquin, Motordrome operator, is resting comfortably in Rex Hospital, Raleigh, after wounding himself in the stomach while inspecting his new pistol in his trailer.

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228 W. 42nd St. New York, N. Y.
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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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Kindly fill out this blank and mail to The Billboard, 2160 Patterson Street, Cincinnati (22), O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show _____
Kind of Show _____
Owner _____
Manager _____
Winter Quarters Address _____
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10 BIG DAYS AND NITES INCLUDING ARMISTICE DAY—10.

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LAST MAJOR FAIR OF THE 1955 SEASON

Let's get that winter bank roll together here. All good locations, but hurry for the best ones. No flatties, Girl Shows or gypsies. Write, wire or phone as per route.

CRAFTS 20 BIG SHOWS, INC. 7283 Bellaire Ave., No. Hollywood, Calif. Phone: Popular 5-0909

FOR SALE Spitfire and Pretzel Ride, good condition, priced very reasonable.

WARE COUNTY INDUSTRIAL FAIR

Oct. 31 to Nov. 5 inclusive, Waycross, Ga.

GREATER JACKSONVILLE FAIR

Located GATER BOWL

Nov. 9 to 19 inclusive, Jacksonville, Fla.

CAN PLACE all legitimate Merchandise Games of skill. Will also place all Eating and Drinking Stands.

CAN PLACE Experienced Ride and Show Workingmen in all departments. This is a Union Show covered by Union Welfare benefits.

Our train will leave Jacksonville, Fla., on Nov. 20 for winter quarters in Petersburg, Va.

All address this week

CETLIN & WILSON SHOWS

ORANGEBURG, S. C.

WANT for SOUTH GEORGIA FAIR

VALDOSTA, GA.—WEEK NOV. 7-12—LAST BIG FAIR IN GEORGIA
TWO BIG KID DAYS—BIG ARMISTICE DAY CELEBRATION

CONCESSIONS—Prize Every Time Games of all kinds—Eating and Drinking Stands, Custard, Chocolate Dip, Foot Long, Six Cats, Buckets, Bear Pitch, Glass Pitch. Will place all kinds of Concessions—No EX.

RIDES—Rockoplane, Roundup, Flyoplane, Rolloplane, Scrambler (Mr. Peck, contact), Dark Ride, Kiddie Rides, Train, Coaster or any non-conflicting rides.

SHOWS—Minstrel Show—Joe Sciortino, contact—any good Grind Show with own equipment.

All replies J. L. KEEF

CAPITAL CITY SHOWS

o/o Western Union, Thomasville, Ga., this week.

LAST CALL LAST CALL

GREATER DUVAL COUNTY FAIR

JACKSONVILLE, FLA., OCT. 31 THRU NOV. 5

All people contracted for this date must be up and ready for Monday noon opening, October 31

CONCESSIONS

Glass Pitch—Arcade—Auction. Have room for two demonstrators in main exhibit building.

SHOWS

Side Show—Motordrome—Monkey—Wildlife and one more Grind Show.

FAIRGROUNDS, PHILLIPS HIGHWAY and U. S. NO. 1—SOUTH

All answers to

DOLLY YOUNG, Mgr.

Mayflower Hotel, Phone Elgin 5-7621

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Have opening now for the following Concessions: Photos, Buckets, 6-Cats, Long Range, Short Range, Fish Pond, Cork Gallery, Milk Bottles, Hit & Miss, Heart Pitch, Bear Pitch, Coke Bottles and Penny Pitch.

All replies to JOHN PORTEMONT, Troy, Ala.

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FOR THE BEST STILL DATES IN THE SOUTH
Few more Hanky Panks, especially Bingo. Also useful Ride Help. All answers to

JOHN B. DAVIS, SOUTHERN STATES SHOWS

Mahira, Georgia, this week; Colquitt next, downtown, and the first one in the county in six years; followed by Edison, Georgia, downtown.

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

RIDES FOR SALE

Our plans for next season now permit us to offer for sale several good, used, properly priced rides. All were in operation when we closed two weeks ago. A little work will put them in tip-top condition. Honest rides at honest value.

Number 5 Eli Wheel. Reason for sale we have four Wheels. Ride in first-class condition. Has over \$800 in fluorescent lights. Price with 24-ft. trailer, \$4,200. Without trailer, \$3,950.

40-foot Spillman Merry-Go-Round. A 36-foot thirty-horse three-abreast machine. Costs new \$15,500. Mechanically sound. Blue top good for one season. If we put it thru our shop we can readily sell it for \$7,500. Offered here as it is for \$4,950. Horses were refinished last spring by William Fritts. There is no better painter. A big league ride for your show or location.

Spillman Loop-the-Loop three-cage ride. 7 horse power electric motor. A proven novelty ride. Only a limited number manufactured. Not to be confused with the Loop-o-Plane or Looper. Will store this ride free this winter and book it on our show for 1956 season. Cost new \$6,300. Cash price \$995.

Fun House mounted on semi trailer. Opens up to 50-foot panel front. We have two Fun Houses reason for sale. Cash price ready to roll, \$995.

Write or telegraph for appointment. These rides will not be here long at these prices. Any ride sold now can be stored till spring at no charge.

KING REID
KING REID SHOWS
MANCHESTER CENTER, VERMONT

MIGHTY INTERSTATE SHOWS

WANT FOR ALL WINTER'S WORK
Positively out all winter

SHOWS: Monkey, Snake, Wildlife, Side Show, Mechanical, Fat, Funhouse or any worth-while Grind Shows. Have good opening for Motordrome.

RIDE HELP: Foremen and Second Men on all Rides.

CONCESSIONS: Hanky Panks of all kinds, Short Range, Long Range, Glass Pitches, Jewelry, Novelties, Hats, Age and Weight, Photos, Floss and Diggers.

All replies to **H. B. ROSEN**

American Legion Fair, Alma, Ga.; followed by Jacksonville, Fla.

WANT

For my 10th year Blackshear, Ga., date, week Nov. 7

DON'T LET SIZE OF TOWN FOOL YOU

Can use Ferris Wheel and all other Major Rides and Kiddie Rides not conflicting. Want Shows of merit. Can place Concessions of all kinds including Bingo. Everything open except flats.

Wire this week

BARNEY TASSELL SHOWS

Fairgrounds, Charlotte, N. C., Colored Fair, Charlotte, N. C. Phone: Franklin 6-7116.

WILBER'S WOLVERINE SHOWS

WARREN COUNTY FAIR, Warrenton, Georgia, Oct. 24-29
Four more Georgia Fairs to follow. Out until Christmas

Can use Grind Shows of all kinds. Will buy, book or lease one more Major Ride. CONCESSIONS: Can use Bingo, Buckets, 6-Cats and Hanky Panks of all kinds.

All answers to

HENRY WILBER, Owner-Mgr., or FREDDIE FITZPATRICK, Bus. Mgr.
Warrenton, Georgia, this week

GLADES AMUSEMENT CO.

NOTICE

Opening of winter season, Everglades, Fla., Wednesday, Nov. 3

All Shows, Rides and Concessions booked for the winter contact me immediately.

JERRY SADDLEMIRE

PHONE: ORANGE 5-2131 LA BELLE, FLA.

P.S.: Will book a few more Hanky Panks.

WANT FOR CLARKSVILLE, TENNESSEE

NOV. 1-6—SOLDIERS' PAY DAY

Can place Pin Store, Count Store Agents. Also Girl Show Operator with girls. Want Popcorn and Hanky Panks of all kinds. This is a proven spot. Then south in the cotton. Address **CHARLIE MCCARTHY**

UNITED EXPOSITION SHOWS, Ripley, Tenn., this week.

SHAN BROS.' SHOWS

Can place for Apalachicola, Fla., Oct. 31-Nov. 5; De Funiak Springs, Fla., Nov. 7-12; With Ocala and other Florida Fairs to follow.

Want Ride Help who drive. No cars. Can place Foreman for Kiddie Ride. Will book Independent Shows with own equipment. Especially want Wildlife, Animal and Monkey Drome. Want Performers for Minstrel Show. CONCESSIONS: Can place Cookhouse, Bingo, 6-Cats, Photos, Palmistry, Hanky Panks of all kinds. Open midway. Out all winter. All mail and wires to

SHAN BROS.' SHOWS, Ft. Gaines, Ga., now; followed by Apalachicola, Fla., and De Funiak Springs, Fla.

LONE STAR SHOWS

Okolona, Miss., October 24-29; Aberdeen, Miss., October 31-November 5.

Want Tilt Foreman and Second Men, also Help on all Rides—must drive semi. Can place set of Kid Rides. Can place Hanky Panks of all kinds. Jimmy Ackley wants Agents for Pin, Count and Nail Stores. Also Hanky Pank Agents. Red Jernigan and Doris, Frank Hurt says come on, take over Cookhouse. Can place Girl Show, Illusion, Big Snake, Five-in-One. We stay out all winter—we don't close.

Address all mail and wires to

J. R. MacSPADEN, Owner-Mgr. JIMMY ACKLEY, Concession Mgr.

Your ticket to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

CLUB ACTIVITIES

Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Oct. 22.—President Ned Torti was in the chair for the Thursday (20) meeting which drew a good turnout. Also on hand were Maurice Ohren, first vice-president; William Carsky, treasurer; Walter Driver, treasurer emeritus, and Homer Briant, executive secretary. Secretary Joe Streibich was also on the platform.

Following the invocation, the members observed a moment of silence in tribute to Julius Latto and Edward Murphy, who passed away this week.

New members are James B. Thorpe and Mike and Garner Lloyd. Members attending their first meeting of the fall season were Bernie Mendelson, Al Kaufman, Bob Burbrae and Frank Winkley.

Missouri Show Women's Club

415a Chestnut St., St. Louis, Mo.

ST. LOUIS, Oct. 22.—President Verna Schantz was pleased by the large turnout of members at the first meeting. Arrangements were made for the first party and dance of the season which will be held November 5 in the clubrooms.

Membership expressed a remembrance for Mrs. Daisy Davis and Mrs. Marion Wasserman, both of whom passed away during the summer.

Verna Schantz and Florence Cobb took the evening awards which were donated by Mary Thompson. A buffet lunch was served by members of the International Showmen's Association. It was reported that Minnie Quillan has been confined in Barnes Hospital, here, for several weeks.

Following the meeting cards were enjoyed. Those attending included Mary Thompson, Virginia Von Brehren, Nora Gydna, Florence Cobb, Barbara McGinley, Peggy Grimm, Elsie Weer, Florence Creely, Doris Schantz, Jeanette Hart, Helen Germaine, Anna Brown, Mary Smith and Teresa Sidenberg.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Oct. 22.—A homecoming celebration will be held November 21 at the Embassy Auditorium, with the winners in the "Outdoor Show Queen of the Golden West" to be announced at that time. Chairman of the committee, Mike Doolan, appointed members of the committee to plan for the big event at the regular meeting Monday night (17) here.

Doolan, who recently returned here from Chicago, appointed Eddie Roth, Joe Mead, Newt Stone, Earl Stoltz, Mat Herman, Eddie Harris, Sam Dolman, Harry Seber, Ernest (Dutch) McCarthy, Louis Bacigalupi, Art Andersen, Sam Steffins, Jimmy Lantz and Max Snobar to work on the project.

Past President Ted LeFors conducted the meeting with Joe Mead, secretary, and Harry Phillips, treasurer, on the rostrum. LeFors called (Blackie) Ringo, who recently returned to California after an absence of 30 years, to the rostrum.

Among members attending the session after being on the road were Everett W. Coe, Joe (Red) Dauer, Max Kaplan, Sam Dolman, Art Andersen, John Snobar, Jimmy Smith and Fred Mortensen.

HELP WANTED PROMOTIONAL MAN

with park experience. Year round work.

Salary.

BINGO MAN

Experience in store and park operation.

All year round work.

RIDE MEN

Wanted—especially for two Portable Roller Coasters. Steady year round work.

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Playland Park, 3309 Wilkinson Blvd.,

Charlotte, N. C. Phone: Express 9-9311

Caravans, Inc.

Room 1912, 130 North Wells St. Chicago 6, Ill.

CHICAGO, Oct. 22.—Marianna Pope was nominated for president of the club at the business meeting preceding the Tuesday night's social. Others on the slate are Agnes Barnes, first vice-president; Isabel Brantman, second vice-president; Mollie Raymond, third vice-president; Wanda Derpa, secretary, and Lillian Lawrence, treasurer.

Nominated to the out-of-town board of directors were Sophia Carlos, Ann Doolan, Pauline Grey, Bess Hamid, Jeanette Hart, Josephine Haywood, Alice Hennies, Alice McLaughlin, Myrtle Hutt Morris, Verna Schantz, Ruth Schreiber, Joan Sullivan, Winona Woodward and Charlotte Wright. Slate for in-town directors includes Isabel Brantman, Betty Broderick,

Phoebe Carsky, Marie Dornfield, Rose Jarboe, Mary Martin, June Milcezny, Frieda Rosen, Estelle Swaider and Helen Wettour.

Hostesses for the evening, Marianna Pope, Mae Sopenar, Isabell Brantman and Agnes Barnes, were pleased with the turnout which packed the rooms. Award winners included Wanda Derpa, Marianna Pope, June Milcezny, Mae Taylor, Rose Cosentino, Molly Raymond, Eva LeRoy and Pearl McGlynn.

Mrs. Alice McLaughlin, of West Los Angeles, is a house guest of Pearl McGlynn. Betty Shea, who lived in Fort Pierce, Fla., the past year, was welcomed.

Helen Hoffmeyer reported she has a new grandson, Michael Laney, born October 5 to Audrey and Norman Laney, of Lawndale, Calif.

Next regular meeting will be held November 1 in the Hotel Sherman.



Mrs. Brown
refused
to sink



"Keep rowing or I'll toss you all overboard!"

The threat came from a red-headed woman dressed in corset and bloomers, with a Colt .45 lashed to her waist. And as the lifeboat marked S.S. Titanic lurched into the waves, she rowed too, rowed until her hands bled.

Mrs. Margaret Tobin Brown had come a long way to take charge of that crowded lifeboat. Once penniless, she now had millions, for her husband, "Leadville Johnny" Brown, had struck it rich. Once spurned by Denver society, she now hobnobbed with nobility.

But, as she said, "You can't wear the social register for water wings." Her \$60,000 chinchilla covered three children; her other outer garments she had given to frail old women. She threatened, sang grand opera, joked—and she kept her wretched boatload going till rescue came.

When they asked her how she'd done it, she replied, "Typical Brown luck. I'm unsinkable." But it wasn't luck. It was pluck. And Americans have always had plenty of that smiling, hardy courage. When you come to think of it, that's one reason why our country's Savings Bonds rank among the world's finest investments.

For 160 million determined Americans stand behind those Bonds.

The surest way to protect your own security—and the nation's—is through United States Savings Bonds. Invest in them regularly—and hold on to them.

★ ★ ★

It's actually easy to save money—when you buy United States Series E Savings Bonds through the automatic Payroll Savings Plan where you work! You just sign an application at your pay office; after that your saving is done for you. And the Bonds you receive will pay you interest at the rate of 3% per year, compounded semiannually, for as long as 19 years and 8 months, if you wish! Sign up today! Or, if you're self-employed, invest in Bonds regularly where you bank.

Safe as America—U.S. Savings Bonds

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GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

Adair, Robt. Adams, Pete Adams, Richard Albright, Fred Allen, Frank Allen, Roy Frank Almonzo, Fred J Anthony, Bumps Austin, Wm. Ray Bailey, Alfred E Bailey, Dave Ballard, Elmer Barress, Tony & Monica

Baugh, Albert G. Beard, Earl W. Beatty, John E. Beck, Robt. E. Beecher, Arden Begar, Butch Bellows, Alan Bergman, Arne J. Biddle, W. J. Bimbo, John Blackman, Jos. M. Blake, Tex Blakely, Benton H Blal, Johnny Blodgett, Sam Boatman, Mrs. Sam Boltz, Al Bona, Cherie Bone, John Howard Boudie, C. F. Boyce, Bud & Mrs. Brady, Frank J. Brady, W. J. Brandon, Arthur M. Brock, Walter J. Brod, Maury & Mrs. Brown, Chester W. Brown, Mrs. Frances Brown, Johnny Brozio, Walter Bruno, Charlie Burd, Mrs. S. Burns, Larry R. Campbell, Mrs. Canady, Barney

Canter, K. G. Capell, Doc Carland, Geo. Carlie, Wm. H. Carney, Wm. & Mrs. Caruso, John Casper, John Chambers, Mrs. Patsy Claman, Timmy Clay, John Clayton, Charlet M. Coburn, James F. Cooper, Elias Crane, Cloise A. Cromer, Robt. L. Curley, Frank P. Curtis, Hal Curtis, Jack & Peggy Davis, N. E. Davis Jr., Robert F. Day, Andy Dean, Aloha Decker, Ralph DeLano, Buddie Del Grosso, Louis Diamond, Johnny J. Di Vito, Thomas Dick, Billy Dickerson, Joe Dixon, Richard Donnelly, Russell Doud, Dick (Gil Gray)

Downs, Jack (Adv. Agent Shaefer Bros. Shows) Dubbins, two with Johnny J. Jones Show) Duffy, Blanche Gregg Dugan, Robt. Duke, Raymond Dunston, Jay & Mrs. East, John (Little Caesar) Edwards, J. A. (Stone) Edwards, James Henry Eisenberg, Abe Ewin, Walter Evans, Mrs. E. C. Evans, Joe Fagerbury, Arvid Fields, Vernon E. Flake, Jim & Mrs. (Derby Races) Fitzpatrick, Mrs. Ann

Flake, Mrs. James F. Fleming, Mal Foss, John D. Frank, Jack Frank, Mrs. Ruby Frazier, M. G. Freeze, M. G. Frith, Eugene & F. Frost, Mrs. Joe Burns Frost, Madeline Gallagher, John & A. Gambone, Felix Gardner, William Gehrke, Pat George, Rosie Gilchrist, Mrs. Allan Gillespie, Eddie Glasgow, W. R. Goodman, Sidney Gordon, Charles L. Gosney, Ed (Blackie) Greeno, Emily (Sunny) Griggs, Charlie Groetinger, Harry Hagen, Edw. Hagler, Chas. N. Hall, Mrs. Bernice Hamid, Al Hanson, Gene Bubbles Harper, W. C. Harris, Jasper & Joe Hasson, Bobby Hatchett, O. J. Hawkins, Mrs. B. V. Hazen, Bob Helin, Hymie Herndon, Arthur H. Herrington, Wm. Hibler, A. Hill, F. R. Hill, Will H. Hines, Eddie Hoffman, Joe Holden, Edward J. Hoffield, Bonnie L. Holt, Miss Terry Honeycutt, Jack Hosford, Richard S. Howard, Johnny & Molly Hubbard, Betty Hubbard, Lucy Hudson, Dewitte Humphrey, Mrs. Bud Huzek, Michael Ingle, Glen H. Inley, Mrs. Lillian O. Jacoby, Dolly Jenkins, R. A. (Doc) Jerkins, W. R. Johns, Frank Johns, Jim Johns, William J. Johnson, Charles Johnson, Edward K. Johnson, Leo Pete Johnson, Robert Jones, Robert Jones, Robert Kaplan, Sam Karcher, Frank J. Kearns, Jack & Jane Kelley, Bey Kelly, Adele Kelly, C. R. Kelly, Mickey Kelly, Jr., Oliver M. Ketrow, Frank King, Fred King, James Ronald Knight, Jack Kreko, Mike Kuskowski, Julie Kuskowski, Marie Davis La Londe, R. L. La Vell, Frank X. La Zella, Wilber Lake, George & Floyd Lamont, Bert Land, Lucky Lane, Thomas & Mrs. Lankford, Mrs. Ellen Lapham, Clifford Laughlin, John Joseph Lee, Mary Lee, Tom Levy, Stanley Lewis, Mrs. Bertha N. Lilly, H. J. Lilly, George Lipskey, Morris List, Mrs. H. S. Little, Mrs. Carl Long, Paul McCormick, Buttons McBride, Gerold W. McCafferty, Frances McGovern, Roy McGowan, Frank J. McHugh, Wilford L. McIntyre, Bill & Mrs. McNair, Joe Bob McShadd, B. McShadd, Paul N. Madame, Martin

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BLUE GRASS SHOWS DALE COUNTY FAIR, OZARK, ALA., OCT. 31 THRU NOV. 5. FAIRGROUNDS LOCATED NEAR CAMP RUCKER. WE CATCH THE SOLDIERS' PAYDAY. CONCESSIONS: Can place Hanky Panks and Prize-Every-Time Concessions. Six Cats and Buckets if you have Hanky Panks to go with same. Bear and Glass Pitches, African Dip, Auction Sales, Demonstrators and Pitchmen and Direct Sales of all kinds. SHOWS: Can place any non-conflicting Shows with own outfits and equipment. Those joining now given preference for our Florida fair tour. All wire C. C. GROSCURTH Blue Grass Shows, Moultrie, Ga., all this week.

AMUSEMENTS OF AMERICA A STAR SPANGLED MIDWAY OPEN MIDWAY LEGION FAIR Georgetown, S. C. Oct. 31-Nov. 5 OPEN MIDWAY COLORED FARMERS' FAIR Charleston, S. C. Nov. 7-12 CAN PLACE CONCESSIONS—Jewelry, Cot Racks, Buckets, Honky Panks of all kinds. SHOWS—Grind Shows, Minstrel with own equipment, Colored Girls for Dancing Show. HELP on all Rides; must drive semis. All address JOHN VIVONA, Lancaster, S. C., this week NOTE: Now accepting deposits for Candy Apple, Popcorn and Floss Concessions. No exclusives.

ROSS MANNING SHOWS MORGANTON, N. C. OCT. 31-NOV. 5 CONCESSIONS: Hankies, Eats, Drinks, Novelties, High-Striker, Ball Games. Write or Wire ROSS MANNING Queen Ann Hotel, New Bern, N. C., or Fairgrounds, Trenton, N. C.

BOOKING NOW! THOSE INTERESTED CONTACT... Legitimate Concessions and Clean Shows 8th ANNUAL COLORED ELKS' BLOCK PARTY, Nov. 16 thru 26, W. P. B. PALM BEACH COUNTY FAIR, Jan. 20-28 (New permanent location—mile from city) MAC MARCKRES, Conc. Mgr., R. 5, Box 370. Tel. 8456. West Palm Beach, Fla. Inside Exhibitors and Demonstrators for the Fair write LAMAR ALLEN, Mgr., Box 3228, West Palm Beach, Fla.

ANCHOR TENTS The Showman's Choice Finest Materials—40 Yrs. Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops 4 DAYS' SHIPMENT MOST SIZES. Phone 5-8105 ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

STOP OFF ON YOUR WAY TO FLORIDA FOR THESE TWO GOOD FAIRS QUITMAN AND BAINBRIDGE, GEORGIA SHOWS: Want Snake, Monkey, Motordrome, or any Show not conflicting. CONCESSIONS: Can place Grab Stand, Hanky Panks of all kinds. L. J. HETH SHOWS Cardele, Ga., now; Quitman, Ga., next week.

IMPORTANT NOTICE TO FROZEN CUSTARD MACHINE OPERATORS You cannot operate in the State of Florida, 1955-1956, unless you comply with all State sanitary requirements and secure license in advance for each location. Ice Cream Mix must be purchased from an approved mix manufacturer in Florida. Copies of the Florida Frozen Desserts Law with regulations available upon request. NOTIFY Alex G. Shaw, Chief Dairy Supervisor, Florida State Department of Agriculture, 608 Seagle Building, Gainesville, Florida, the place and date you plan to operate well in advance to permit time for inspection.

GEO. COLEMAN \$150.00 CASH REWARD FOR HIS LOCATION Wife, Margie, once with Roy Allen, probably Indiana show this season. Any information at all call collect GEO. TURNER Phone Victor 3-9888 Oklahoma City, Okla.

Gilbert's BIG SHOW CARNIVAL FAIR Westchester County Center White Plains, New York 6 BIG DAYS, DEC. 26-31 Anticipated Attendance 100,000 All answer: GILBERT JOSEPHSON 1 Orawaupum St., White Plains, N. Y. White Plains 9-5315

JAMES H. DREW SHOWS WORTH COUNTY FAIR, SYLVESTER, GA., Oct. 31 to Nov. 5 Inclusive WILL PLACE legitimate Merchandise and Outright Sale Concessions of all kinds, Photos, High Striker, Bobo, Jewelry, Ball Games, etc. WILL PLACE one Grind Show that does not conflict with what we have. NOTE: We are now booking and contracting for the 1956 season which opens early in April. Winterquarters address: Box 899, Augusta, Pa. All address this week: JAMES H. DREW SHOWS c/o Western Union, Dublin, Georgia. (No Phone Calls.)

STOCK TICKETS 1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 100 Rolls 44.00 ROLLS 2,000 EACH Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2 TICKETS of every description Wheel tickets carried in stock for immediate shipment. THE TOLEDO TICKET CO. Toledo 12, Ohio SPECIAL PRINTED Cash With Order. Prices Double coupon, double price Roll or Machine 2,000 \$ 6.90 4,000 12.80 6,000 17.70 8,000 22.60 10,000 27.50 20,000 55.00 100,000 275.00 1,000,000 2,750.00

PARAKEETS New Low Special Price for the Fall 90¢ EACH Shipped Daily—F.O.B. Durkee's Bird Farm 8967 E. Gallatin Rd. Pico, Calif. Phone: OXford 9-5210

GIRLS DANCERS—SINGERS WAITRESSES—MUSICIANS Steady work—top pay; all winter. Call TOMMY THOMAS CLUB MARDI GRAS Key West, Fla. Phone: 6-9147 after 9:00 p.m.

Thank You ANONYMOUS Eddie's Expo. Shows for your automobile purchase. "Save Money With Johnny" JOHNNY CANOLE Altoona, Pa. Phones 9347 or 3-0003

Pickman Dismissed By Ringling-Barnum; Show Plans Ad Study

Experiments Not Entirely Successful,
But 'Not Direct Reason,' Burke States

HOUSTON, Oct. 22.—Ringling Bros. and Barnum & Bailey Circus has relieved Milton Pickman of his position of promotional director of the show. The move stalls the circus career of one of the most controversial persons to hit the business in years.

Michael Burke, executive director of the show, confirmed the dismissal from New York early this week.

He said that there had been some dissatisfaction and that "a kind of incompatibility developed."

Immediately after Burke notified Pickman of the change, the general agent, Paul Eagles, was asked to take on the additional job of routing the press agents and assigning them to cities. This was to be under the general guidance of Henry Ringling North, who has been active in press work since August. This set-up was arranged Sunday while the show was in Houston.

By Tuesday (18), however, publicity chief Ed Knoblauch had assumed the direction of the press department, under terms of a third arrangement.

Pickman Joins in '54

Pickman came to the show in the fall of 1954 after John Ringling North had asked his advice on promotion matters and Pickman proposed a program which was put into use this season. One of the changes was the reversal of R-B rule against televising acts, and the telecasting of the opening in New York. Pickman already had scheduled televising of the 1956 openings as well as a December 16 TV show from Sarasota.

Few Big Ads

A plan to use extra-large size newspaper ads and even color newspaper ads was trimmed radically after a few half-page ads were used in New York. Layout of the ads under Pickman's direction

1 LaCrosse Show In, Clyde Bros. Coming

LaCROSSE, Wis., Oct. 22.—LaCrosse Optimist Club's fifth annual indoor circus here Tuesday (11) had a full afternoon house and half night house in the Vocational Auditorium.

Acts included Capt. Eddy Mason, horse and ponies; Norenos, acrobatics; Dot Burdette, juggling; Ralph Kirk Jr., rope; Ralph Kirk Sr., ringmaster; Tone and Mary Radole, ladder; Heerdink and Company, horizontal bars; Sonny Conroy, slack wire; Betty Tilton, trapeze, and the Olympians, trampoline.

Clyde Bros. Circus will play the city November 4-6, using the new Mary E. Sawyer Auditorium under Shrine auspices.

Henry Indoor Route Brings Business

SALT LAKE CITY, Utah, Oct. 22.—The Todd Henry indoor show closed its scheduled two-week route with a three-day stand here Saturday (15). Business was reported good in the Nebraska, Colorado, Wyoming and Utah stands. Jack Poster was agent.

Hagen Straws Two

SALLISAW, Okla., Oct. 22.—Hagen Bros. Circus played to two big straw houses here Friday (14). Firemen sponsored the date and schools were dismissed for the afternoon performance.

16 CALVES

Hippo Mama Dies at Zoo In Memphis

MEMPHIS, Oct. 22.—The hippopotamus, Venus, which made the Memphis Overton Zoo one of the foremost suppliers of young hippos, died Tuesday (18). It had been at the zoo 41 years.

Mated with the hippo, Adonis, Venus had 16 calves. No other zoo has had equal success in breeding hippos. One of the 16 remains at the Memphis zoo, and others were sold.

One of the old hippo's last offspring was sold to King Bros. Circus two years ago. Other Memphis hippos have been on Kelly-Miller and other circuses, while another group is in zoos. The animal was shipped to the zoo from Germany in 1914. The Memphis papers carried stories about the death this week, and The Commercial-Appeal paid tribute to the animal with an editorial.

Calif. Trainer Hurt by Bull

HOLLYWOOD, Oct. 22.—William Gamble, animal trainer for World Jungle Compound, was injured when an elephant, Old Emma, bolted during the filming of a television film sequence here Tuesday (11). Vitto Scotti, an actor, was also injured and hospitalized.

Trader Horne, Gamble's employer at Thousand Oaks, said the pachyderm bolted when a heavy pack she was carrying during the filming of a jungle scene loosened and fell over her head.

brought criticism from several types of show circles.

Pickman decided against the use of outdoor advertising but this was altered to permit use of a token amount of paper. He enlisted an advertising agency, and for the first time in the show's history it used the agency rather than its own advance men to place ads. The idea resulted in several tangles and it was dropped in favor of the standard circus method late this season.

Pickman also had plans for heavy use of television for advertising the show. However, films of the opening were not used on the road as had been anticipated, and other TV usage varied during the year. Putting the TV department under the ad agency for placement of paid spots was generally unsuccessful. In one of the turmoils that revolved around Pickman this season, he discharged the TV publicists and subsequently little use was made of TV.

Wide Influence

The influence of Pickman on the show extended into other departments. His controversial plans and policies also were major factors in many changes in Ringling staff personnel this season. These included the departures of Frank McClosky as general manager, F. A. Boudinot as general agent, Bev Kelley as TV-radio agent, and

(Continued on page 68)

R-B Plays New Orleans, Maps Shrine Resistance

NEW ORLEANS, Oct. 22.—Ringling Bros. and Barnum & Bailey Circus is playing here this weekend despite Shrine-inspired opposition from the city.

There was strong indication that the effort was the first of a series the show will make in order to play locations it has passed up thru default or inaction in recent years.

In New Orleans, the show originally was granted a city permit for an earlier date when it planned to use the Pontchartrain Beach parking lot. When it postponed the appearance and changed the lot to Audubon Park, the show was denied a new permit.

General Agent Paul Eagles attributed the city council action to pressure by the New Orleans Shrine. The Shrine sponsors the Tom Packs Circus in November and said the Ringling date was too close. Ringling went to District Court, asking for a writ to force the city to issue the permit.

The general agent said this week that the writ was granted by the court, but the judge said zoning laws kept him from ordering the mayor to let the circus in. The show interpreted this as winning its point, altho it meant locating a third lot.

Eagles said that the latest site was in St. Bernard's Parish (county), just outside New Orleans. It is next to a drive-in theater and near an industrial area. He said it is 15 minutes from the center of New Orleans.

Sees Further Action

He stated that the opposition was from the Shrine and that the Tom Packs organization had not been unco-operative with Ringling.

Eagles declared that he believes it is time the circus insist on its rights rather than surrender to local sponsors of other shows. He

stated that he would take the matter to the Shrine Imperial Council, if necessary.

In New Orleans, the recorder of the Shrine was subpoenaed, and he testified that after expenses of the date are paid, the Shrine and the show divide profits 50-50. Of the Shrine's share, 70 per cent goes to the children's hospitals. Eagles complained that the Shrine is "dedicated to support the hospitals itself and should not transfer the support to the public."

He charged that he had received a letter threatening to contact Eagles' own Shrine temple with the request that it discipline him for statements made in newspapers here.

Eagles said early in the week that he expected to fight opposition in future towns if it should develop. Polack Bros. was opposing Ringling's Little Rock appearance, and Eagles said he would go there and size up the situation. If the effort could be successful in time to play there next week, he said he would again go to court.

The Kellys (Miller and Morris) Cross Paths in Mississippi

COLUMBIA, Miss., Oct. 22.—Kelly-Miller and Kelly-Morris circuses crossed paths at several Mississippi stands in the past week.

In New Albany (12) Kelly-Miller had half and straw houses. At Corinth Thursday (13) Kelly-Morris was in first and Miller followed with half and straw houses.

Kelly-Morris had light business when it appeared at Corinth on Wednesday (12) and Kelly-Miller had two-thirds and full houses there on Friday (14). The Miller show played to two near-capacity houses in Starkville on Saturday (15).

Disneyland Plans Circus, Buys Plastic Big Top

ANAHEIM, Calif., Oct. 22.—A circus will be a special events attraction at Disneyland here from Thanksgiving thru Christmas. A new striped tent has been ordered for the show and Ted DeWayne has been named act manager.

Several acts have been contracted for the attraction, a Disneyland representative said. However, at this time only Prof. George Keller and his mixed animal act is actually signed. Appearing also in the show will be the Mouseketeers, a group of approximately 20 regulars who appear on the Mickey Mouse Club television show.

Also being considered for the circus are horse acts and "plenty of clowns."

Extra High Top

The circus will be staged in Holiday Park at the northeast corner of the 160-acre park. Entrance will be thru Fantasyland and an additional charge will be made for the performance, to run about one hour and 15 minutes.

An order for new big top has been placed with the United Tent & Supply Company in Los Angeles. Top is a 130 with one 50-foot middle and alternately red and white with blue sides. The height will be 45 feet, about five feet more than usually used in a tent of this size. It will be made of army duck coated with vinyl plastic, much on the order of the can-

vas used by the General Motors shows.

Use of the tent following the close of the circus has not yet been decided. However, a number of conventions would like meeting places on the grounds. The 2,500-seater, it was said, would solve the problem.

Gosh Business Going Strong In Southland

ANNISTON, Ala., Oct. 22.—The Byron Gosh All-American Indoor Circus has been getting fair breaks in the South. Gosh booked the territory ahead of fair dates and tented circus schedules.

Griffin, Ga., had a 2,500-ticket advance sale without phones. An excellent door sale built to two full houses. Rome, Ga., was off 20 per cent from previous engagements. Gadsden, a Sunday date, turned out a fine matinee but the night house was light.

Two larger cities, Anniston and Tuscaloosa, brought out three-show business on one-day stands. Anniston was sponsored by the Pilot Club and high school band. Tuscaloosa was a Lions Club stand.

Fayette, Ala., a PTA date, had big business again, with the matinee 50 per cent ahead of last year. Carbon Hill was up. Most other towns were good or fair. An exception was Talledega, Ala., where the auspices failed to co-operate or work, and Gosh canceled it.

Gosh Acts Named

Acts on the shows are Allen and Lee, upside down novelty; Pana and Her Pets, dogs; Bill and Maie Morris, dogs, whips, ropes and balancing; Bill and Rosalie Siegrist, aerial; Hans and Rosita Claire, juggling and chairs; Barth and Maier, perch and balancing, and at Rome, Ga., extra acts that included Ray Thomas, whips novelty.

Gosh visited Kelly-Miller and Ring Bros. circuses nearby, and he conferred a day with R. A. Miller, who is organizing Miller Bros. Indoor Circus. Catching the Gosh show were Ed Hiler, cowboy lecturer; people from the Gem City and Metropolitan carnivals; Roy Zimmerman, cartoon act; Paul Ackerman, newsman; Captain Adams' aerial act, and Willie Clark, veteran foot juggler, who guested on the program.

Harry Hall Passes at 79

SOMERVILLE, N. J., Oct. 22.—Harry H. Hall, 79, one time manager of the Charles Sparks Circus Side Show, died at his home here Friday (14). Services and burial were conducted on Saturday (15).

Hall, a magician, trouped with many units under canvas and appeared in vaudeville before quitting the road to operate his own magic shop here some years ago.

He is survived by his widow and two daughters, Mrs. Blanche Kassow and Mrs. Ruth Evans. His daughter Blanche and her husband, Max Kassow, operate a Kidland in the Bronx, N. Y., and conduct a mid-town bazaar business.

Logansport Date Okay for Shrine

LOGANSPORT, Ind., Oct. 22.—The Shrine Circus here Saturday (15) had a light afternoon and big night house. Acts included the Valentino Sisters, Kurt and Hilda Oranto, Lady Barbara's Dogs and Ponies; Rivo, Regga Lawrence, and Terry Ray.

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Kinetoscope, old wooden cabinet. Muto-
scope, very old Reels, Moving Picture
Machine, Stereopticon or Films made before
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CIRCUS—CHEAPER BY DOZENS; 12
colored Couriers, \$36; 12 old Herald's, \$15.
McClintock, Franklin, Pa.

MINIATURE CIRCUS WAGON KITS, WILD
animals, acts, accessories. Illustrated
catalog, 35c. Walters Hobby Shop, Dept. B,
207 French Rd., Utica 4, N. Y.

THEATER PROGRAMS, ANTIQUE POST-
ers, rare items; list for stamp. Central
Show Printing Co., Box B 617, Mason City,
Iowa.

BREAKING UP COLLECTION—OVER 100
Circus Books, fact and fiction. Send for
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THE CIRCUS FAN, AMERICA'S LARGEST
monthly circus publication now reprinting
rare out-of-print book, "Life of Ringling
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CIRCUS WAGONS, RAILROAD CAR; KITS
from Circus Man; 1/4, 1/8 scale; wood,
plastic; enclose stamp. ABC, Box 181,
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SUBSCRIBE TO THE CIRCUS REVIEW.
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formers, collectors and fans. Sample copy, 25
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Charles Hotel, Decatur, Ill.

IMMEDIATELY.
It is important!

UNDER THE MARQUEE

By TOM PARKINSON

Continued from page 55

replace one he lost. . . The clowns are doing a little cherry pie these days. . . Mrs. Emmett Kelly left for Sarasota to await a new arrival. Josephine Berosini will go to Houston for the same purpose. . . Since coming into Texas, business has been wonderful. . . Clayton Behee is doubling in brass these days. . . The whole Polack Western unit visited, and Freeman talked with Lou Jacobs, Harry Simmons, Rudy Docky, Chester and Joe Sherman, Barbette, Charley Cheer, the Chaludis, Rolando, Klausers' Bears, Carol Brent, Sharon McFarlan, Roland Tiebor, and Roland Jr., Frances Hogan and George Keller. . . Birthdays were celebrated on the Ringling show by Anna Demonte, Hilda Burkhardt, Daisy Corion; June Pritchard, who is Miss Texas, and a feature of the show in that State; Bob Swain, Duane Thorpe, Rickie Dawn, Kay Burslem, Princess Kiama and Lou Bader.

J. Tracy Hager, former circus agent and one-time sponsor of the circus club at the Harry-Anna Home in Florida, has been in the Army since World War II and now is in Korea. In a letter to Rex M. Ingham, with whom he trouped on Richard Bros.' Circus in 1927, Hager tells of seeing shows in Europe before going to Korea.

Al Dobritch tells that his son Scampy, who clowns on "Super Circus," appeared at the Shrine circus in Davenport, Ia., on Friday (7), made the "Super Circus" rehearsal in Chicago on Saturday afternoon (8), the night show in Davenport on Saturday and the "Super Circus" broadcast in Chicago on Sunday (9). Also in the Davenport show were the Shyrettos, Dieter Tasso, Sensational Ericksons, Miquelito, Cimse's Dogs, Seal Sisters, Virginias' casting act, Pogo the kangaroo and Johnson and Owens.

Clown Roy Barrett, having completed the route with the E. R. Braly units, now is in Houston awaiting the Shrine dates there and in Fort Worth. Earlier he visited with the Sonny Moores at their Nashville home.

Jim Young, Chino, Calif., visited Jake Posey, veteran hostler, at Los Angeles General Hospital, where he was awaiting an operation. Jake caught the Ringling show three times in the Los Angeles area despite his 92 years.

Paul Kaye reports from the Polack Eastern show that on the trip into Orlando several of the show folks visited Sarasota and most of the butchers went into Mobile. . . The Flying Harolds have a new 22-carat gold wardrobe. . . The teeterboard act has added a new finishing trick. . . The Del Moral perch act has joined for the remainder of the season. . . Pink Madison has a new helper in the elephant department. . . Lola Rhodin and John Seims have been on the sick list and out of the performance. . . Dick Slayton received a gold whistle on his recent birthday from his year-old son. . . Henry Kyes celebrated a birthday. . . Arnold Costine is a regular on TV with his new chimp. . . Larry Benner is another video regular, and Press Agent Bill Naylor did a radio spot in Montgomery. . . Visitors included Natal, Papa Canestrelli, Eddie Billetti, Wilson Storey and party, James Harrington, Joe Sykes and Valerie Krenkle. . . Howard J. Morris Jr., Montgomery banker and amateur trainer, visited with Jorgen Christiansen.

Raymond Melzora is spotlighted in the August-September issue of a publication for the handicapped called Handy-Cap. It tells of his youth with his family's act on the Main and Lamont shows and of how one of his legs was amputated below the knee 20 years ago. The article related that he struggled to perfect his current act as part of the Flying Melzoras, including a bit in which he twists his artificial foot backwards to create a

comedy effect. The Melzoras played the Charles Zemater dates in Canada and the Midwest this season.

Charles Elleneb, animal trainer with the Billy Smart Circus in England, was clawed severely by a lion during his act October 13. . . Mario Ivanov, injured high act performer, was back in La Crosse, Wis., after surgery at Rochester, Minn., and both he and his wife, Josephine, who was injured in the same fall in August, are recuperating. They visited the Larry Griswolds at Cedar Rapids, Ia.

Chalmer Pancoast, one of the founders of the Circus Saints and Sinners and a free-lance writer, is visiting in Newark, O., this month. . . Mercury Records, Chicago, rented Alex Irwin's air calliope to use in recording "I Never Knew." Machine was combined with other instruments to simulate a band organ.

Ernie (Blinko) Burch left Ringling-Barnum at Dallas and is visiting in Reno. He will make Orrin Davenport's dates, then the Evansville, Ind., annual and his Dayton, O., store date. Dallas paper carried a six-column picture spread about him.

Barth and Maier jumped 1,200 miles, from Kansas to Alabama, to join Byron Gosh's indoor show. This is their third season on the show, doing perch and hand balancing.

Walter Fox reports King Bros. has contracted Mobile, Ala., for Armistice Day, November 11. The Hitler Armored Car show played Pritchard, Ala., Mobile suburb, recently, writes G. J. Flournoy.

Freddie Freeman writes from Ringling that the backyard is like a busy garage as many performers buy new cars. Trevor Bale, tiger trainer, purchased a big one. . . Albert White and Gene Lewis clowned at a TV show, hospital show and two regular perform-

ances one day in Houston. Charles Bell, Emmett Kelly and Felix Adler also were busy with appearances. . . Ringling visitors included Harold Alzana and family, Rusty Parent, the George Paiges, C. H. Peier, Carl Farmer, Roy Barrett, the Tom Scaperlandas, John and Gertrude Shubert, Fred Ice, Charles R. Stoll, the John Hansons, Benny Gibson, Fritz and Betty Huber and children, Red Rumble, Jean Allen, Jeff Murphree, Charles Lewis, Bill Nippo, Mrs. Al Schwartz and Van Wells.

Fred Ballard, retired Louisville amusement editor, is mulling the idea of piggy back freight for moving show equipment. . . Bill Green, Fairlee, Vt., animal dealer, writes that Casey and Gus Augsburg and the Glen Henry family were visitors to the animal farm. His son, Peter Green, has been with the James M. Cole elephant act. During the summer he made TV and other shows with the farm's baby elephant.

When an elephant was on the loose in North Carolina recently, The Charlotte Observer carried a feature quoting circus veteran Arthur (Heritage) Hoffman about elephants. The former Side Show manager is in Spartanburg, S. C. . . After Ringling lost Corpus Christi, Tex., residents were advised money for advance tickets would be refunded by mail from Sarasota.

Sonny E. Moore's Roustabouts, dog act, have been booked for eight weeks with the big Bertram Mills Circus in England. They will sail December 13 from Quebec. Sonny and Jean write that they will be on the same bill with the Sensational Ortons.

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P.S.: Jim Willis, Harry Deffenbaugh, Bernie Spears and Charlie Brown, call me.

Thanks to Ernie Young
For Fourteen weeks of great Fairs

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These towns are carded, ready to go now. Must insist that you reply immediately. The following towns are open for crew managers and phonemen: Peoria, Springfield, Decatur, Champaign, Alton and Jacksonville. Police dates. Ray Parks, call me now.

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Kind of Show _____
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IT'S SIMPLE AS A-B-C . . .

. . . that the circulation of this business paper is PAID circulation and that the totals have been audited and certified by the AUDIT BUREAU OF CIRCULATIONS.

100G Skating Plant Opens in Groton, Conn.

HARTFORD, Conn., Oct. 22.—Connecticut's newest roller-skating rink, the \$100,000 Melody Skating Rink, Inc., 210 Bridge Street, Groton, opened for business Friday (14), featuring exhibition by State and national free-style and figure roller-skating champions, with musical background furnished by organist Arthur Martel, Warren, R. I.

The building, 206 feet long and 180 feet wide, houses an 80 by 180 feet skating area and separate area set aside for beginners. The interior is finished in stained wood paneling.

Ray McDonnell, New York, professional, is on duty during skating sessions, with the rink operating nightly, except Wednesday, from 7:30 to 11 p.m., and matinees from 10:30 a.m. to 12 noon and from 2 to 4:30 p.m., Saturday, and from 2:30 to 5 p.m., Sundays. Admission is 65 cents, tax included.

Elias H. Trefes, Westerly, R. I., is secretary of Melody Skating Rink, Inc.

Old Employees Help Curvecrest Celebrate Anni.

MUSKEGON, Mich., Oct. 22.—Curvecrest Roller Rink here has just celebrated its 15th year of operation.

All past employees who could be located were invited to attend an anniversary party as guests of the management, and many were on hand.

Souvenirs were given to each person attending. Each also received a miniature birthday cake. A bouquet of roses was presented to Mrs. Margaret Dean, cashier, who has been continuously employed at the rink since its opening.

Out-of-town operators present

Greater Hartford Loses Old Rollery

HARTFORD, Conn., Oct. 22.—Astor Theater, East Hartford, used in recent years as roller-skating rink, has been converted into a furniture warehouse by out-of-State interests. The building is owned by the Post interests of East Hartford.

Only remaining rink in Greater Hartford is the Hartford Skating Palace, operated by Irving S. Richmond and Harry Neckes.

for the celebration were Mr. and Mrs. Robert Baker, of Palomar Rink, Lansing, Mich.; Mr. and Mrs. Steinke, of Chiefton Rink, Big Rapids, Mich.; and James Krepps, of Hiway Rink, Ravenna, Mich.

Ringling Dismisses Pickman

Continued from p. 66

many others in wholesale changes in the staff.

While he was active in many sections of the show's operation, there were numerous changes on the circus this season for which many believed him responsible but with which he had little or no connection. Among these was the closing of the Sarasota accounting office, the installation of turnstiles, and the elimination of most of the usher department.

Pickman was a factor in setting up the policy for eliminating half-price scales for kids and for wholesale slashes in the number of passes available to press agents and others.

"Not Direct Reason"

Burke commented more fully on the action. He said "some of the experiments as recommended by Pickman weren't entirely successful." But he said that was not the direct reason for Pickman's departure.

Burke said that the show anticipated a "more balanced" advertising program next season. He said this was likely to include heavier use of outdoor advertising and also probably would include more TV.

However, the winter months will be used by the show, he said, to make a thoro-going study of this year's advertising. The advertising used at various times and the results obtained will be carefully scrutinized. The study is expected to reveal the good and bad results obtained by various methods.

Next year's advertising will be according to a firmer budget, Burke reported. Under it, a percentage will be devoted to each of the methods—newspaper, radio, TV, outdoor—and the use of ads then will hold closely to the budget.

Seek Trainees

Telephoning from New York, Burke said that he was in that city to confer about the upcoming telecast from Sarasota. At the same time, he said, he was talking with TV sources about how Ringling should move in that field.

Burke also said that next season the show hopes to add younger

people in several departments in order to train them for the future.

He said that the show would continue to rely on experienced veterans next season and that the newcomers would be assigned to work alongside in order to become familiar with the show's special needs.

Speaking about the present system under which press agents place advertising copy, Burke said it had been followed since the show quit its connection at mid-season with the Monroe Greenthal advertising agency.

He went on to say that Greenthal's law suit and attachment against the show for overdue fees and advances had been dropped. The agency agreed, he said, to accept the schedule of payments which the circus had proposed earlier.

Winston-Salem

Continued from page 58

not enough time was available to consider fully the over-all problems dealing with the presentation of this year's fair," the statement read.

"This being the fair manager's first year here it is regrettable that time was not available for personal visits to get acquainted with the area and its problems. However, the fair manager wishes to assure the public that every effort is being made to eliminate any problems that have arisen this year. . . . The fair management feels it has the facilities for making the Winston-Salem Fair one of the leading annual events of the State."

In addition to \$50,000 in purses paid to harness racers, some \$18,000 in exhibit premiums was awarded.

Kingman instituted several changes in the fair operation, some of which were successful while others either were or will be modified. A tighter policy regarding exhibitor passes resulted in a more efficient gate count and higher potential admission revenue, but initial public relations result of this move was bad. By week's end, however, it was generally agreed that the move was justified from a business standpoint and that exhibitors will get used to the new policy.

Compliments were received on the neat layout of commercial exhibit space on the Coliseum floor and along its corridors, and on the large, graveled parking area adjacent to the building. It was noted, tho, that insufficient lighting in the lot resulted in some traffic tie-ups on the biggest day of the fair, Wednesday.

ROADSHOW REP

Gus Mercer, writing from Baltimore, says that he was very much interested in the opinions of Harry Florence which were carried in this column a short while ago. Harry reveals that a good part of his own showbiz days were spent in Chicago at the time when Robert Sherman was pushing plays to tent shows and stock. Gus traveled thru the Midwest and Southwest with a trunk full of plays for stock and he found that most of the managers were generally good fellows and very much on the level. They very seldom did any pirating of plays but, like Ed Williams, they'd ask the owner or agency if it was okay to use the play and just flatly explain that things were a bit tough and that they would make it up in some way or other. Usually they got "Yes" for an answer. "However," Gus points out, "there were some few who would not spend the five dollars to read a good script and just grabbed off what they could. In the end they had no show and eventually faded out of the picture. Even in the days of burlesque, it was the same old story. If you look back on the burley days you will find that those who went from this branch of the business to higher spots and more money were the performers who bought material from professional writers." According to Gus, he has never seen a really good actor, either legit or otherwise, who was getting any fancy money from what he himself threw together. Mercer further says that he was head of the Ward and Voke shows for some time and that, while both of these performers were very funny on and off stage, they always made sure that Bill Daly or someone else in Boston wrote the book when it came to putting a show together. The net result was, they never had a poor show. Mercer recalls that even George M. Cohan had a standby. As far as stock and rep are concerned, any ordinary good performer can do okay with good plays. But by the same token, the best performer will flop right on his face with bad ones.

From Sidney, Mont., A. L. Carl writes, "Have been in central part of this State for the past two months and have run into many strollers and three small shows. Of the three shows, I can say that they put on some good entertainment. One was Turgeon's Show, which worked with only side walls and had a sharp little built-in stage that was laid down in platform style. A group consisting of one family and one outsider gave the show. It was a two-day affair and the opening night they did a good job on the old-time standard rural play, 'Henry Goes to Town.' On the second night they did a very fast four-character sketch titled 'Emmy Arrives.' They worked some good vaude into both performances. The other two shows were made up of vaude and some dramatic sketches. One of these, called The Freddy Family Show, did a short-cast Jesse James sketch that was a wow. These shows usually stay home on the West Coast in the summer but this year they took a flyer, so they say, and they really couldn't miss with such fine talent. Of the strollers, Rene Andrews was the better performer and he had two good audiences both times that I saw him."

Andrew Currier of Wilmington, Del., who apparently is a regular reader of The Billboard, would like to know if anyone remembers the H. P. Meldon rep show which featured that fine actress, Ethel Tucker as leading lady. Currier explains that two of his uncles were with this show at various times and he would like to know where the Tucker gal hailed from. "I, myself, worked as property man with the Avery Strong Company, also 10-20-30," says Currier. "We played such bills as 'Gentleman Jim,' 'A Devil's Lane,' 'Mary Jane's Burglar,' 'The Brother-in-Law' and 'In Old Colorado.' I am still traveling but not in showbiz. However, I'm a pushover when I see some of the old bills advertised—I step up and pay and like it."

Drivin' 'Round the Drive-Ins

Bay Drive-In has installed a wide screen at Bay City, Tex., according to J. C. Ricketts, manager. The drive-in is owned by the Frels Theater Circuit. . . . Jefferson Amusement Company has purchased Capri Drive-In, from the Weisenberg Theater Circuit, Dallas, according to L. H. McKibbin, city manager at Port Arthur, Tex., for the chain. Franklin Jones will be named manager of the Capri, shifting from the Port Theater. Mrs. Mattie Allen will transfer from the Capri to the Port as manager. . . . L. D. Sipes and Vernon Black have purchased the Ford Theater and an uncompleted drive-in at Rankin, Tex., from H. Ford Taylor. The drive-in is to be completed by the new owners. . . . A new 850-car capacity drive-in is to be constructed at Port Lavaca, Tex. It will have twin screens and a dual-operation concession building. The screens will be curved and will each measure about 50 by 80 feet. The concession building is 80 feet long and 40 feet wide.

Seymour Levine, of the Bowl Drive-In, West Haven, Conn., has disclosed plans for doubling capacity of his 900-car theater. He has submitted plans for approval to the State Police Department at Hartford.

G. Malcolm Clark, assistant manager of the Brandt Portland Drive-In, Portland, Conn., has been promoted to manager of the Brandt Bridge Drive-In, Groton, Conn., succeeding Ernest Grecula, resigned. Grecula, who had been with Hartford Theater Circuit, Hartford, for nine years prior to joining the Brandt interests, did not reveal his future plans.

Charles Zack, city manager for the Philip Smith Drive-Ins, the only prewar drive-in operations in the Detroit area, has resigned after 15 years with the firm. Charles (Dick) Darby, formerly with theaters in New England and Washington, and manager of the East Side Drive-In under Zack this past season, has been promoted to succeed him. Ted Clark, formerly with the Smith Drive-Ins in New Jersey, is the new manager of the East Side, and Stephen Eisner of the West Side Drive-In.

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MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Imprint Art Products, Inc., announces that, as of November 1 it will be located in its own building at 65 Kansas Street, Hackensack, N. J. A spokesman for the company explained the purchase as "a move to centralize the operation in order to give better and faster service to buyers; plus the fact that larger quarters were needed to meet increased production orders." Showroom space is also being maintained at 200 Fifth Avenue, New York. The company's new catalog is on the presses now. The catalog features such fast-selling items as the Executive Yak-Yak Desk Plates, Witty Plaks, Batty Badges, Plak-Kards and Carded Decals. Jobbers are advised to write for the catalog.

Harry Cohon & Sons, Inc., 1069 Utica Avenue, Brooklyn, wholesale distributors of jewelry, appliances and giftware to the installment dealer trade, have just purchased the adjoining building, which gives them additional space to feature a more diversified line of merchandise. In the business 35 years, the firm is a specialist in filling the needs of the installment dealer and canvasser. Dealers are invited to visit the new enlarged quarters where they may obtain a copy of the firm's new catalog which contains a full line of the best-selling merchandise.

An exceptional low-priced deal on fruit cakes is being offered by Hall of Distributors, Inc., Detroit. Just in time for quantity buying for the holidays, two-pound, rum-and-brandy fruit cakes full of selected fruits and nuts and vacuum packed in red silver lithographed round tins may be had

for \$10 per dozen for a sample shipment. Gross price is \$9.50 per dozen. This is the regular-style fruit cake with the hole in the middle that moves so well for the holidays. Hall of Distributors advises that the supply is limited, so get your order in early.

Shower-Curtain Grip, a new, cleverly designed holding device, is announced by Johnson Products, of Chicago. It quickly and safely secures the curtain to the inside of the tub and eliminates drafts and curtain blowing. It also affords more room in the tub area. Made of plastic, the grips are equipped with two strong, rubber suction cups each. Only three grips are required to hold the average curtain. Shower Curtain Grips are smartly designed, portable, and are available in black, white, green, blue, yellow and red. Retail price for a set of three is \$3, postpaid.

Timely is the word for the new Tote-Time Watch Bag, by Jason, offered to the trade by Sun Gold Sales Company, Brooklyn. Combining a smart ladies' handbag and a Swiss-jeweled wrist watch, Tot-Time is individually gift boxed, ideal for premiums, incentives and special promotions. The patented Tote-Time feature permits the easy removal of the watch. Either watch or bag may be worn separately. The bag also features a large main zippered compartment and concealed extra zippered kangaroo pocket and is fitted with a personalized-size bottle of nationally advertised Lis'n-Deer perfume. Bag and matching watch strap is fashioned in hand-rubbed simulated alligator grain, which may be had in assorted colors.

PIPES FOR PITCHMEN

By BILL BAKER

IF ANY OF THE BOYS . . . are planning to spend the winter in the vicinity of San Antonio, it might be worth their while to get in touch with Russ Taylor, of Russ Taylor Fire Extinguisher Sales & Service, 212 S. Flores St. Taylor says that his company is in the process of manufacturing two items of merit and he is anxious to line up some direct sales outlets.

THE FEW ITEMS . . . that have appeared here on the subject of the old seven-in-one scopes seem to have set off a chain of various inquiries and voluntary comments and suggestions. Lettering recently from St. Louis, Jas. E. Miller has this further comment: "I can't let this seven-in-one scope deal die without more about it from me. As far as I know, there were no French-made seven-in-one scopes sold in this country by pitchmen when I was selling scopes. There was a scope being sold but it wasn't a seven-in-one. It was the old brass scope that you had to use gaffed-up water and gaffed-up prunes to sell. By looking thru this microscope you could see pollywogs swimming around that could not be seen with the naked eye. It was only one instrument, a microscope, and was never called seven-in-one. They were referred to as just plain scopes. Al Glover sold more of these than any man in the world. Brooks and Al Martin used to sell them, and an old-timer, whose name I can't recall, used to horseback them from store to store and carry them in a golf bag hanging over his shoulder. If there is such a thing as a seven-in-one scope being made in France, I would like very much to see it. They were not made there in my time. Lester Kane sold a flock of scopes and used to give them a Jack and Jill acrobat free with each one. These

acrobats, when held up to a light, could perform more tricks than you could see in a French nudist camp. Eddie St. Matthews sold more of the real seven-in-one scopes than anyone I know. Please pipe in Lester and Eddie and explain where seven-in-one scopes came from in our time. I certainly would like to see one of them that is being made in France. As I said before, if these scopes could be had today, made out of the beautiful colored plastics which are now on the market, they would get big money if pitched in front of a grandstand in the same manner that Jackie Andrews makes a pitch on those opera glasses at rodeos, auto races and other outdoor events."

KID DIETRICK . . . and George Stacey were scheduled to take in the Western Maryland Livestock Sales immediately after working the Frederick, Md., Fair. Their plans also call for a tour of the Eastern shore.

"DEAR BILL" . . . letters Harry Kincheloe, "I wish to thank our friends in the show world for flowers, wires, letters and cards received during the illness and after the death of my wife, Edith. There are no folks like showfolk and they have remained constant and loyal friends until their final bow. My deepest appreciation to all."

JACK (BOTTLES) STOVER . . . cards that he and Red Craun are planning to invade the markets around Virginia and North Carolina. Both of the boys would like to have a little info on just what the score is. Says Bottles, "The sheeties must be getting dough around the spots, or is it so tough that they can't afford to spring for to two-cent card to pipe in—which is it?"



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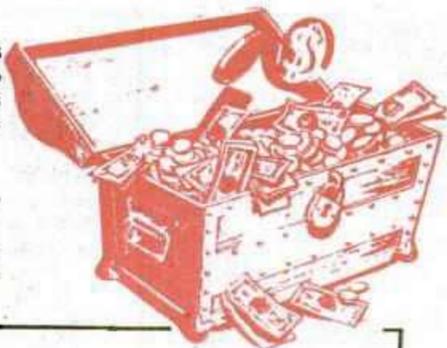
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COMING EVENTS

Alabama
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 348.

California
San Diego—Electric and Home Appliance Show, Nov. 25-30.
San Francisco—Grand National Livestock Expo., Oct. 28-Nov. 6. Nye Wilson.
Victorville—Elks Rodeo, Nov. 19-20.

District of Columbia
Washington—Food Show, Nov. 12-20. Saul Menick, Washington Food Show Corporation, 145 Kennedy St., N.W.

Florida
Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.
Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. Joseph Behoff.
Tampa—Florida Living Exposition, Oct. 25-28.
Wauchula—Hardee Co. Cucumber Expo., Nov. 8-15. Addison Whitman.

Georgia
Fort Benning — Soldiers' Fair, Oct. 27-Nov. 5.

Illinois
Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Ogilvie.

Louisiana
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen F. Cobb.

Maryland
Timonium — Eastern National Livestock Show, Nov. 12-16. Joseph Vial.

Massachusetts
Boston—Boston Garden Rodeo, Oct. 19-30.

Michigan
Detroit—Junior Livestock Show, Dec. 6-8.
Clinton S. Ticom, 6750 Dix.
Flint—Antique Show, Nov. 7-10.
Grand Rapids—Antique Show, Nov. 14-17.
Ionia—Ionia Fat Stock Fair, Oct. 31-Nov. 2. Abram P. Snyder, Court House.

New Jersey
Teaneck—Bergen County Industrial Exposition, Nov. 3-8.

Tennessee
Nashville—Nashville Rodeo, Nov. 8-12.

Texas
Arkansas Pass—Legion Celebration, Nov. 9-12. Jack Edwards.
Brownsville—Better Homes Exposition, Nov. 2-6. Pat O'Toole, Pleasure Pier, Galveston.
Dallas—Tex. Futurity Horse Show, Oct. 29-30. Jim Eray, 4321 N. Central Expressway.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Laredo—Laredo Home Show, Nov. 16-20. Pat O'Toole, Pleasure Pier, Galveston, Tex.
San Antonio—VPW Expo. of America's, Oct. 29-30. Ralph W. Stevens, 313 Houston Bldg.

Utah
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Pjeldsted, Kiesel Bldg.
Ogden—Ogden Livestock Show, Nov. 11-16. Rudy Van Kampen, 3720 Riverside Road.

Virginia
Richmond—Do It Yourself Hobby & Photo Show, Nov. 1-8. Henry S. Bradley, 301 E. Franklin St., Managing Dir.
Richmond—Antique Show, Oct. 25-27.

CANADA
Ontario
Toronto—Royal Winter Fair, Nov. 11-19.
Ottawa
Ottawa—Winter Fair, Oct. 25-28.
Saskatchewan
Regina—Sask. Wheat Pool, Nov. 1-12.
Saskatoon—Meat and Poultry Show and Sale, Dec. 15-16.

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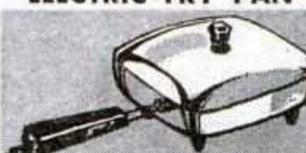
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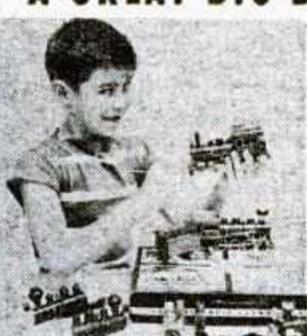
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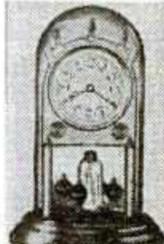
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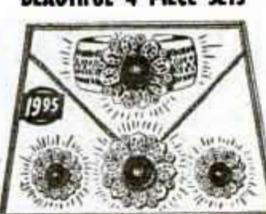
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Cost ... \$1.95 ea.
Actually shoots blanks
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10x12 joint, two headed call, four mon-
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The key (handbook) to the folklore of the
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Mark Adams, George Davis, Albert Stan-
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Phone: Warren, Ohio collect, 57588; if you
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ALWAYS FASTEST SERVICE—QUALITY
Posters. Three colors, 14x22 Window
Cards, \$8 hundred; larger, 17x26 size,
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CASH WITH COPY.

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Forms Close Thursdays for the Following Week's Issue

ATTRACTIVE GIRL, 20 TO 35, TO ASSIST
magician, playing schools. No experience.
Will train you. Steady, good pay after you
learn your part. Give correct age, weight,
height; send small photo if possible. Paul
Hubbard, General Delivery, Cincinnati, O.

GIRL SINGERS WANTED—SINGLE, DOU-
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picture and voice demonstration record to:
Billboard Box C-312, c/o Billboard, Cin-
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LEAD AND SECTION TENOR, 2 CLARINET
Men for Midwest traveling orchestra.
Contact: Jess Gayer Orchestra, 1813 N.
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MUSICIANS—ALL INSTRUMENTS; LONG
locations, steady, big salary. Must double
other horns, sing, do comedy. Write all,
plus photos to Bill Lange, Orchids Club,
Tulsa, Okla. No collect wires or phone calls,
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Remittance in full must accompany all ads for publication in this column.
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Forms Close Thursdays for the Following Week's Issue

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MANAGER — ATTORNEY, 33, EXPERI-
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leader and manager, wants responsible
position in managerial end of some show
business activity, preferably music. Box
C-309, c/o Billboard, Cincinnati 22, O. no5

MISCELLANEOUS

HYPNOTIST — FOR STAGE PRIVATE
parties and lecture demonstrations. For
information write Neige E. Diehl. Post Of-
fice Box 2002, Seattle, Wash. mh1756

MUSICIANS

ACCORDIONIST FOR BAR, STROLLER,
thousands memorized. With Hillbillies
several years. Third Floor, 402 Haddon
Ave., Camden, N. J.

ARTIST — COUNTRY-WESTERN, WANTS
radio time for new live tape recorded
show. Up to one hour per week. Sustained
or sponsored. No other show like this any-
where; top talent. Guitar, songs, comedy.
Stations, agents, write. Can emcee tele-
vision jamboree. State all in first letter.
Farin West, Box 193, Cincinnati, Ohio.

COMMERCIAL DRUMMER AVAILABLE
for organized band, Play Latin, society
jump, Dixie, shows and read. Also panto-
mime. No pop. Sober, dependable. Prefer
midwest or southern territory, but will con-
sider all offers. Write, wire or call Jack
Rearick, Aberdeen, Miss. Phone 277.

DRUMMER—EXPERIENCED, AVAILABLE
immediately; age 23; stand well, play
shows, all styles and Latin. No stepper bus.
Dick Gierum, 1941 W. McNichols Rd., De-
troit 3, Mich. Telephone: University 4-237,
no12

EXPERIENCED DRUMMER AVAILABLE
Nov. 10. Not union, but will join; would
like locate in average size city; long locater
in preference to high salary; prefer com-
mercial group, minimum read work; age
30, sober, reliable; go anywhere; have car.
Write: Drummer, Box 402, Aneta, N. D. oc29

EXPERIENCED LADY PIANIST—READ,
fake, transpose; orchestra singer or
solo. Play all requests. Gladys Bell, Mar-
quette Hotel, Denver, Colo.

STRING-BASSIST, WITH NAME BACK-
ground, interested in established band,
combo or theatrical show doing locations
around Eastern area. Availability, 1 week
notice. Reliable, personable. Local 802.
Musician, 45 W. 71st St., Manhattan.

1,000 BUSINESS CARDS, \$2.95; 100 ORDER
Books, \$12.50; 2,000 Labels, \$3.50; 1,000
Statements, \$4.50; Letterheads, Envelopes,
Decals. Write: Cante's, Lyndhurst, N. J. no19

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AGENTS, SALESMEN — SELL NAME
brand Safety Auto Belts; 50% commission,
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Sensational sellers. Free particulars. Mis-
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\$300 FIRST WEEK OR MONEY BACK—
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Money making designs, outfits, colors,
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KIDDIE ELECTRIC TRAIN, KIDDIE AUTO,
Kiddie Whip. Describe fully and price in
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cinnati 22, O. no5

USED TRAIN AND TRACK, 16 GAUGE OR
larger. Diesel type, no steam. C. Q. Evans,
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WANT KIDDIE AUTO AND WHIP. GIVE
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PIANO MAN — FOR ENTERTAINING
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oc29

PITCHMEN, CLEAN MERCHANDISE. AMI-
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359, Hicksville, N. Y.

WANTED—TENOR MAN, STEADY WORK,
guaranteed salary; others. Write Jack
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in Pocket Saver
Writes Red, Blue
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\$54.00 per gr.
10 Gross Lots
\$52.00 per gr.
\$6.00 sample
doz.

RETRACTABLE BALL PENS
CLOSEOUT
1st GRADE
10 GROSS LOTS ONLY
Sample Gross Order \$17.28 plus postage
Refills—4 1/4" Long
\$8.64 per gross • 1000 lots
\$50 per thousand

MODERN PEN MFG. CO., INC.
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DIRECT FROM MFR.

3-PIECE RETRACTABLE SET
in Pocket Saver
Writes Red, Blue
and Green
\$54.00 per gr.
10 Gross Lots
\$52.00 per gr.
\$6.00 sample
doz.

RETRACTABLE BALL PENS
CLOSEOUT
1st GRADE
10 GROSS LOTS ONLY
Sample Gross Order \$17.28 plus postage
Refills—4 1/4" Long
\$8.64 per gross • 1000 lots
\$50 per thousand

MODERN PEN MFG. CO., INC.
395 Broadway, New York 13, N. Y.

AGENTS & MANAGERS

MANAGER — ATTORNEY, 33, EXPERI-
enced musician and former territory
leader and manager, wants responsible
position in managerial end of some show
business activity, preferably music. Box
C-309, c/o Billboard, Cincinnati 22, O. no5

MISCELLANEOUS

HYPNOTIST — FOR STAGE PRIVATE
parties and lecture demonstrations. For
information write Neige E. Diehl. Post Of-
fice Box 2002, Seattle, Wash. mh1756

MUSICIANS

ACCORDIONIST FOR BAR, STROLLER,
thousands memorized. With Hillbillies
several years. Third Floor, 402 Haddon
Ave., Camden, N. J.

ARTIST — COUNTRY-WESTERN, WANTS
radio time for new live tape recorded
show. Up to one hour per week. Sustained
or sponsored. No other show like this any-
where; top talent. Guitar, songs, comedy.
Stations, agents, write. Can emcee tele-
vision jamboree. State all in first letter.
Farin West, Box 193, Cincinnati, Ohio.

COMMERCIAL DRUMMER AVAILABLE
for organized band, Play Latin, society
jump, Dixie, shows and read. Also panto-
mime. No pop. Sober, dependable. Prefer
midwest or southern territory, but will con-
sider all offers. Write, wire or call Jack
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DRUMMER—EXPERIENCED, AVAILABLE
immediately; age 23; stand well, play
shows, all styles and Latin. No stepper bus.
Dick Gierum, 1941 W. McNichols Rd., De-
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no12

EXPERIENCED DRUMMER AVAILABLE
Nov. 10. Not union, but will join; would
like locate in average size city; long locater
in preference to high salary; prefer com-
mercial group, minimum read work; age
30, sober, reliable; go anywhere; have car.
Write: Drummer, Box 402, Aneta, N. D. oc29

EXPERIENCED LADY PIANIST—READ,
fake, transpose; orchestra singer or
solo. Play all requests. Gladys Bell, Mar-
quette Hotel, Denver, Colo.

STRING-BASSIST, WITH NAME BACK-
ground, interested in established band,
combo or theatrical show doing locations
around Eastern area. Availability, 1 week
notice. Reliable, personable. Local 802.
Musician, 45 W. 71st St., Manhattan.

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MEN'S WOMEN'S New Styles

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Choice Lot—Famous WATCHES, 6 for \$49
With Expansion Bands

sell on sight at fabulous profits... They look BRAND NEW! Guaranteed like new! Send \$3.95 for Sample and be convinced! Wholesale only, 25% with order, balance C.O.D. 5-day money-back guarantee! Send money order or certified check with order to avoid delay in shipment.

You Always GET A BETTER DEAL AT WEINMAN'S
182 S. Main St., Memphis, Tenn.

28" HIGH GRADE PLUSH BEAR
Asstd. Colors. Cotton Stuffed. \$21.60 Dz.

27" BEAR OR STANDING GENTLEMAN BEAR
Plastic Face. Cotton Stuffed. Asstd. Colors. Pivo Bas. \$15.00 Dz.

Still delivering at BARGAIN PRICES!
\$5.50 dz. SPECIALS!
IN GROSS LOTS ONLY.
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for any number listed below!
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Writes Red, Blue
and Green
\$54.00 per gr.
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\$52.00 per gr.
\$6.00 sample
doz.

RETRACTABLE BALL PENS
CLOSEOUT
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Refills—4 1/4" Long
\$8.64 per gross • 1000 lots
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YORMARK SALES CO., Dept. B
131 W. 46 St. N. Y. C. 34, N. Y.

Used Multi-Selection Phono Prices Hold Steady \$ Level

Credit Absence of Major Changes, Rising Export Market as Reasons

CHICAGO, Oct. 22.—The multi-selection phonograph has brought about a major change in the price structure of the used juke box market.

Machines introduced as far back as four, five and six years ago are currently enjoying a re-sale value never thought possible on such old equipment.

Without exception, each of the four manufacturers' early multi-selection phonographs, and especially those geared for 45 r.p.m. disks, are being marked down selling-wise at a surprisingly slow rate. From October, 1954, to October, 1955, these phonographs dropped in price at an average of less than \$100.

The J. P. Seeburg Company's first 100-selection 45 r.p.m. phonograph, Model 100-B, has maintained the highest resale value, averaging \$505 this month. During the past 12 months its price dropped approximately \$70; AMI's Model D-80, \$100; Rock-Ola's 1436, \$60, and Wurlitzer's 1450, \$85, according to The Billboard's Advertised Used Price Index. (See complete chart).

Distributors' Views

What's held these prices up over the years, slowed depreciation down to a snail's pace?

Ben Coven, head of Coven Distributors, Wurlitzer outlet, cited several factors, basing his views primarily on the fact that there

have been no radical changes in the automatic phonograph since the introduction of multi-selection.

Coven pointed out that altho the automatic phonograph industry advanced and modernized cabinet designs, added new sound systems, including high fidelity, and improved the over-all mechanical operation, basically, at least to the average customer-player, the juke box remained the same, featuring from 48 to 120 selections. "As a result," he said, "operators have found these early multi-selection machines ideal for secondary locations."

Coven also underlined juke box

exports as a major reason behind the current high price of used equipment. To support this view, he referred to last year's export dollar volume which approximated \$10 million.

Public Acceptance

"Public acceptance of multi-selection equipment" was the key to Nate Feinstein's answer. Feinstein, sales manager of Atlas Music Company, Seeburg distributor, explained that the introduction of multi-selection equipment launched a new era in the automatic phonograph business and provided

(Continued on page 76)

Trans-World Preps New 45 R.P.M. Juke For Export Market

Features Restacking Mechanism, 32 Selections and High Fidelity

CHICAGO, Oct. 22.—A new 45 r.p.m. juke box is being readied for production by the Trans-World Trading Corporation.

The new phonograph will be sold principally as an export, with Trans-World handling all distribution and sales, and will be produced by the Atlas Manufacturing Company, located near Green Bay, Wis.

Called the "Atlas Festival," the new phonograph features 32 selections, 45 r.p.m. disks exclusively, high fidelity and a restacking record mechanism. Price of the new model is scheduled to list under \$500.

Production Skedded

Joe Caldron, head of Trans-World, said that production was scheduled to get under way by the middle of November.

The new phonograph is 52 inches high, 27 inches wide and 18 inches deep. Weight is 250 pounds. Cabinet is constructed of wood, finished in blond. Chrome panels are featured across the base of the cabinet and on the selector panel.

The selector panel is located directly below the record mechanism. Selector buttons are in a single line and divided into two groups. Four are lettered, A to D, and eight are numbered—1 to 8. Two-button play is required—a letter and a number. Title strips are located just above the selector buttons, four titles in a row, eight rows across the front of the machine.

The new model features a re-

stacking mechanism similar to that used in the former Ristocrat models. When records have been played, the unit automatically restacks the disks.

It is reported that the new model features two high fidelity speakers. National Rejectors, Inc.'s slug rejectors are being used.

Joe Caldron said that he anticipated production to be in high gear by January 1. He added that the first hundred machines that come off the assembly line have already been sold in France. Trans-World is located at 185 North Wabash, Chicago.

PHONO EXPORTS EXCEED \$5 MIL IN 1ST 6 MOS.

CHICAGO, Oct. 22.—U. S. automatic phonograph exports continue to set new records in unit and dollar volume. During the first six months of this year, juke box shipments hit 13,346 units valued at \$5,820,500, an increase of 3,355 units and \$857,993, compared with the corresponding period in 1954.

Leading purchaser of U. S. juke boxes as of July 31 was Venezuela (\$823,120), with West Germany (\$819,264) and Belgium (\$814,978) close behind (see separate story in International section).

Wis. Ops Air Need for P-R, Hear MOA Pres.

MILWAUKEE, Oct. 22.—Members of the Wisconsin Music Operators' Association heard George A. Miller, president and general business manager of Music Operators of America, discuss the need for improved public relations efforts by the juke box industry at a special meeting here Friday (14) at the Milwaukee Eagles' club-rooms.

Miller also outlined various successful methods of public relations being employed by other trade groups and discussed the possibilities of using commercial announcements on juke boxes as a source of additional revenue for operators; dime play, and the need for strengthening local and national operator trade groups.

Radio Highlight

A highlight of the event was a transcription of the MOA radio program, "National Juke Box," which made its debut the following night (15) over the ABC network. (Continued on page 76)

Reunite AMOA, Set New Rules, Elect Officers

MIAMI, Oct. 22.—The Amusement Machine Operators' Association, after splitting into two local organizations earlier this year, has been reunited.

Following several meetings between AMOA operators and members who left the association to form another local organization, it was decided to combine activities again, reorganize the parent AMOA and hold new officer elections.

At a meeting held here this week, Willie Levy was elected president; James Mullins, vice-president; Keith Nelson, secretary, and Harold Carson, treasurer.

Directors Elected

Elected to the board of directors were William Blatt, Paul Pincus, X. Y. Zeverly, Eddie Leapold, Al Miller, Harry Zimand and Larry Hermitet.

A new arrangement of dues was decided upon during the meeting, as was a bonding procedure, with each member applying for and maintaining a \$2,000 bond for as long as he's a member of AMOA.

With this week's reorganization, AMOA now represents approximately 90 per cent of all the operators in Dade County. Operators hope to boost this to 100 per cent in the near future.

Cleveland Assn. Re-Elects Prez For 11th Year

CLEVELAND, Oct. 22.—All officials of the Phonograph Merchants' Association were re-elected Thursday (13) at a meeting of member-operators in the Hollenden Hotel.

Re-elected were Jack Cohen, president, who commences his eleventh year in that post; James Ross, vice-president, and Sanford Levine, secretary-treasurer.

Edward Kenney, Arnold Lief, Harvey Norton and Hyman Silverstein were re-elected to the board of directors, along with newcomers Isadore Fink and Charles Comella.

The association meets once a month at its headquarters in the Hollenden Hotel.

Dutch Airline To Bid for Juke Exports

NEW YORK, Oct. 22.—KLM, the Dutch airline, is exploring the coin machine market as a means of building up overseas freight volume.

John Wold, cargo sales manager here, said the firm will soon reduce its freight rates on juke boxes to 40 cents a pound to Amsterdam and Brussels, and 45 cents a pound to Frankfurt. Current rates run about 10 cents a pound higher.

Wold explained that about \$35 is saved by the juke box exporter in crating, as compared with boat shipment. He added that virtually no damage occurs to juke boxes shipped by air, while he contends that damage runs to 20- or 30 per cent on boxes shipped by boat.

Most recent KLM shipment was 25 Wurlitzers to Vienna. Wold added that the firm is also exploring the coin game field in its cargo plans.

To The Reader's Digest

Continued from page 1

damage caused by such an article, and the pity of it is that enough facts were presented to indicate the writer had all the other facts that would have made it possible for him to write an article that would have benefited the vast majority of people in the juke box industry.

Because the information conveyed in this letter will go a little way toward correcting the damage that has been done, we are forwarding copies to the editors of newspapers, as well as publishing it in the forthcoming issue of The Billboard. We are also suggesting to the editor of these newspapers that they continue to follow the pages of The Billboard, where they will find that the juke box

industry, although embarrassed by a fringe hoodlum element, is not afraid to have its business paper report the facts, where it can—and push and prod the members of the juke box industry to continue to seek every possible helping hand to reform itself. Every shoddy practice presented by Mr. Velie has been reported on, and whenever possible, editorialized upon in The Billboard. We are proud of the progress that has been made by the members of this industry, as witness the conditions today on the West Coast, in New Orleans and literally scores of other large American cities.

Sincerely,
W. D. Littleford
Publisher

Advertised Used Juke Box Prices (Average 6-Month Comparisons*)

Manufacturer (Models)	Date Introduced	October, 1954 Resale Value	April, 1955 Resale Value	October, 1955 Resale Value
AMI, Inc.				
Model D-40-78 r.p.m.	9/51	\$315	\$275	\$255
Model D-80-45 r.p.m.	10/51	472	400	370
Rock-Ola				
Model 1434-78 r.p.m.	8/51	325	310	235
Model 1436-45 & 78 r.p.m.	10/52	385	365	325
Seeburg				
Model 100-A-78 r.p.m.	12/48	495	375	285
Model 100-B-45 r.p.m.	10/50	575	550	505
Wurlitzer				
Model 1400-45 & 78 r.p.m.	2/51	410	325	300
Model 1450-45 & 78 r.p.m.	2/51	395	315	310

*All prices obviously depend on condition of the equipment, time on location, territory and other related facts. Figures shown above are averages during specified months. Shipping costs are not reflected.

Kansas Assn. Skeds Election Meet Nov. 12

EMPORIA, Kan., Oct. 22.—The Kansas Music Association will hold its annual election meeting in Kansas City, Kan., Saturday, November 12.

Bryan McCullough and Harlan Wingrave, president and secretary-treasurer of KMA respectively, said that they expected a record turnout, extending an open invitation to all operators in Missouri as well as Kansas.

Guest speaker for the event will be George A. Miller, president and general business manager of Music Operators of America.

You can't sell time out

You don't make a penny while the juke box patron is browsing over tune titles before making his selection. And the time lag between the dropping of the coin and the start of the music is strictly for free, too. Take another look at the AMI Model "G". Notice how all the titles are out in the open for fast scanning and quick selection. Notice how the selector buttons are, in effect, a continuation of the title strip for fast action. Put a stop watch on the "G's" activating time. In an hour's play, there's only a loss of seconds instead of minutes; in a single week, that can mean a lot more jingle in the cash box. There's a minimum of time out between patrons, too, when the "G" is on location. Its Multi-Horn AMI-Fidelity sound system is a constant coin coaxer.

AMI

ORIGINATOR OF THE AUTOMATIC
SELECTIVE JUKE BOX IN 1927



Incorporated

1500 Union Avenue, S. E.
Grand Rapids 2, Michigan

AMI Model "G"—120, 80, 40 Selections • More plays in less time.)

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box
sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square,
London, W. 1, England—building the BAL-AMI Juke Box

200 Throng W. Va. Ops' Annual Confab, Banquet

CLARKSBURG, W. Va., Oct. 22.—Over 200 operators, distributors and their guests gathered at the Stonewall Jackson Hotel here Thursday and Friday (20-21) for the first annual convention and banquet of the West Virginia Music Operators' Association.

The State-wide convention officially got under way Thursday afternoon, when officers and directors called a special meeting to set up a bylaws, legislative and a finance committee. On Friday, operators and guests registered in the morning, attended a general business meeting in the afternoon and crowded the main banquet

room in the evening for dinner and dancing.

Special guests attending the convention included George A. Miller, president and general business manager of Music Operators of America, who talked to operators at the afternoon meeting about juke box public relations and the need for local associations; Mayor John Copenhauer, Charleston; A. Peterson, city manager of Clarksburg, and eight other city and county officials.

Distributors on hand for the event included W. T. Cruze, president of Cruze Distributing Company, Charleston; Jack Bess,

president of Roanoke Vending Exchange, Inc., Richmond, Va.; B. D. Lazar, head of B. D. Lazar Company, Pittsburgh; Irving Blumenfeld, General Music Sales Company, Baltimore, and Leo G. Grob, Allen Sales, Inc., Wheeling, W. Va.

Officers of the association are J. A. Wallace, president; Edward M. Oliver, treasurer; Jim Hutzler, vice-president; Dick Pulliam, vice-president, and Dana M. Hicks, executive secretary.

Altho the convention closed last night, operators and guests stayed on to see the West Virginia-Penn State football game today. The association reserved a block of 150 tickets.

Stiebel Hosts Ind. Ops in Evansville

EVANSVILLE, Ind., Oct. 22.—The S. L. Stiebel Company moved into its third week of operator showings, pulling the wraps from the new Seeburg photograph line at its branch office here before one of the largest operator crowds ever hosted at the office.

Previous showings were held in Nashville and Louisville.

Hosting the event were branch manager Fred Baker, who reported operator enthusiasm at an all-time high; Ray Dixon, Paul Whitely and Bill Brenner. Reed Whitney, district manager of Seeburg, was on hand to assist Stiebel staffers greet operators.

Among the operators who attended were Marvin Martin, Mason Hampton, W. C. Brenner, Tom Sheriff, Richard Riley, Elvis Hughes, Mitch Golish, Tommy Woods, Al Coon, Sol Silver, Urban Thieman, Clay Conner, E. M. Sigler, A. L. Cullen, Bertis Williams, Rudy Kuebler, Walter Yarbrough, Charlie Ewing, Norman Proctor, J. C. Roby, Ray Halter, H. A. Taylor, Oliver Baugh, John Scheidel and Elmo Hensen.

Used Phono Prices

• Continued from page 74

customers with a variety of music never thought possible.

"Today," Feinstein continued, "customers demand multi-selection phonographs. The machine may have been introduced six years ago, but as long as a customer can satisfy his musical tastes—find the tunes he wants to hear—he will play the automatic phonograph."

Les Rieck, phonograph sales manager of Rock-Ola, had this to say: "Following the introduction of multi-selection equipment and the switch to 45 r.p.m. disks, changes in succeeding models were not great enough to out-date the earlier models."

Rieck pointed out that juke box record mechanisms have remained about the same. When the industry discarded one-sided players and brought about multi-selection, juke box location owners and customers quickly visualized a new picture of what a juke box should look like. This picture has basically remained the same, he said.

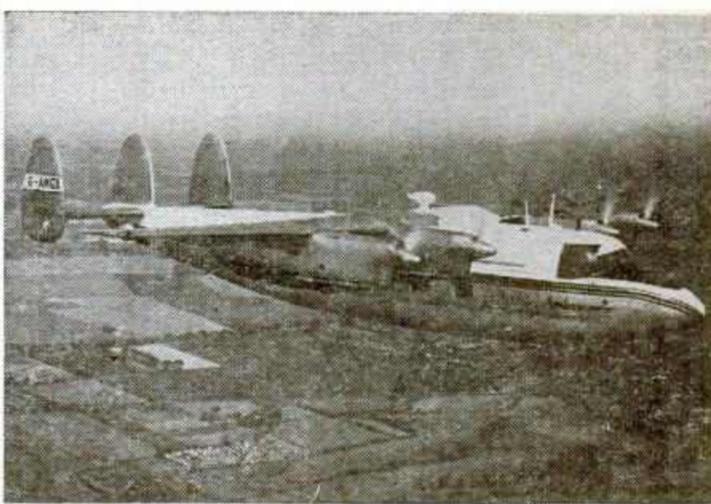
He added that top locations, naturally, want and get the latest models. Secondary locations, while wanting equipment as new as possible, are generally content with phonographs featuring as many selections as their competitors. Trade-ins, said Rieck, reflect this situation and are for the most part pre-multi-selection models.

Cites Juke Exports

Rieck, like Coven, also pointed to the juke box export market as an important factor in holding used machine prices at a high level. Both new and used equipment, he declared, have been experiencing record-breaking sales in foreign countries. He added that these sales abroad are expected to continue to climb.

What's ahead during the next 12 months?

The general consensus is that used equipment prices will hold for at least another year. Seeburg's 200-selection machine, however, has many operators and distributors speculating. If the other manufacturers bring out similar machines later this year or early next year, and the public wants more selections, prices may fall faster. Even then it would take time to produce enough machines to change the current picture.



A FLYING JUKE BOX SHOWROOM. Automatic Musical Instruments, Ltd., London, manufacturer of the BAL-AMI phonograph, has converted this four-engine Handley Page Marathon into a modern juke box showcase. General manager and secretary of the firm, Cecil H. Jones, who pilots the plane, and Managing Director Sam Norman, co-pilot, hope to eventually display the BAL-AMI around the world.

COIN CALENDER

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.

November 2—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

November 5—National Vendors' Association, board of directors meeting, Congress Hotel, Chicago.

November 6—National Coin Machine Distributors' Association, Morrison Hotel, Chicago.

November 7—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

November 7—Anthracite Operators' Association, monthly meeting, Wilkes-Barre, Pa.

November 6-9—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.

November 6-9—Popcorn and Concession Industries' Convention and Exhibition, Morrison Hotel, Chicago.

November 8—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

November 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton Gibson, Cincinnati.

November 8-10—Music Operators of America, executive meeting, Morrison Hotel, Chicago.

November 9—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

November 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

November 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.

November 12—Kansas Music Association, election meeting, Kansas City.

November 21—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

November 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

COIN MACHINE **NEWS QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

MOA EXECS TO DISCUSS 1956 AIMS.

Nation-wide public relations campaign foremost on agenda of Chicago meeting November 8-10. Also to be discussed are plans for putting MOA's tax council in action and '56 convention preparations. (Page 73, The Billboard, October 22.)

ROCK - OLA 1452 DISTRIB SHOWINGS END.

Ops to see new 50-selection phonograph. Shipments are under way to distributors of unit that supplements firm's 120 - selection series. (Page 73, The Billboard, October 22.)

GREENE SEES \$5 BILLION VENDING INDUSTRY IN FUTURE.

Rowe Manufacturing Company president predicts automatic groceries, department stores, electronically cooked meals, drive-in diners. (Page 78, The Billboard, October 22.)

NCMDA TO DISCUSS PLANS FOR FORMING FINANCE FIRM.

Al Schlesinger, managing director, says distributors are in position to form own firm and use profits to "extend and enlarge their own business." (Page 72, The Billboard, October 22.)

OPS GO STRONG ON POOL GAMES.

Popularity unmatched by location-type game since introduction of shuffle bowlers. Manufacturers report increasing production as distributors reorders grow. (Page 72, The Billboard, October 22.)

ANNUAL VENDED MILK SALES HIT \$18 MILLION.

Milk is rapidly becoming a best seller in vending field, a survey reports. See accelerated growth next year with 5,000 package and cup machines to be placed on location. (Page 78, The Billboard, October 22.)

IF YOU MISSED READING THE OCTOBER 22 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

Wis. Ops Air

• Continued from page 74

Clint Pierce, president of the Wisconsin operators' association, said that the organization's next meeting would be held either in Racine or Kenosha. He said that cards would be mailed to operators announcing the site and date.

Among those attending Friday's meeting were Tony Burnett, Kenosha; Art Vaillancourt and Shorty Engstrom, Racine; Ken Kulow, Arnold Jost, Matt Schaefer, Sam Hastings, Orville Carnitz, Woody Johnson and Harry Jacobs Jr., all of Milwaukee; Louis Jacobs, of Stevens Point, and Ed Dowe, of Beaver Dam.

Rose Is First

• Continued from page 74

and Marriage," Capitol, was the operators' selection for the promising disk.

ingerque, N. M., operator, presented the selections for the Southwest—Perry Como's "Tina Marie" on RCA Victor as the most popular disk, and M-G-M's "Rocky Trail to Peaceful Valley" with LeRoy Holmes as the most promising one.

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MAKE MORE MONEY**

Subscribe to The Billboard TODAY!

Foreign & American Buyers!



ATLAS EXTENSION SPEAKER COBRA-JECTOR CJ-30

100% WEATHERPROOF & DEPENDABLE—summer or winter, all climates, from 30° below to 120° in the shade

EFFICIENT—from a whisper to a bellow.

DIRECTIONAL—confines and directs sound to areas requiring coverage.

FINE APPEARANCE—unobtrusive, blends in with all backgrounds.

SIMPLE INSTALLATION—"easy-up," all-direction mounting bracket included.

WRITE FOR COMPLETE SOUND CATALOG BB-55.

OPERATOR'S NET PRICE

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Direct or from your distributor.

Simple to attach to any amplifier. Universal weatherproof line matching transformer available. Model T-11. NET PRICE \$5.10.

ATLAS SOUND CORP. 1449 39th St., Brooklyn 18, N. Y.

ROCK-OLA

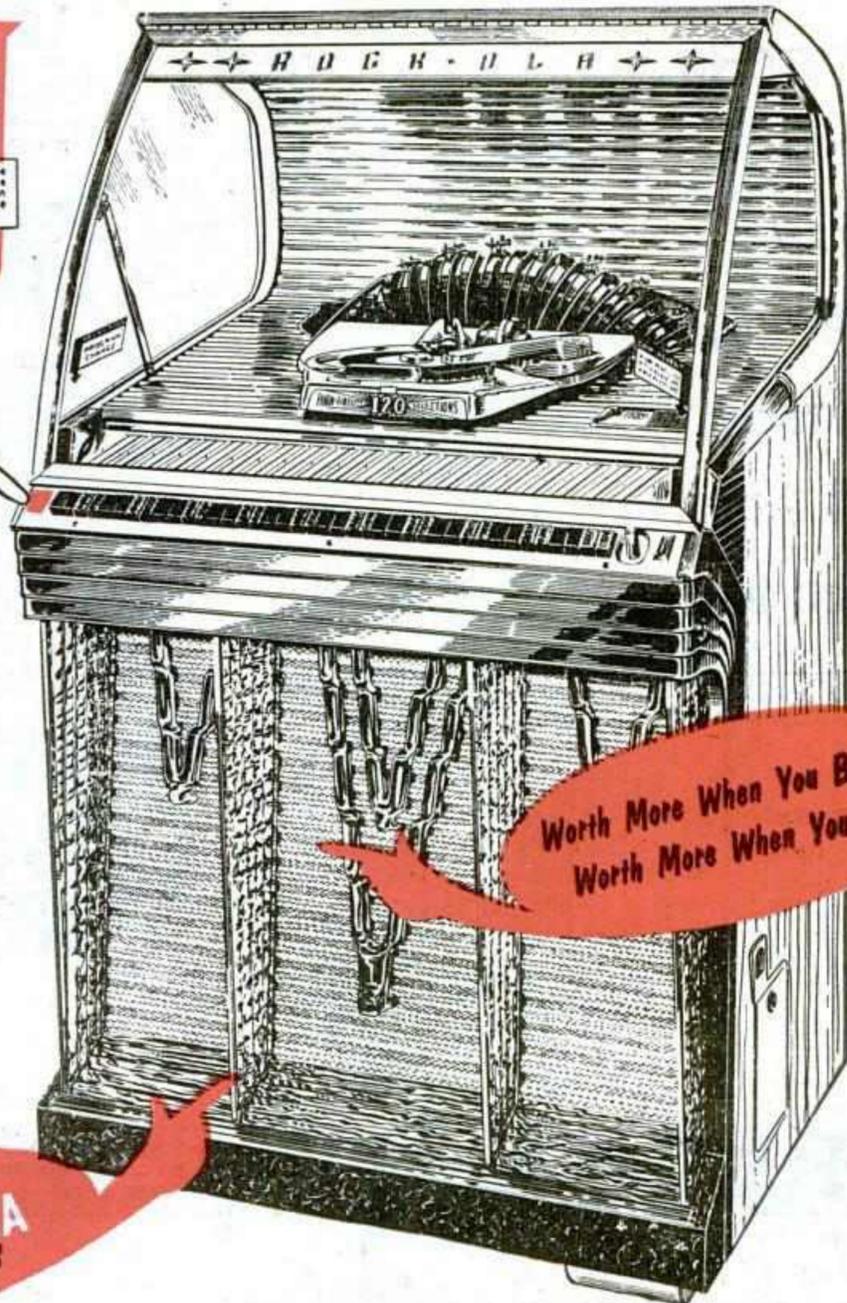
HI-SPEED PROGRAM SELECTION

with the exclusive **ROCK-OLA**
Hi-Speed Selector Panel

So Easy! So Fast!



This Bond is your guarantee of Superior Performance and Trouble-Free operation when you Buy and Operate Rock-Ola Phonographs.



Fast, Functional, Fool Proof!

Displays 40 selections on standard, easy to read title strips in a single row

No Blurring!

A light touch of the glowing red program selection button and "Presto" —40 new titles appear to choose from.

No Lost Time!

To play, simply push button directly under the song title selected.

No Combination of Numerals!

and Letters to Remember! No risk of confusion and "wrong numbers."

*Worth More When You Buy
Worth More When You Trade*

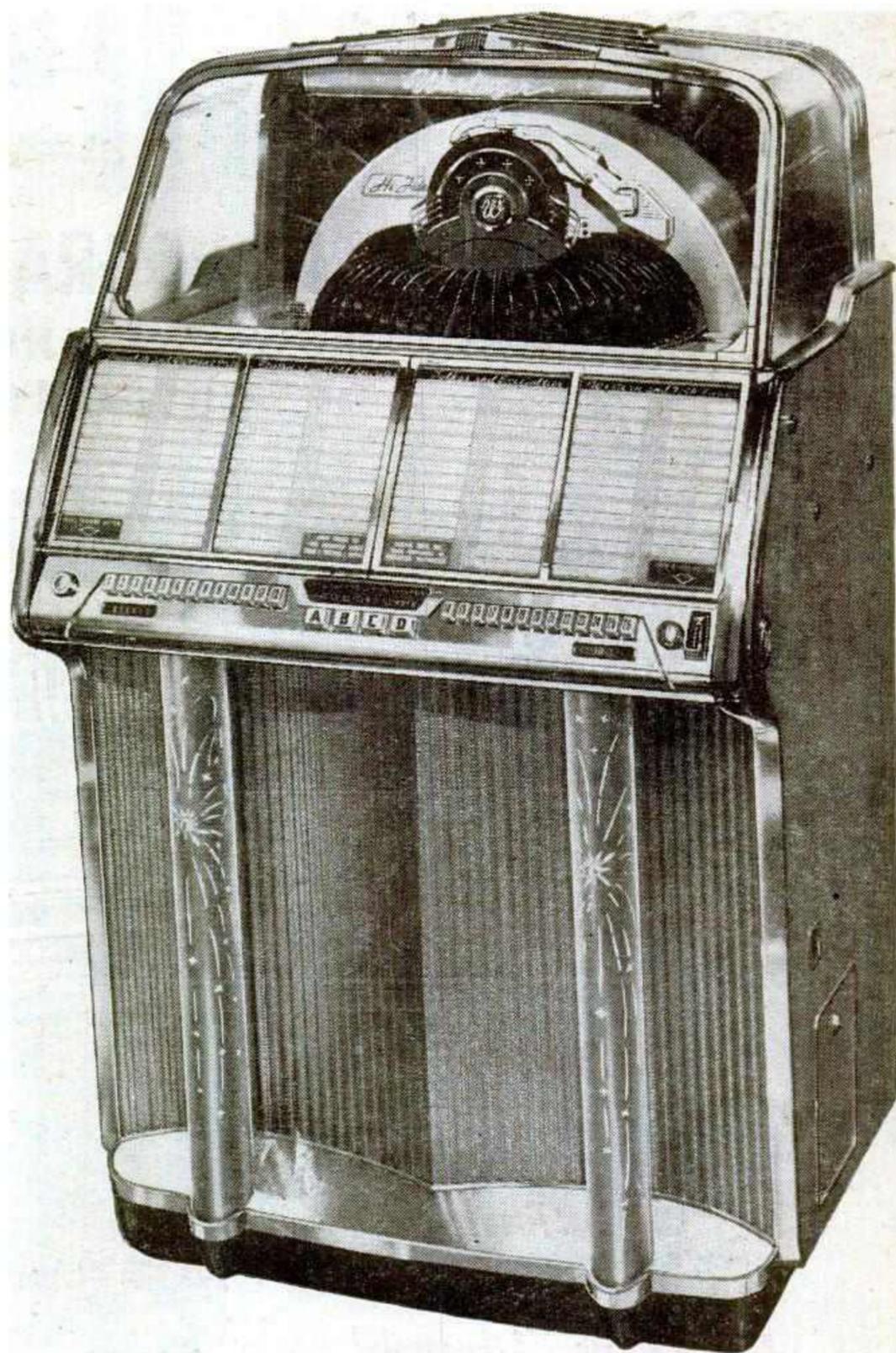
*the all New
ROCK-OLA
Model 1448*

ROCK-OLA MFG. CORP. 800 N. Kedzie Ave. Chicago 51, Ill.

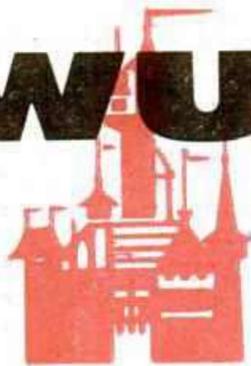
MORE SPEAKER CONE AREA THAN ANY OTHER JUKE BOX

PLUS...

THE PERFECT
BALANCE OF
WURLITZER'S
DYNATONE
SOUND
SYSTEM
PRODUCES
THE TRUEST
HIGH FIDELITY
MUSIC IN THE
INDUSTRY



WURLITZER 1800



WURLITZER

THE OFFICIAL MUSICAL
INSTRUMENTS IN *Disneyland*

Leader in Beauty—in Tone—in Earnings

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK
ESTABLISHED 1856

New Coin Changers Make 5 to 48c Sales

Coin-A-Matic Bows 10 Models; Dual Unit Included for Exterior Mounting

By H. F. REVES

DETROIT, Oct. 22.—A revolutionary development in the flexibility of automatic vending is made possible by the full scale introduction of a complete line of coin changers announced this week by Coin-A-Matic, Inc. This allows, for the first time, full freedom of selection in prices of vended articles, from 5 to 48 cents.

Unique feature of the Coin-A-Matic development is that not just one, but a complete line of 10 different models of coin changers has been developed, to permit vending at the different price levels. In addition, the company is introducing a dual price changer and a complete coin handling assembly attachment for venders.

Earlier stories on Coin-A-Matic indicated the flexibility of its model 6103, which covers prices from 5 to 10 cents. Typically, on the 8-cent conversion it will accept a quarter, returning 17 cents; or a dime or 2 nickels, returning 2 cents; or accept the established price using a nickel and 3 cents. In the new units, Model 6107

will cover prices of 26 to 30 cents. On a 27-cent sale price control, it will accept a quarter and a dime and return 8 cents, or return 3 cents if a quarter and a nickel are inserted, as well as vending for a quarter plus 2 cents.

Other new models introduced include: 6104, for 11-15-cent sales; 6105, 16-20 cents; 6106, 21-25 cents; 6108, 31-35 cents; 6109, 36-40 cents, and 6110, 40-48 cents. All models except the last return change.

New in coin changers also is the dual price unit, which is the result of demand for a machine to handle, for instance, hot chocolate at 10 cents and coffee at 7 cents, in the same machine. The dual price

(Continued on page 93)

S'WONDERFUL, A CLEAR HEAD FOR TWO-BITS

COLUMBUS, O., Oct. 22.—Have a whiff.

And for a quarter it brings relief from asthma, hay fever, migraine headaches, refreshes tired motorists and truck drivers, plus providing a "sobering up" for "one too many."

That's what Hy Koppelman, local inventor, says his "Aid-O-Matic," a coin-operated machine dispensing pure oxygen, will do for that "tired, dragged-out feeling."

The machine, introduced at the Ohio Retail Grocers' Association exhibit, was the hit of the show. It's to be made in Columbus, and placed in depots, truck stops and highly trafficked intersections.

Resembling a refrigerator, it is six feet high, contains a cylinder of oxygen and a timer. Oxygen is dispensed thru a mask.

Hoffman Acquires 4 Can Mfg. Firms

Move May Be Part of Vend Expansion; Apco Div. Set on Multi-Pkg. Merchandiser

NEW YORK, Oct. 22.—The vending expansion plans of the United States Hoffman Machinery Corporation, which recently purchased Apco, Inc., and is operating it as a separate division, are beginning to take shape.

Last week the appointment of Sam Kresberg, Apco president, to the Hoffman board of directors was announced. This week the purchase by Hoffman of four can-making firms, with combined annual sales of \$17,000,000, was disclosed.

Friday (21), Kresberg revealed that Apco will be ready soon with a multiple-package vender—capable of dispensing canned, bottled or cartoned goods—and that the recent

Hoffman purchase of the can firms may well tie in with the new vender.

4 Purchases

Firms bought by Hoffman this week are the Atlas Can Corporation, Fein's Tin Can Company, the Commercial Can Corporation and the Standard Can Corporation.

Hyman Marcus, Hoffman president, said the acquisition of these firms would add \$1 a share annually to the parent company's net profits.

Meanwhile Kresberg announced that the dispensing mechanism of the new multi-package vender will be exhibited on the convention floor at the annual exhibition of the American Bottlers of Carbonated Beverages in Miami, November 14-17.

Product Identification

Kresberg said the portion of the machine to be exhibited would dispense cans of varied sizes and shapes and of varied manufacture. He added that the machine will probably not be mass produced in one model, but would be adapted for manufacturers of various food and drink products so the machines could be identified with the products they dispense.

While no cup drink dispensers will be allowed on the convention floor in Miami, Kresberg said open house will be held at Apco's Miami headquarters during the convention, and an airplane, towing a streamer, would invite the bottlers to visit Apco and inspect the full line.

Coffee Vending Buys Scooter 30-Unit Route

NEW YORK, Oct. 22.—Phil Koff, partner of Coffee Vending Service, disclosed that the firm had purchased the Scooter Coffee-Mat route, an operation owned by Phil Rizzuto, Yankee baseball star.

He said the Scooter route consisted of 30 coffee venders, all in industrial locations. This brings to more than 2,000 the number of coffee machines operated by CVS. The firm operates full-line installations on many of its stops.

CVS has also purchased the building formerly occupied by Sterling Vending in Belleville, N. J. The Sterling route was purchased by Automatic Canteen.

Vending to Play Prominent Role in Theater Concession Convention

NEW YORK, Oct. 22.—Automatic merchandising will play a prominent role in business sessions scheduled for the annual convention of the International Popcorn Association at the Hotel Morrison, Chicago, November 6-9.

In the opening session, Mel Rapp, executive vice-president of Apco, Inc., will discuss automatic machines in the "New Ideas in Drink Equipment" forum. Other speakers will be Dick Sherman, Orange-Crush, who will speak on the manual operation, and Bob Perlick, Perlick Brass Company, and Arthur Segal, SelMix Corporation, who will talk on new equipment developments.

Opening talk will be given by Bert Nathan, IPA president. Lee Koken, head of concessions for the RKO theaters, will act as program chairman and moderator.

Candy Sales

Moe Glocker, vice-president of the Automatic Canteen Company of America, will discuss the role of the vending machine in candy sales, while James Mulcahy, merchandising consultant, will tell of

means to boost candy sales in theaters.

Cliff Lorebach, Superdisplays, Milwaukee, will speak on new methods to merchandise ice cream, and Sam Rubin, ABC Vending Corporation, will discuss "Are Hot Dogs Posing a Problem in Conventional Theaters?"

Tyler to Make Champion Milk, Beverage Units

NILES, Mich., Oct. 22.—Tyler Refrigeration Corporation here has entered the vending machine field as manufacturer of products sold by the Champion Vender Company, of Hopkins, Minn., it was announced by Robert L. Tyler Jr., this week.

Principal Champion products are coin-operated selective venders for bottled beverages and milk. The equipment has been built on contract by the L. S. Watlington Manufacturing Company, of Bloomington, Ill., and National Rejectors, of St. Louis.

Firm Set-Up

According to Tyler, the firms entered an agreement whereby Tyler will handle the manufacturing and financial phases. The Champion sales organization will continue to function as before. Champion also moved its offices to Niles earlier this month.

Tyler will represent his firm in the Champion management, and

(Continued on page 95)

Norris to Bow Milk Vender at NAMA Confab

MINNEAPOLIS, Oct. 22.—Norris Dispensers, Inc., will exhibit its three-selection packaged milk vender at the National Automatic Merchandising Association convention in Chicago November 6-9.

The capacity is 216 half-pint or third-quart cartons. The unit will also dispense bottles. Dimensions are 78 inches high, 30 inches wide and 25 inches deep. According to the manufacturer, the entire inner mechanism may be withdrawn from the steel cabinet like a file and replaced with a new unit in seconds.

Price will probably be announced at the convention.

N. Y. Exempts Milk Venders on Dating

NEW YORK, Oct. 22.—The New York Board of Health this week enacted a regulation allowing the sale of undated milk in half-pint and third-quart containers in vending machines.

However, vended quarts must still carry a date. Milk sold from all other sources will continue to be dated.

Ben Simon, head of the City Milk Company, largest milk vending operator in the city, said the law was enacted "without my blessing," altho he added some good could come of the ruling.

No Problem

Simon explained that the 72-hour dating requirement has never posed a problem to his milk vending operation, as daily servicing and rapid turnover seldom allows milk to stay in a vending machine as long as 72 hours.

The big problem, he charged, is the attitude of customers. Simon explained that many consumers feel they are being poisoned if the date on the container shows the milk is two days old. Actually, he said, modern refrigeration makes milk two or three days old just as palatable and just as nourishing as just-bottled milk.

New York consumers are ex-

remely date conscious when it comes to milk. Often, they will refuse to buy a container which is dated two or three days back. Occasionally, the dating machine fails to register, and the undated container is a tough sell.

First Step

Simon hopes the regulation exempting smaller milk containers in vending machines from dating will be the first step in junking the dating requirement entirely in the city health code.

He doubted that City Milk would discontinue dating, tho, even tho it is not bound to date cartons. Simon fears that consumer reaction to undated milk would be so strong that vending sales would decrease sharply, if stores continued to date cartons.

According to Simon, a job must be done in educating the public that with proper refrigeration, a difference of two or three days in the age of milk is meaningless.

However, Simon added, City Milk will not undertake the educational problem. As long as milk is dated in retail outlets—and as long as the public places importance on dated cartons—City Milk will continue to date vended milk, he concluded.

Beitel Named NAMA Attorney

CHICAGO, Oct. 22.—Herbert M. Beitel, of Chicago, has been named legal counsel for the National Automatic Merchandising Association, C. S. Darling, executive director, announced.

Beitel succeeds Fred L. Brandstrader, who resigned October 15, but will continue as a consultant to the association thruout the convention here November 6-9.

Beitel received his B.S. degree from the University of South Carolina and his J.D. from the University of Chicago Law School. Prior to joining NAMA he was assistant to the president of the First Federal Savings & Loan Association here.

Boston Coinmen Pace Industry In CJA Drive

BOSTON, Oct. 22.—The metropolitan area's coin operators have shown the way to the nation's industry, it was revealed this week when the Vending Machine team of the Combined Jewish Appeal met for its victory dinner at the

(Continued on page 95)

OP MERCHANDISING

'Day-Glo' Sparkle Builds Bulk Sales

By RAY C. THOMPSON

(Editor's Note: This is the second in a series of articles relating an operator's experience in bulk vending and how he increases sales by "dressing up" his machines with Day-Glo paint and black lighting.)

BELLWOOD, Ill., Oct. 22.—My start as a bulk operator with nut vending machines brought me face-to-face with a problem in merchandising I recognized at once, and one which had been met by nearly every successful retail merchant with assists by retail display-conscious manufacturers.

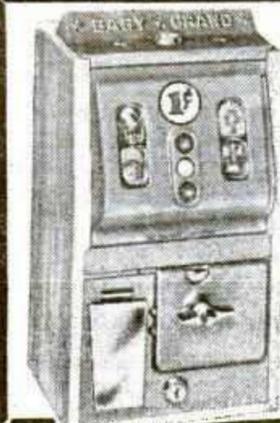
It was the problem of attracting attention to the merchandise in

pleasing and appealing colors thru lighting. I have cited how the dull gray, blue and red painted machines appeared lost in the soft light of taverns and lounges where 90 per cent of my venders were operating.

The juke box makers had met this situation with varied and vivid color lighting from within. However, I could not as yet conceive a feasible plan for interior lighting of nut machines without a terrific cost in the redesigning by the manufacturer.

A study of the situation brought out the fact few makers of small vending machines—gum balls, peanuts, etc.—have become color con-

(Continued on page 93)



FIVE STAR BABY GRAND DISPLAY VENDOR
(1c PLAY)
GETS THOSE PENNIES FAST!
For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.
VICTOR VENDING CORP.
5701-13 W. Grand Avenue Chicago 39, Ill.

VENDER'S NIGHTMARE
Gas Engine, Log Book Are Op Requirements

NEWARK, N. J., Oct. 22.—New Jersey municipalities are currently resorting to novel legislation in their drive to ban outdoor milk venders. The latest wrinkle, enacted by Woodbridge, provides that an operator can place a milk machine on location if the operator is a combination sea captain and engineer and can get by with a minimum of sleep.

The law provides that each machine have a temperature-recording device with an indicator on the outside of the machine. The owner of the vender—not the location owner, or any employee of the location or operator—must personally keep a log of the temperature.

9-Month Earnings, Sales Dip for PM

NEW YORK, Oct. 22.—Sales for the nine-month period ended September 30 dropped more than \$13,600,000, while earnings dipped by more than \$700,000, compared with a similar period in 1954. Philip Morris, Inc., reported this week.

The 1955 sales figure was \$204,087,555, with earnings of \$8,278,505 reported for the period. Last year the sales figure was \$217,046,632, with earnings of \$8,943,254. All earnings figures are after federal taxes.

Earnings per share in the 1955 period were equal to \$2.60 a common share, 18 cents less than the 1954 three-quarter figure. For the quarter ended September 30, this year's sales totaled \$74,488,628, a slight increase over sales of \$73,882,528 for the third quarter of 1954.

He must make four entries a day in the log—at 6 a.m., at noon, at 6 p.m. and at midnight. The operator is not allowed to delegate these tasks.

In addition, each milk vending machine must have—in addition to the standard electrical refrigeration unit—an auxiliary gas engine which goes on automatically in the event of a power failure.

If the operator can meet these requirements, he is free to place as many milk venders as he likes—at annual license fee of \$500 each.

Creskill, which had planned a restrictive milk vending ordinance, has set November 2 as a public hearing date and has asked Ed Murach, executive director of the New Jersey Automatic Merchandising Association, to appear then.

The Creskill town fathers said they will study the NJAMA model ordinance with an eye toward passing a law which will regulate, but not prohibit or tax unfairly, outdoor milk machines.

Elsewhere in the State, Jersey City is known to be planning a tax on outdoor milk venders, while Clifton, Belleville and Roselle have banned them outright recently.

Price Producing Christmas Items

NEW YORK, Oct. 22.—Paul A. Price, local charm manufacturer, has premeditated two items of the Christmas line—ornament balls and Santa Claus rings. Price said that advance sales of the latter items are already in the millions.

He added that the firm has 20 new molds for plastic charm items, with production set for late 1955 and early 1956.



VICTOR'S TOPPER
1c BALL GUM MACHINE.
\$12.50 each.
\$12.00 100 or more.
AMERICA'S FINEST BALL GUM VENDOR
30 day money back guarantee if not satisfied. No questions asked.
Write for FREE 32-p. & s.e. catalog.
1/3 deposit on all orders.
PARKWAY MACHINE CORP.
715 Ensor St. Baltimore 2, Md.

CIGARETTE, CANDY and DRINK MACHINES!

ROWE CIGARETTE VENDORS
Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢ ... 150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢ ... 160.00
Diplomat, 8 Cols., 340 Cap., Vends at 25¢ & 30¢ ... 135.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢ ... 135.00
Eastern Elec. C-8, Console Model, 8 Cols., 320 Cap 150.00

UNEEDA CIGARETTE VENDORS
Model E, 6 Cols., 180 Cap. \$ 75.00
Model A, 8 Cols., 240 Cap. 90.00
Model 500, 9 Cols., 350 Cap. 100.00

CANDY MACHINES
U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy Pre-war, 160 Cap. 135.00
Rowe 5c Gum & Mint Vendor, 7 Cols., 175 Cap. 32.50

UNEEDA MODEL E
8 Cols., 240 Cap.
Only \$75.00

ROWE CANDY MERCHANT
with changemaker, 7 Cols., 158 Cap.
\$165.00

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All Equipment Unconditionally Guaranteed. Trade Prices, 1/3 deposit, balance C.O.D.

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HOT NUT DISPENSER
OFFERS BULK VENDING OPERATORS AN EXTRA SOURCE OF SUBSTANTIAL PROFITS FROM LOCATIONS NEVER BEFORE REALIZED.

- HERE IS A NEW AND ORIGINAL NON-COIN operated HOT NUT DISPENSER that's a natural MONEY MAKER in TAVERNS, LIQUOR STORES, DRUG STORES, CONFECTIONERIES, THEATERS AND CONCESSIONS. Sales are made over the counter. Location owner merely pulls a knob and a measured quantity of nuts drop into a cup or bag.

"LITTLE NUT HUT" MEANS

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- no stands
- no brackets
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It has been thoroughly tested on location for the past eleven months and is guaranteed by the Braun Manufacturing Co., Inc., an established manufacturer of quality products for over 30 years.

• CHECK THESE FEATURES

GETS CHOICE SPOT ON LOCATION

- NON-COIN OPERATED
- CASH AND CARRY
- TWO COMPARTMENTS
- ADJUSTABLE PORTIONS
- CONTROLS HUMIDITY AND MOISTURE
- LESS WASTE OF NUTS
- BAKED WHITE FINISH
- 9" SQUARE BY 14" HIGH
- HEATING ELEMENTS AND LIGHT OUTPUT 27 WATTS
- BUILT FOR YEARS OF TROUBLE-FREE SERVICE AND PROFITS

WIRE, WRITE OR PHONE TODAY FOR COMPLETE DETAILS ON THIS OUTSTANDING PROFIT OPPORTUNITY

\$37.50 EACH
Write for quantity discounts

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with greatest money making scale on the market

YOUR FORTUNE
WEIGH YOUR FATE

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weights, tells fortunes

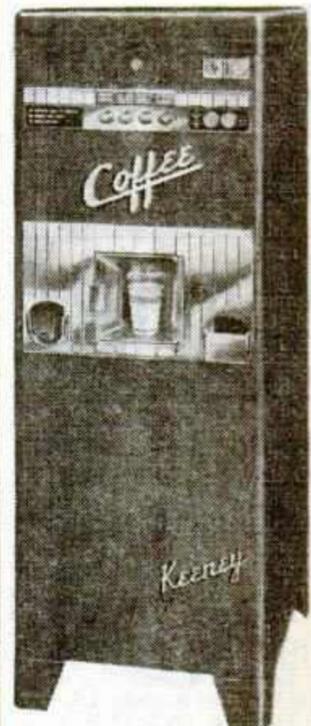
Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit. \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.

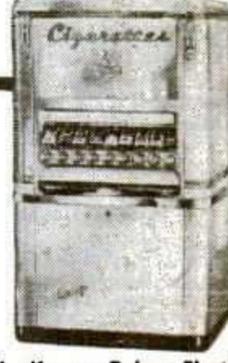
Send more details Send scale
\$20 deposit enclosed

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New OPPORTUNITY FOR PROFITS WITH THE Keeney Deluxe HOT COFFEE VENDER.



ALMOST UNBELIEVABLE PROFITS are being amassed in many locations everywhere with this new Keeney Hot Coffee Vender. Unit has 300-cup capacity, mixes all-dry ingredients instantly to provide deliciously flavored, invigorating coffee. Set any price from 5c up to 10c. Patron inserts dime or quarter and correct change returns automatically as the cash box fills up fast! Machine meets all local health requirements. Easy to refill. Size: 19 1/4" W. x 15 1/4" D. x 52" H.



The Keeney Deluxe Electric CIGARETTE VENDER

- 9 double columns dispense regular or king size from front and rear
- 432 pack capacity • Coin changer optional
- Price adjustment on each column
- Swing-up top • 3-way match vending

The pack you see — is the pack you get!

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GIVE TO DAMON RUNYON CANCER FUND

HARTFORD, Conn., Oct. 22.—Connecticut's excise tax division reported cigarette revenue for September was \$771,916, up \$10,000 over the figure of a year ago.

Sales for the first three months of 1955 totaled \$2,214,667, a rise of \$28,000 over the first quarter of 1954, but down about \$200,000 from the all-time peak established in 1952 and 1953.

WATER SQUIRTS

Sensational — kids love them. Perfect vending. Stickers supplied.

ASSORTED CHRISTMAS CHARMS & SANTA

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35¢ for regular sample kit of charms.

Eastern Headquarters
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Acorn Machines
and Parts



Penny King Company

2538 Mission St.
Pittsburgh 3, Pa.



World's Largest Selection of
Miniature Charms

Vt. College Seeks Milk Vending Data

BURLINGTON, Vt., Oct. 22.—A research project to determine what factors contribute to profitable milk vending has been undertaken by the University of Vermont and State Agricultural College here.

The institution has rented both cup and package venders. Locations to be tested include schools, factories, office buildings and industrial plants.

Glass Containers

Shipment of glass containers increased 8.9 per cent for the second quarter of 1955 over the second quarter of 1954. Operations for the second quarter of 1955 also exceeded those for the first quarter of 1954. Preliminary statistics and business opinions indicate that third quarter operations will exceed those of 1954. According to the Commerce Department, near future business outlook for the container business in general is very favorable.

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Hillside Ban on Outdoor Venders Held Illegal

HILLSIDE, N. J., Oct. 22.—The right of Hillside, N. J., to prohibit outdoor vending machines was denied last week by Judge Richard Hughes in Superior Court, Law Division, Union County.

Judge Hughes ruled that the action of the community in banning outdoor venders was "unconstitutional and invalid." He added that the ruling was "too broad in scope."

However, the jurist told the Hillside attorney that the community could still restrict outdoor vending by passing zoning restrictions.

90-Day Period

The court ruled that for 90 days Sentinel Sales, Dari-Matic and Debs Sales—the three operating firms involved in the litigation—would be prohibited from soliciting new locations in Hillside. However, they could continue to operate their existing locations.

The 90-day ruling was handed down to give Hillside an opportunity either to appeal the decision or pass zoning restrictions. However, the ruling does not apply to firms not operating in Hillside.

The judge pointed out that Hillside could pass no zoning regulation which would ban machines on existing locations.

Never Enforced

The Hillside ordinance was passed nearly a year ago and was appealed by the New Jersey Automatic Merchandising Association. It was actually never enforced, since the operators were granted a restraining order, allowing them to vend until the resolution of the case.

While the ordinance affected all outdoor venders, it was actually aimed at outdoor milk venders, and the three operators involved were milk operators.

Meanwhile the NJAMA Thursday (20) will appeal a tax assessment case before the Essex County Tax Board. The organization charges that in some communities vending machines are assessed at 100 per cent of valuation, while other business property is assessed from 20 to 40 per cent of valuation.

EMPTIES MACHINES FASTER!

LEAF Rain-Blo BALL GUM
NEW! Red-Hot "Ball o' Fire" Bubble Gum!
SIDMOR VENDING CO.
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THERE ARE BIG PROFITS IN GUM
GET YOUR SHARE WITH **Northwestern**

PACKAGE GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB
You'll hit the jackpot with this selective tab vender. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.

BALL
More profits with ball gum through the famous Northwestern JET. Vends ball gum, ball gum and charms—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Also NORTHWESTERN

49 NUT VENDER
Interchangeable SANI-CARRY globe for faster servicing. Displays merchandise to best advantage. Also available in Hot Nut.

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N.W. #33 1¢ Porc.	7.95
N.W. #33 1¢ Bulk Porc.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.77
Pistachio Nuts, Vendor's Mix	.72
Pistachio Nuts, Sheik	.65
Cashew Whole	.59
Cashew Butts	.55
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 529 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound \$.28
100 ct. \$.30
Adams Gum, all flavors, 100 ct. \$.45
Wrigley's Gum, all flavors, 100 ct. \$.45
Beech-Nut, 100 ct. \$.40
Hershey's Chocolate, 200 ct. \$ 1.40
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands, Globes, Baskets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

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MOE MANDELL
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WILL DELIVER ADVERTISER'S SALES MESSAGE INTO THE SHOPS AND HOMES OF COINMEN THRUOUT AMERICA, CANADA AND IN MANY FOREIGN COUNTRIES . . . AND AT A

Low, Low Charge Per Reader.

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Larger or smaller units of space available at a low, low rate.

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POPPERETTE
FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10c PLAY • BIG PROFIT MARGIN
- 5 FEET 5 INCHES HIGH

TERMS: 1/3 deposit with order, bal. C.O.D. **PRICE \$149.50**

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EMPTIES MACHINES FASTER!



NEW! Red-Hot "Ball o' Fire" Bubble Gum!

H. B. HUTCHINSON JR.
860 North Ave., N.E.
Atlanta, Georgia

OPPORTUNITY \$\$ Bulk Op Earnings Good for Hustlers

By **BILL MASLOWE**

CHICAGO, Oct. 22.—Investment-wise, there are few enterprises offering the great opportunities for success as that of operating a chain of bulk vending machines.

That is the opinion of Tony Tortorici, a veteran operator with more than 20 years of experience and owner of T. T. Vending Sales Company, a distributor and supplier of nuts and charms.

"There is always another nearby profitable bulk outlet waiting to be tapped," says Tortorici, who operates more than 3,000 peanut and nut venders throught the Chicago area.

"There is no limit to the extent to which one can build his business," Tortorici asserts, adding, "a pleasing personality and ambition to succeed are the chief requirements."

Hours are as flexible as one might wish, Tortorici states, and with a simple, but sound system of organization a bulk vender can earn a good profit in any suitable location.

To those who seek his advice, Tortorici points out that an operator, who is a hustler, can net between \$70 and \$75 a week on an outlay of \$5,400 for 250 to 300 new bulk vending machines.

High standards of operation—good services, quality merchandise and cleanliness—he is quick to point out, are the basis for success and good returns.

Taverns and gasoline filling stations, he tells newcomers, are excellent year-around locations. Candy stores, soda fountains, grocery stores, depots, institutions, and amusement places also make good outlets.

Foremost, he advises, is to convince outlets vending is a permanent business and that machines will be given constant attention.

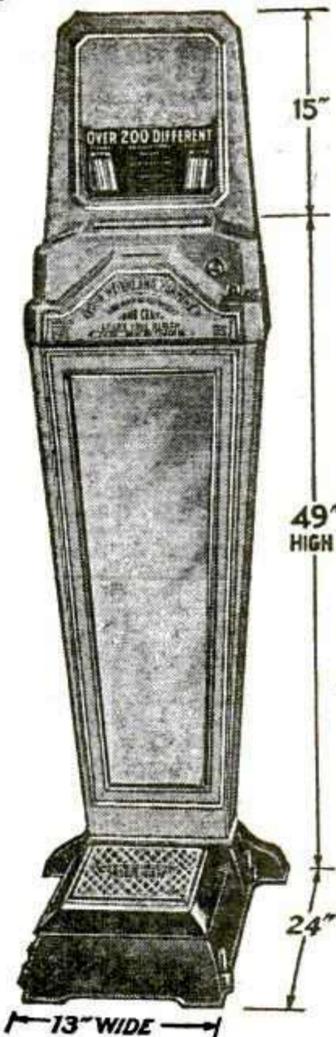
Assure location owners their customers will be offered fresh and quality merchandise and he will also receive a commission on the profits without investment on his part. Also that the vender will occupy space not required by the owner for his own business.

"When soliciting taverns, bars and places where beer is sold, attention should be called to the fact that salted nuts make people more thirsty, hence vended items will increase his sales," Tortorici said.

At filling stations, capitalize on the fact that people usually waiting for cars to be serviced nearly always have change in their pockets and like to munch, he points out. And, if there is a soft drink vender, use the thirst angle.

Impress the proprietor he must be satisfied with the vender. Request location owners to call if venders empty sooner than anticipated or should something happen to the machine. Make it a point to refund the cost of telephone calls, showing your appreciation of his interest.

Install the machine immediately upon receiving permission. In fact, Tortorici said, it is best to take a



NEW HOT CAPSULE!
DAVY CROCKETT INDIAN FINGER HANDCUFF

Complete with instructions, only \$1.40
Gr. Bulk: in capsules \$4.50, Bag of 250.
Write for free samples—prepaid shipment.

OHIO GUM SUPPLY CORP.
Wickliffe, Ohio

JEWELLED PENDANT



This is in the Jewelry Class—graceful, elegant and charming.

Gold Vacuum-Plated Rim, with Tinsel—Jeweled Stones cemented front and back. A GIMMICK that adds CLASS to your machines.

\$15.25 per 1,000
f.o.b. Jamaica, N. Y.

Or: At Your Distributor

Every once in awhile, something as Distinctive and Glamorous as JEWELLED PENDANTS comes to your machines.

SAMUEL EPPY & CO., INC.

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World's FIRST and LARGEST CHARM MANUFACTURER

BIG SAVINGS

BALL and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. ... 34¢ lb.
Clor-o-Vend Ball Gum ... 40¢ lb.
Clor-o-Vend Chicks, 320 ct. ... 40¢ lb.
Chicle Chicks, 320 & 520 ct. ... 36¢ lb.
Bubble Chicks, 320 & 520 ct. ... 27¢ lb.
Tab (short stick), 100 ct. ... 38¢ box
5-Stick Gum, 100 packs ... \$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Ml. Pleasant • Newark 4, N. J.

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

Buy 1,200 Coin Washers

NEW YORK, Oct. 22.—Purchase of more than 1,200 coin-operated automatic washing machines—believed to be the largest single purchase in the history of the appliance industry—has been made by the Appliance Operating Corporation of New York City.

The order, emphasizing the growth of coin-operated automatic washing machine business, was made by Walter M. Hort, president of Appliance. It was for Apex Wash-a-Matic commercial units made by the Apex Electrical Manufacturing Company of Cleveland.

W. J. Doherty, general sales manager for Cole Distributors corporation, of Long Island City, exclusive national representative for the washers, negotiated the sale.

A. C. Scott, Apex vice-president, credits the market for coin-operated commercial units as a major factor in the appliance industry, declaring:

"The automatic coin-metered washer is no longer a step-child of the industry, in fact, it offers a unique opportunity to acquaint apartment dwellers with the merits of individual brand products."

The new Apex Wash-a-Matics, according to Hort, will replace existing machines now installed in housing developments, apartments, motels and military installations in the New York area.

filled vender into locations being solicited and place it in operation at once.

The operator should visit new locations several times the first week or two to learn how patrons receive his merchandise. Thus a change can be made from one product to another, or sometimes by just moving the vender to another spot may produce the desired results.

Tortorici cautions newcomers to the field to never overstock. "I tell them never to buy more than they can use for immediate needs as there is too much risk involved, and the loss can be pretty high in spoilage."

It was in 1933, the heart of the depression, that Tortorici entered the bulk vending business on a small scale. It was several years before he acquired between 250 and 300 machines.

However, he steadily increased his routes to where after the war he had more than 3,000 bulk candy, nut and gum machines, plus several employees to service them.

At the end of 1953 he organized the T. T. Vending Sales firm, and became a supplier and distributor for the Oak Manufacturing Company, Inc., of Culver City, Calif.

At this time he sold more than 1,500 of his locations in order to concentrate on his other lines. However, about a year ago he began to build up his routes again, and thru practicing what he preaches, Tortorici again has more than 3,000 outlets—most entirely new.

Collect \$2,042,305 In W. Va. Cig Sales

CHARLESTON, W. Va., Oct. 22.—According to figures compiled by State Tax Commissioner William R. Laird III, West Virginia's cigarette tax receipts were up 36 per cent the first quarter of the current fiscal year, compared to the first quarter a year ago.

Laird said net collections for July, August and September from the 4-cents-a-pack cigarette tax totaled \$2,042,305, compared with \$1,498,916 in the first quarter of 1954-55. September collections this year amounted to \$677,170, compared with \$570,170 in September a year ago.

Candy

Manufacturers' sales of confectionery, including chocolate products, rose 29 per cent in August over the July total of \$47,198,000, according to a Commerce Department report, but dropped 7 per cent below the August, 1954, total. Estimated sales of manufacturers-retailers increased 14 per cent in August compared to July, but dropped 11 per cent from August, 1954. Dollar sales for the first eight months of 1955 were virtually the same as last year's level, while poundage sales were 1 per cent lower. Bar goods poundage sales were down 3 per cent. Poundage sales of package goods retailing above 50 cents per pound were up 1 per cent compared to last year. Eastern and border Southern States accounted for the drop, while Western States and the deep South showed an increase in sales.

ELECTRIC MONEY MAKER!
Famous ACME ELECTRIC MACHINE

Sample \$24.35
2 to 11 19.50
12 to 49 ... 18.25
Bracket 1.00
Floor Stand .. 5.00

1/2 deposit, bal.
C.O.D., F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will ... indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

ORDER TODAY!
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

UNUSUAL VALUE
SANTA CLAUS RINGS



A smash item for all the kids. These timely holiday charms are a terrific value ... they'll dress up your machines and sell like hot cakes.

Feature these brilliantly plated rings with the beautifully detailed white stones finished in red inlay.

Assorted in two Santa Claus poses.

Copper \$15.50 M
Nickel 16.00 M
Simulated Gold 16.50 M

DON'T DELAY! ORDER TODAY!

PAUL A. PRICE CO. INC.
55 Leonard St., N. Y. 13, N. Y. COrtlandt 7-5147-R

FREE!

HELMCO-LACY DISPENSER

LIST PRICE IS \$109.50
when you sell

Palmer House

HOT CHOCOLATE

OPERATORS—AGENTS—DEALERS
DISTRIBUTORS WANTED

The finest quality hot chocolate syrup made. MONEY-BACK GUARANTEE TO DEALERS IF NOT COMPLETELY SATISFIED. Franchises available in certain territories. No equipment to buy.

Write for complete information and FREE sample of choc.

PALMER HOUSE PRODUCTS, Inc. Suite 725-26
Plymouth Bldg.

Delicious HOT CHOCOLATE



3 1/4

Palmer House

Minneapolis 3, Minn.
Phone: Fillmore 8141

FOREIGN BUYERS!



VICTOR STANDARD TOPPER
Case of 4,
\$50
4 Standard Toppers, plus 25 lbs. of Gum, plus 1,000 Charms ... \$61.00

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

ALADDIN MAGIC WISHING RING!
Immediate Delivery
\$15.50 Per M in Bulk
\$22.50 Per M in Capsules

Pioneer Vending Service
590 Albany Ave., Brooklyn 3, N. Y.

NEW YORK, Oct. 22.—Charles F. O'Brien, who for the past several years had headed his own management consultant firm, has been elected treasurer of C & C Super Corporation, Walter S. Mack, president, announced. C & C Super Corporation, a venture capital company, owns the Cantrell & Cochrane Corporation, manufacturers of C & C Super carbonated soft drinks in cap top cans and several other firms.

La. Bulk Ops Cite Need of PR Campaign

By SAM ABBOTT

LOS ANGELES, Oct. 22.—Local bulk vending machine operators feel an institutional-type of advertising campaign by equipment manufacturers and suppliers would educate the public as to the services being rendered. On the other hand, the venter operators do not think factory representatives can be of help in selecting new outlets or determining sales potential.

Operators also believe the matter of filling or half-filling globes at the outset of installation is a problem which only they can solve. They argue each location is different, and it is up to the individual operator to know and understand the spots in which he is placing machines.

W. H. Siegle, Bellflower operator, contends an educational campaign to emphasize service would help as would advertising by manufacturers and suppliers that products are available thru vending. Siegle contends many parents object to vending machines on the basis that the products are not of the quality or freshness desired.

Leo Weiner, a Los Angeles operator, goes along with Siegle's views, adding that in many instances the operator can do much to correct this type of thinking.

Operators here are unanimous in their opinion that factory representatives can be of little or no help in building sales. One operator went so far as to say that such help would be a hindrance.

There is an exception to that stand, however. If the representative has been a successful operator in the area, which he is surveying, then the chances are that he will know the field. The contention is that the main thing an operator has to sell is confidence. Once this is done, the similar products and machines offered by competing operators will not get very far. They believe, too, that confidence is the one thing that cannot be duplicated.

The matter of globe filling is one that can only be solved thru the operator's evaluation of a spot. Some contend that half-filled globes will serve fresh nuts or candy and offer sufficient quantity to tell whether the spot is a hot one. It is pointed out that half-filled globes sometimes cause the question of freshness to be raised and sales can be lost because of this.

Generally speaking, operators evolved into their present size thru trial and error. As they first worked with a few machines, estimating potential in a careful manner, most of them are proficient in arriving at potential thru experience.

UL Sets New Electrical Plug for Outdoor Units

CHICAGO, Oct. 22.—Use of a new self-grounding, three-prong electrical plug for outdoor refrigerated beverage vending machines has been recommended by the Underwriters' Laboratories.

In setting up the new classification for beverage venders, Underwriters' officials said the recently approved recommendations did not apply to machines used exclusively indoors.

The new requirements for the outdoor refrigerated beverage venter were specifically designed as safety measures against dangers of exposed wires and other electrical components.

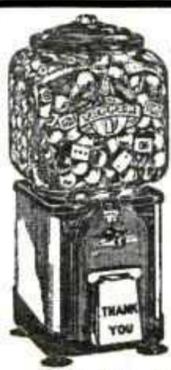
Ideal to Change

BLOOMINGTON, Ill., Oct. 22.—Ideal Dispenser Company will comply with recent recommendations made by Underwriters' Laboratories in the use of refrigerated beverage venders outdoors, James S. Colmer, sales development manager, announced.

The firm, in order to conform with the regulations and qualify for the Underwriters' seal of approval, will equip its venders with new self-grounding, three-prong electrical plugs. It will also provide free of charge, an adapter plate which permits use of the new plug in existing outlets, Colmer said.

In addition to meeting basic standards for general classification, the outdoor dispenser must comply with three new provisions in order to qualify for the Underwriters' seal of approval, officials stated.

The other two requirements are for protection against rain and corrosion, due to the outdoor location. (Continued on page 85)



VICTOR'S TOPPER
1¢ BALL GUM MACHINE,
\$12.50 each,
\$12.00 100 or more.
TIME PAYMENT TERMS
in lots of 8 or more. Payments as low as \$5 weekly.
Write for details.

ROY TORR
LANSDOWNE, PA.

RECONDITIONED VENDORS

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

BULK VENDORS

Silver King 1c or 5c.....	\$ 8.50
Victor V—Cab. type.....	9.50
Victor V—Globe type.....	8.50
Acorn 5¢ or 1¢.....	10.00
DuGrenier, 4 Col.....	14.50
DuGrenier, 6 Col.....	17.50
Mills, 6 Col.....	17.50

SPECIAL CLOSEOUTS

Silver King Hot Nut.....	9.50
Zig Zag—New.....	19.50
Ajax 3 Col. Hot Nut.....	25.00
2 Col. 5¢ Jewel Vendor.....	7.50

MAKE EXTRA MONEY!!
ASK FOR OUR
NEW 1956 GIFT & PREMIUM PRIZE CATALOG

1/3 deposit, balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

WE'RE FLATTERED

Imitation is supposed to be the sincerest form of flattery! Since we introduced the idea of a Christmas merchandising program, we have been imitated (but not successfully).

WE'RE FLATTERED

Since Christmas is the busy merchandising season, our industry should display Christmas merchandise and cash in on the boom—everyone agrees.

WE'RE FLATTERED

Our customers tell us that our two-tone vacuumplated CHRISTMAS BALL CHARMS is the best feature currently on the market and they will not accept substitutes!

P.S.: We're a few days behind on delivery so get your order in now.

AT YOUR DISTRIBUTOR OR . . .

Karl Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

ABSOLUTELY FINAL! EVERYTHING MUST GO!

Last chance to get such a buy!

COMPLETELY RECONDITIONED SCALES Like New!

- 3 Watling Junior
- 1 Watling Fortune
- 3 Watling 500
- 4 Watling 200
- 28 latest model Peerless Ticket Machine

ALL ABOVE IN EXCELLENT CONDITION!
PLUS

- 16 Peerless Ticket Machines needing minor repair (a bargain!)
- 39 Ticket machines needing overhaul (a give-away!)

CONTACT Mr. L. D. Chambers Nov. 5 through Nov. 11 at the Congress Hotel, Chicago, Ill. Phone: HARRISON 7-3800 or at Peerless Service Garage, 219 S. Wabash Ave. Phone: WAbash 2-8018.
PEERLESS Weighing & Vending Machine Corp. 42-02 11th St., Long Island City 1, N.Y. ST. 4-1620

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends GUM—all bulk merchandising.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body damp only.
- Guaranteed mechanically—weighs less than 7 lbs.

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

DIAK MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO. 2538 Mission St. Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY 1023 S. Grand Ave. Los Angeles 15, Calif.

BE THERE... at your industry's Cavalcade of Service!

when NOVEMBER 6-7-8-9, 1955

where CONRAD HILTON HOTEL, CHICAGO

what VENDING'S OUTSTANDING EVENT

PLAN NOW TO ATTEND THE GREAT 1955 N.A.M.A. CONVENTION-EXHIBIT

SEND FOR INFORMATION ON HOTEL RESERVATIONS

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION
7 South Dearborn Street, Chicago 3, Illinois

Please send me the Official Hotel Room Reservation Application.

Name.....
Company.....
Address.....
City....., Zone..... State.....

**A
QUARTERLY
WORLD
REPORT ...**

**INTERNATIONAL
SALES
EDITION**



Quarterly Reports on World Outlook for Coin Machines

CHICAGO, Oct. 22.—Members of The Billboard's editorial advisory group on the world coin machine market—the International Coin Machine Executive Board—reported on the whole that business was up during the third quarter.

Severe import restrictions and high taxes, as the stories in this section indicate, and as the members point out, continue to hamper future development of the world market.

Here are their exclusive reports:

Variety Hikes Canada Sales

CANADA, Oct. 22.—Diversification is the keynote of the rapidly expanding coin-operated machine business in Canada, according to reports from distributing and operating firms.

Contributing to the prosperity of the vending field is the availability of new equipment, revision of out-moded governmental restrictions and higher employment.

Acceptance of vending machines is becoming more and more favorable in Alberta, according to D. M. Johnson of Dale Distribution Corporation, Ltd., an affiliate of Mark V. Enterprises Ltd., of which he is president.

The Mark V Enterprises is the parent holding company of a group of operating companies which have spurred development of food and beverage vending in the Province.

Revise Statutes

Thru efforts of the holding company, revision of out-moded statutes were brought about in Alberta, permitting the vending of hot and cold beverages, cigarettes, candy, gum, ice cream, milk and pastries. It also was successful in lifting restrictions on music, amusement games and kiddie rides.

Lifting of further restriction on coin-operated games is expected, and the acceptance of dime play on juke boxes has been accepted, increasing revenues from 20 to 30 per cent, Johnson reported.

Sales of the Dale firm are up 130 per cent for the third quarter of 1955 as compared to the previous period, and up 150 per cent over the 1954 three-month quarter.

Better Equipment

Providing better equipment and heeding public request for selection increased the Toronto Trading Post,

Ltd. sales 120 per cent, Albert A. Clavir, reported. This is an increase of 20 per cent more in comparison with third-quarter sales of 1954.

Clavir predicted sales will jump considerably as cooler weather sets in and the demand for indoor recreation increases.

A slow but steady increase was reported by M. Morosnick, Winnipeg Coin Machine Company, in juke box sales due to the availability of new equipment and high employment.

The firm's sales were up 3½ per cent in the third quarter of 1955, compared to the previous period, and 2 per cent higher than a year ago.

Top three popular records in the juke box field, he reported, were "Black Denim Trousers," by Diamonds (Coral); "Yellow Rose of Texas," by Johnny Desmond, (Coral), and "Hawk Eye," by Franke Laine, (Columbia).

British Sales Tied by Govt.

ENGLAND, Oct. 22.—Import restrictions still continue to hamper expansion in the coin machine industry in Great Britain, according to Fred Vass, of Arcadia Amusement Supplies, Broadstairs, a jobber and operator.

"There is still a demand for new juke boxes and coin-operated games," he stated, "English production also has been slowed due to the 25 per cent hike in material and labor costs."

However, he reported, sales for the third quarter of the year were 10 per cent higher than the previous three months, but down 15 per cent as compared to the third quarter of 1954.

Current Trend

The current trend, Vass believes, is due to the use of pre-war equipment being used. Operators, he said, continue to keep machines in

(Continued on page 86)

Venezuela for Easier Credit

VENEZUELA, Oct. 22.—More liberal credit terms from manufacturers and exporters would help expand the coin-operated machine business here, according to Pedro Duran Vernet of Distribuidora Suramericana, Caracas.

Time payments, he said, thru local businessmen extend up to a

24-month period, but work a hardship on operators.

Sales, he reported, for 1955 were up about 30 per cent over 1954 figures, and are expected to continue to rise with the seasonal increase in business.

Vernet said his firm handles juke boxes, amusement games and vending machines. In addition to the original purchase price, the firm pays from 30 to 35 per cent more for juke boxes in shipping costs and government taxes; 20 per cent more for amusement games and vending machines.

Eighty-five per cent of its juke boxes, 60 per cent of the amusement games, and 95 per cent of vending machines are purchased new by the company.

U. S. Imports Vital: Sweden

SWEDEN, Oct. 22.—New juke boxes from the United States were responsible for the 24 per cent increase in sales of the Aktiebolaget Serano Company during the third quarter of 1955, according to Evert Jorvall, owner.

However, Jorvall foresees a downward trend due to the tightening of credit restrictions, claiming it is almost impossible to obtain new loans in Sweden.

Pinball games and juke boxes are enjoying the biggest play ever experienced in Sweden, he said, stressing the fact imports from the U.S.A. are vitally important to the industry.

Glen Miller, Louis Armstrong, Doris Day, Earl Bostic, Dizzy Gillespie and Harry James are the popular recording stars, he stated.

Tax Hike Could Hurt PR Boom

PUERTO RICO, Oct. 22.—The current rapid growth of the Puerto Rican coin-operated machine industry may be somewhat affected by government plans to increase import taxes and license fee, distributor-operators report.

Currently two firms report sales increases of 40 and 150 per cent for the third quarter of 1955, compared to the previous three months' sales.

Recognition of the conveniences and economical advantages of vending machines by location owners was credited for the rise in

(Continued on page 86)

EDITORIAL

New Era of Growth

The day is fast approaching when freer trade restrictions governing coin machines will be established which will herald a new era of growth and development for the world coin machine market.

Despite tight import restrictions imposed by many countries, and despite other factors styming progress such as high tariffs and high (in some cases prohibitive) taxes placed on coin-operated equipment, the U. S. coin machine export business has shown impressive, consistent growth since 1950. A glance at the figures contained in the articles in this section tells the story.

Rapid U. S. Growth

The rapid strides made by U. S. firms in developing their export business is a healthy sign for the entire world market. It shows better than anything else the rightful place which coin-operated equipment occupies in the lives of millions of the world's peoples.

We are confident that free and open competition between nations manufacturing vending machines, juke boxes and coin-operated amusement machines will greatly further the development of the coin machine business. The U. S. coin machine industries welcome competition; they have grown strong in the stiffly competitive U. S. market.

The present outlook in some countries—such as France—does not look bright because of restrictions and taxes. But it is encouraging to note that the French coin machine business, for example, now has organized a strong association which can represent it. Its first objective will be to fight the freshly imposed tax which has virtually stopped expansion (see separate story).

The possibilities of fresh markets opening up—such as Brazil and Argentina—looks good.

And the over-all record of sales as reported by members of The Billboard's Coin Machine International Executive Board in many countries makes the future appear very promising.

U. S. Juke Exports Up Despite Blocks

• Continued from page 1

clip of about \$1 million a month.

But the lively interest exhibited in juke boxes by millions of citizens in some 48 countries is surely not amply reflected in even this pattern of growth. The 57-nation International Monetary Fund, in issuing its annual report earlier this year, reported "a widespread desire to achieve a freer exchange system and a strong international position that does not require reliance on restrictions." When this desire develops into a reality, the U. S. juke box can expect a boom that will dwarf the present one.

And judging from quarterly reports received by The Billboard from leading juke box distributors and operators in countries around the world, the real market potential for the juke box has truly not yet been scratched.

U. S. firms exporting machines can easily testify to that. The Viking Export Company, New York, for example, shipped \$250,000 in juke boxes to South America in 1954, expect to hit \$500,000 this year.

Atlas Music Company, distributor with offices in four cities, and headquarters in Chicago, sell coin-phonographs to 1,000 buyers in 48 countries.

Electrification Abroad

A good example of the tremendous success American-made juke boxes are having—despite such obstacles as governmental restrictions, heavy import duties, equipment costs and lack of rural electrification—is Colombia, one of the largest importing countries of U. S. juke boxes.

There are currently about 10,000 juke boxes operating in Colombia with most of them placed in the last three years. Because of exorbitant tariffs, each machine is imported broken down into 3,500 parts and assembled within the country. Yet even with this saving,

a new U. S. machine there still costs the equivalent of 3,000 American dollars (see complete story in the coin machine international section).

Still, business in Colombia booms. A measure of the desire of the people there for juke box play can be seen from the fact that rural electrification programs are expected to be accelerated because of people demanding juke boxes in areas which do not have electricity.

Philippine Problem

In the Philippines, demand for juke boxes continues to soar. Yet the importation of juke boxes is practically totally prohibited. Again, because of tight dollar reserves in the country, policy makers are inclined to give preference to the importation of industrial and heavy machinery necessary to rehabilitation and industrialization efforts.

In Puerto Rico, despite a recent 100 per cent increase in license taxes, and a contemplated \$200 import tax on each juke box, the outlook is promising. In fact, at least one firm there believes it would work to the advantage of the juke box business. Jose Romero, owner of Jose Romero, Inc., of Hato Rey, feels the proposed import tax would reduce the flow of used machines, make room for more new equipment, and thereby cut resistance to a switch by operators to dime play.

Vicente Cancel, Cancel Hermanos, Inc., Santurce, looks forward to increased business because he says that taverns and stores are beginning to realize the advantages of the equipment to their business.

And in most European countries—notable exceptions being England and France—rosy reports dominate the outlook. Evert Jorvall, managing director of A. B. Serano, Tullinge, Sweden, who reports that

(Continued on page 86)



Romeo Laniel
Canada



Rex Bell
South Africa



Gustav Husemann
Germany



Miguel A. Cancel
Puerto Rico



D. M. Johnson
Canada



Pedro D. Vernet
Venezuela



Chan Ah Yoon
Singapore



David L. Romero
Mexico

Add 9 Key Execs to BB World Coin Panel

REX BELL, 45, owner of the Kiwi Novelty Company, Pty., Ltd., Johannesburg, and Kenilworth Showland, the Beach Durban, both in South Africa, entered the coin machine business in 1933, operating six Mills candy venders. Formed Kiwi with his brother, Darcy, in 1936.

(Editor's Note: This is the second Coin Machine International Quarterly containing reports from members of The Billboard's Coin Machine International Executive Board. The Board, introduced in the July 30 issue, is composed of leading coin machine executives throught the world, and acts as a permanent editorial advisory group for The Billboard on the world coin machine market. Nine members of the Board are introduced to Billboard readers in the accompanying capsule biographies. Seven were announced in the last International issue.)

When the government banned most machines in 1938, the equipment was shipped to Australia. In 1946 with imports allowed, the firm was appointed agents for the J. P. Seeburg Corporation, and imported juke boxes, amusement games and arcade equipment, plus entering the arcade business. In 1949 Bell opened the largest indoor amusement center in South Africa, employing 40 persons. He also operates in Australia and is an agent of D. Gottlieb & Company.

CHAN AH YOON, director of the Luen Wai Hong, Ltd., Singapore, and partner in the Novelty Games Emporium and Eastern Coin Machines Company, entered the coin machine business in 1932 with 10 Mills machines. By 1938 he had 600. His business was wiped out during World War II. He began rebuilding after the war, and the three firms now operate more than 2,500 machines of all types.

DAVID L. ROMERO, president of Industrias Nacionales de Sonido, Calzada, Mexico, entered the juke box business in 1941, imported used automatic phonographs which he reconditioned in his radio assembly plant. In 1952 the firm began to manufacture parts for juke boxes, now manufactures 60 per cent of all juke box parts used. The firm fabricates Olympic, Rock-Ola and Webcor machines. Romero for the past seven years has been president of the National Musical Industry Association, comprised of manufacturers, assemblers, distributors, retailers and operators of

juke boxes and record factories.

JOHN W. SPAKOWSKI, president of the Philippine Amusement Enterprises, Inc., Quezon City, organized the firm in 1947, dealt in coin-operated phonographs and other coin-operated devices. Spakowski is also president of the Music Corporation of the Philippines. His firm is the island's exclusive representative of Publicker International and Meyercord & Company, both of New York, and the J. P. Seeburg Corporation, of Chicago.

GUSTAV HUSEMANN, of Cologne, Germany, who owns his own firm, has been in the automatic coin machine business for 27 years. He has been associated with Hanno Automatenfabrik, of Hannover, and Jentzsch & Mertz, of Leipzig. In 1952 he took an active interest in the juke box business, took over old models from the U. S. Army, reconditioned them and set himself up a distributorship. In 1953 he became a Wurlitzer distributor and took over the European assembly of the 1800. His factory is in Overath near Cologne.

MIGUEL CANCEL, with his brother Vicente, founded Cancel Hermanos, Inc., in 1946. Today it is one of the largest distributors of coin-operated machines, supplies and equipment on the island, as well as factory distributor of United Manufacturing Company. Miguel is president of the firm.

DALE M. JOHNSON is president of the Mark V. Enterprises, parent holding company of a group of operating firms in Alberta, as well as president of the Dale Distributing Corporation, Ltd., and Dawn Holdings Corporation, Ltd. He is director of the board of Canteen Services (Calgary), Ltd.; Canteen Services (Edmonton), Ltd.; Northwest Wurlitzer, Ltd., and Southern Music, Ltd. He has been active in the coin machine field in Alberta since 1949 and has led the fight in lifting out-moded statutes governing coin-operating machines.

PEDRO DURAN VERNET is general manager of Distribuidora Suramericana, Caracas, Venezuela, one of the country's leading distributors of juke boxes, amusement games and vending machines. Until a few months ago he was for many years with Dinamy C. A. as general manager.

ROMEO LANIEL is secretary-treasurer of Laniel Amusement, Inc., of Montreal, Quebec, and is one of the leading figures in the coin machine field fight to lift government restriction on pinball games.

French Tax Stops 3d Qtr. Coin Sales

By WALDO WALLIS
PARIS, Oct. 22.—The French coin machine industry has been crippled by national taxes. Juke box sales, which fell 90 per cent in the third quarter as a result of a prohibitive tax effective throught France July 1, will fall to zero in the last quarter of 1955.

Sales are not expected to rise until January, 1956, as the new tax is at a rate of \$225 per year for each juke box, pinball game, electric gun or football game in operation. The tax, whether paid in January or November, is a license for the current year only.

60,000 Sales Held Up
"The 6,000 juke boxes now operating in France can take it, but the 60,000 which could be sold without difficulty are being silenced before they start," said Daniel Lacrampe, president of the 150-member trade association which groups juke box, pinball and electric gun operators.

No French cafe is willing to pay a year's tax on two-months operation. Members of the trade group here, including about 150 distributors and operators, are clamoring

for a more rational tax—the former tax was based on a percentage of the returns per machine.

This reporter spent a day telephoning some of the operators, those who have over 100 machines, to ask what new business they expect in the last quarter. The reply everywhere was "None."

Sugar and Dollars

Importers of American juke boxes—one importer brought in 400 of them in two years—tell the same story, with trimmings. The French government grants import licenses from the dollar area to the extent that a French exporter can sell goods to that area. All the dollar juke boxes which come in today result from the conversion into dollar imports of the dollar earnings of a French sugar exporter.

The U. S.-imported juke boxes coming in on the sugar deal sell for sweet prices—about 140 per cent above the State-side price—but the importer here doesn't get the benefit. There is a terrific demand which cannot be met. The dollars which the French sugar man is allowed to sell in the form of import licenses are often 80 per cent over (Continued on page 92)

EXPORT—DOMESTIC

Exhibit Western Gun, new \$175.00
 Exhibit Space Gun, new 175.00
 Williams Jet Fighter, new 275.00
 Seeburg Coon Hunt, new 275.00
 Williams Sidewalk Engineer, new (floor sample) Write

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Coin Machine Exports

(Leading Countries)

January-June, 1955

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	1,217	\$ 594,072	1,635	\$ 326,452	3,326	\$312,306	6,178	\$1,233,531
Venezuela	1,189	823,120	302	63,908	1,045	43,540	2,536	930,928
Belgium	1,937	814,978	859	88,881	18	8,560	2,814	912,411
West Germany	1,327	819,264	241	68,463	2	1,513	1,570	889,540
France	688	467,532	720	154,742	230	33,979	1,628	656,253
Mexico	999	432,966	2,527	89,594	15	2,947	3,571	525,507
Netherlands	2,640	387,514	490	75,234	4	1,600	3,134	464,353
Cuba	682	231,010	226	31,008	4	1,695	912	263,813
Colombia	698	293,772	13	1,125	130	1,175	841	244,072
Switzerland	271	176,998	108	46,673	20	10,000	399	233,671
Other Countries	1,698	779,274	2,858	397,297	405	44,012	4,941	1,271,230
TOTALS	13,346	\$5,820,500	9,979	\$1,343,382	5,199	\$461,327	28,524	\$7,625,309

AND THEN THERE WAS LIGHT

American Juke Box Is Factor in Colombia's Industrial Revolution

NEW YORK, Oct. 22.—The American juke box is responsible for an industrial revolution in Colombia, according to Luis O'Byrne and Leopoldo Franco, executives of Importaciones Cabo, Ltd., Wurlitzer distributors in the Bogota area of the South American country.

O'Byrne and Franco are currently in New York visiting Howard Greenberg, president of the Viking Export Company, who exports juke boxes to Latin America. Greenberg also owns a chunk of Importaciones Medanti, Ltd., which is the Wurlitzer distributorship for the central section of Colombia.

The visiting Colombians said that about 10,000 juke boxes are currently operating in their country, with most of them placed in the last three years.

Joint Effort

They explained that most of the nation is without electricity, and

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when a cantino owner wants a box, he'll get together with another bistro operator and have a generator installed.

After the electricity for the juke box begins flowing, the natives realize that the juice may also be utilized for such useful side accessories as refrigerators and electric lights. About 40 per cent of the country has now been electrified, with most of the electrification taking place since the end of World War II.

The Colombians feel that the juke box industry will progress in their country in ratio to the electrification program and that the desire of the people for juke box music will have a lot to do with accelerating that program.

Local Assembly

Because of the sky-high tariffs on juke box imports, the music machines are shipped broken down into 3,500 parts for each machine. Assembly is performed in Colombia.

Even with the tariff money saved by shipping the parts instead of the assembled boxes, it still costs a Colombian the equivalent of \$3,000 American money to buy a new machine.

The great majority of the juke boxes in Colombia are owned by locations. The locations usually pay

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25 per cent down and the balance in 20 to 24 months.

2-Cent Play

Play is the American equivalent of 2 cents. Of course, no \$3,000 juke box can operate profitably at 2-cent play, no matter what the turnover is. But that doesn't bother the cantino operators—they don't expect to operate at a profit.

Indirectly, tho, juke boxes put cash into the pockets of the tavern men. The natives are just wild about juke box music and they'll spend their pesos at a bar which provides the tunes they want to hear.

When one bar installs a box, the competition had better follow suit, or his emporium will be mucho empty.

Carriage Trade

Not all locations have 2-cent play. The next jump is to straight 25-cent play, in establishments catering to the whims of tired businessmen. At these stops the patrons deposit their quarters without grumbling.

Viking has been shipping new Wurlitzers to Colombia for two months at the rate of 25 a month. The firm maintains facilities in Miami for shipping new boxes, and refinishing and reconditioning used equipment. In 1954 the firm shipped \$250,000 in juke boxes to South America, and the figure is expected to hit \$500,000 this year.

All boxes are sold to locations with a year's free service by the distributor. After that the location can get year-to-year service contracts.

No Restrictions

A few years ago juke boxes were on the prohibited list, but with the improved fiscal condition in Colombia, there are no restrictions—other than the tariff—on the amount of machines that may be shipped.

There are virtually no coin games in the country, as the game tariffs are so high as to make the cost prohibitive. Other than scales, bulk nut and gum machines, there is no vending in Colombia. The high cost of cigarettes has stymied cigarette vending. It takes 56 cents to buy a pack of American cigarettes, and the Colombians don't have coins in that large denomination.

About a third of the boxes in Colombia are new, and the demand for boxes playing 45 r.p.m. records is high. Most of the music machines, tho, are 78's.

17 Diskeries

The country has 17 diskeries and they provide the operators with most of their records. Some American records are used, but these are invariably Latin orks recording for U. S. labels.

There is the beginning of an operator system in Colombia, and the distributors are trying to encourage it by offering discounts of up to \$400 per box on new equipment to operators.

The Colombian visitors said that juke box conditions are somewhat similar in Venezuela, Ecuador and Peru.

Juke Boxes Break

• Continued from page 84

grosses are 50 per cent above last year, states simply: "My new U. S. juke boxes are responsible for our current sales picture."

Frans Simons, Simons En Zoon, Antwerp, Belgium, believes that sales increases of 50 to 100 per cent can reasonably be expected in the next two years. Asked what he felt was responsible for his current outlook, Simons replied, "Because of the increasing popularity of juke boxes."

Despite the fact that juke box sales in France are not expected to rise until January, 1956, because of a new tax of \$225 per year for each juke box, the demand for recorded music via the juke box is great.

Says Daniel LaCrampet, president of the 150-member trade association, in commenting on the new tax: "The 6,000 juke boxes currently operating in France can take it (the tax) but the 60,000 which could be sold without difficulty are being silenced before they start (See complete story elsewhere in the Coin Machine International section).

Tax Could Hurt

• Continued from page 84

sales volume, Vicente Cancel, Candel Hermanos, Inc., reported.

"Store keepers, club and dancing halls, and canteen owners are finally recognizing the influence of this equipment in their own enterprises," he declared.

Cancel's firm, with a 40 per cent increase in sales, expects the rise to increase because of the Christmas season. However, a hike in excise taxes may slow up sales. Jose Romero, head of his own firm in San Juan, reported a 150 per cent increase in the third quarter, compared to the second three months of the year, and a 20 rise over the 1954 quarter.

"Business," he asserted, "will continue to rise with the coming Christmas season, plus the fact the hurricane season is about over."

No pinball games are permitted on the island, he said, but many shuffle alleys and gun games are operated. Juke box play is still at a nickel, but a hike is expected to a dime. His reasoning was based on the fact the public is becoming conscious of the higher price, paramount in the game field.

British Sales

• Continued from page 84

good condition due to the lack of replacements.

"Sales of reconditioned machines are good, and the prevailing costs are still high," he reported. "My staff is kept busy repairing machines the year around."

Coin-operated machines, he said, did a thriving business at coastal Arcades and fun fairs this summer which was the best Britain has enjoyed in years.

Business, he stated, is dropping currently as winter closes in and jobbers and distributors are busy reconditioning equipment for next season.

Sales are expected to start rising early next year with the opening of the Amusement Trades Exhibition to be held in London in February.

European Coin Pool Games To Enter U. S.

CHICAGO, Oct. 22.—O. O. Mallegg, president, O. O. Mallegg, Inc., here, said this week he plans to import coin-operated pool games produced in Germany, Austria and Belgium.

Mallegg said his firm represented the firms of Seiffert, Vienna, Austria; Nobiling, Berlin; Gerd & Company, Frankfurt, Germany, and Thiessen, Antwerp, Belgium.

The coin pool games are said to range in price from \$80 to \$125, f.o.b. Antwerp or Hamburg.

Mallegg said the game is approximately 20 years old in Europe, and is manufactured by a large number of European firms. Samples of the games are expected to arrive in the U.S. in the near future.

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Atlas Music Charts 25 Years Of Success in Export Sales

By JIM WICKMAN

EQUIPMENT, crating, costs and time are the four major factors in export sales. These, coupled with top-notch personal service, spell a successful juke box export business.

That's been Atlas Music Company's theory for the past 25 years. As a result, it has chalked up phonograph sales in 48 countries, has served more than 1,000 overseas buyers—most of whom are now carried on the firm's books as "repeat customers"—and has one of the smoothest export departments in the country.

Heading this department is Nate Feinstein, who also holds the post of sales manager of the firm's Chicago office. And while Atlas Music Company, Seeburg distributor, operates offices in Pittsburgh, Omaha and Des Moines, as well as in Chicago, all phonograph export transactions are cleared and okayed via Chicago and Feinstein's desk.

Export Policy

In commenting on his firm's export policy, Feinstein remarked: "We simply believe that by supplying good equipment and good serv-

ice we build good customers and good business."

Atlas handles only one type of equipment in the export market, and that's phonographs. Owners Morrie and Eddie Ginsburg set the one-line policy when they entered the business and have stuck to it to the letter.

When a phonograph has been selected by an Atlas staffer for an overseas buyer, it's rare when an export customer has a chance to see his merchandise before it's un-

loaded on some distant dock. Hence it undergoes one of the most thorough overhauls possible.

The record mechanism, including all wiring, is removed from the juke box cabinet. Each goes its separate way, the record mechanism to the service department, the cabinet to the refinishing shop.

Service Inspection

The service department is responsible for checking every moving part as well as all electrical

(Continued on page 91)



PHONOGRAPH SELECTED for export at Atlas Music Company, Chicago, undergoes complete overhauling. Here, in the firm's modern service department, trained mechanics and technicians check record mechanisms and all electrical connections with special testing apparatus. Panel at the rear of the shop tests everything from ohm and volt output to tubes and sound frequencies.



SPECIAL HANDLING and crating is regular procedure on all Atlas Music Company export. Above are two Atlas staffers fitting phonographs into special crates, while a third binds finished boxes with steel bands for added support. Crates, insulated with moisture-proof paper, weigh approximately 80 pounds.

Scandinavian Demand High for Games, Jukes

COPENHAGEN, Denmark, Oct. 22.—There is a need and a demand here, as well as in all Scandinavian countries, for new juke boxes and coin-operated amusement machines.

Denmark has a number of good coin machine manufacturers, but their production does not cover demands as many of the raw materials and basic elements must be imported from "hard currency" countries.

It is still difficult to import any amusement games from such countries as the United States or Great

Britain, but it is possible to bring in some American Arcade items via Belgium and Germany.

Arcade Field

Germany has been able to get a foothold here in the Arcade field. Arcade items from Germany are mostly wall-box type coin-operated skill games or American-made coin-operated games and kiddie rides.

Germany has an advantage in that there are a number of big "festivals"—at Munich, Bremen and Hamburg—which start right after

(Continued on page 95)



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Continued expansion of international trade in coin machines—juke boxes, amusement games and vending machines—hinges on easing of import restrictions and success of both European and South American countries to sell their own coin machine products abroad.

Argentina and Brazil are key countries in the South American coin machine future. Brazil, according to O. O. Mallegg, Chicago coin machine exporter, has "the greatest possibilities of all the South American countries" as a large coin machine market. If restrictions were eased, Mallegg believes the country would import more juke boxes than any other nation.

Currently Brazil import licenses are not obtainable for any juke boxes or amusement games. Record changers could be brought into Brazil and the country could then produce its own juke box, says Mallegg.

Argentina restrictions have eased somewhat, with disassembled juke boxes now able to come in. Mallegg looks for this market to be possibly very good by December or January, but it is currently tied by restrictions.

Mexico, now served by a

Mexican-made juke box, is also exporting some juke boxes to Guatemala, Venezuela, and Cuba, according to Mallegg. He believes Mexico will soon be closed to American juke boxes. (Equipment and machinery formerly owned by H. C. Evans & Company, Chicago, was purchased last March by a Mexican firm).

Commenting on other Latin American markets, Mallegg said there has been no change in the Venezuela market—one of the largest importers of U.S. juke boxes—other than that hours for juke box play have been shortened.

Mallegg said Colombia was issuing no more licenses for juke box imports, but the machines can be shipped in disassembled. (See separate story on Colombia).

Business is reported increasing in Ecuador with AMI, Inc., establishing distributorships in Quito and Guayaquil, according to Mallegg. Business is also good in Peru, but import licenses are required, and Mallegg sees the situation getting tighter.

Production of juke boxes in Europe is growing. Great Britain is manufacturing two—the Bal-AMI and the Minstrel. Principal German manufacturers, according to Mal-

legg, are Theodore Bergman & Company, Hamburg, and Wiegandt-Automaten, Berlin. Mallegg expects the Germans to export extensively in the next few years.

France is reported producing juke boxes which are practically hand-made machines, according to Mallegg.

Mallegg reported a big business in Europe on drink venders. The Wiegandt-Automaten firm is producing German soft drink venders.

Germany is in production on a number of new amusement games. One of these games will be brought to the U. S. by Mallegg, who plans to give it out on license to U. S. manufacturers. Sweden has opened up to juke box and pinball imports.

On the Asian scene, Malaya, which was one of the best prospective markets for amusement game shipments, has closed down on import licenses. Previously, the U. S. had shipped large quantities of used games to Singapore, while the Russians had shipped large quantities of coin-operated billiard games there. Japan has her own amusement games—consisting principally of the Pachinko pinball game. Exporters are now expected to be on the lookout for other markets to sell used games.

**U. S. Sales to World Market
To Hit 6th Straight Record**

EXPORTS of U. S. coin machines—juke boxes, amusement games and vending machines—to the world market are expected to reach an all-time high by the end of this year, edging to a new record for the sixth straight year.

U. S. Department of Commerce figures show that exports in the first six months of 1955 hit \$7.5 million.

Since dollar volume in the second six months ordinarily equals—and often surpasses—that for the first half of the year, 1955 U. S. coin exports should reach and very possibly top \$15 million. The new record set last year is \$14,941,849.

Totals thru July, the latest month for which Department of Commerce figures are available and released this week, bring coin exports to \$8,841,448. The volume will reach over \$11 million by the end of the third quarter of this year if exports during August and Sep-

tember equal 1954's level during these months.

Thru June total exports are running 4.7 per cent ahead of 1954. Juke box shipments account wholly for the increase, with games and vending machine shipments lagging behind last year's halfway mark. Over 13,000 juke boxes were shipped in the first six months for a \$5,820,500 volume. This compares to under 10,000 shipped during the same period of 1954 for \$4,962,507.

Amusement games in the first six months this year hit \$1,343,382, with just under 10,000 shipped. This is a slight drop from 1954's \$1,664,217 on 12,500 exported during that period.

Vending machines fell from \$652,630 on just under 10,000 shipped in 1954's first half to \$461,327 on just over 5,000 exported in the same period of 1955.

Despite the drop in dollar volume in the games and vender fields,

average prices paid for both types of machines shot up considerably in the first half of this year.

Canada, importing large quantities of all three types of machines—juke, games and venders—led all

(Continued on page 92)

**Can. Distribs
Seek Improved
New Juke Sales**

TORONTO, Oct. 22.—Canadian juke box distributors, having experienced slow sales during the third quarter of the year, look forward to good sales for the final quarter and for 1956.

With the introduction of new equipment, sales prospects appear strong, according to a survey of distributors here. Credit is still easy, with a general down-payment of one-third. Full employment, particularly in heavy industry, rounds out a bright picture.

Art Lipton, Siegel Distributing Company, said that music machines held "steady" during the third

(Continued on page 92)

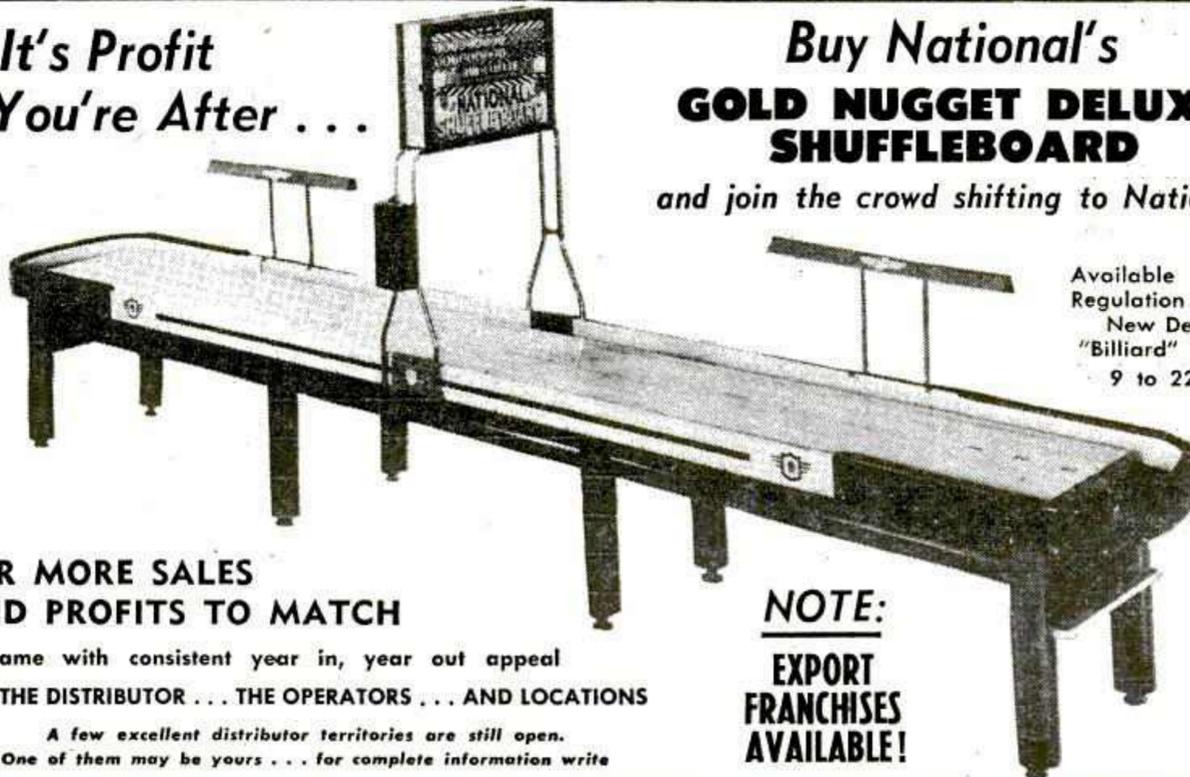
**Dane Produces,
Operates Own
Arcade Units**

COPENHAGEN, Oct. 22.—One of the very active makers and operators of coin-operated Arcade machines in Denmark is Hans Ziirsen, who also operates game concessions on the midway in Copenhagen's Summer Tivoli.

Ziirsen saw his Arcade in Tivoli destroyed during the last war (1944) but rebuilt it and most of the damaged machines. At present he operates the large "Automathalen," with 160 machines, and a smaller Arcade, with 40 machines, in Tivoli.

Most of Ziirsen's machines are of the pinball or wall box types of merchandise-award games—awarding tokens which are exchangeable for standard merchandise. Most of these machines have been made or reconditioned by Ziirsen. This is

(Continued on page 92)

**If It's Profit
You're After . . .****Buy National's
GOLD NUGGET DELUXE
SHUFFLEBOARD**

and join the crowd shifting to National

Available in both
Regulation and the
New Deluxe
"Billiard" Models.
9 to 22 Ft.**FOR MORE SALES
AND PROFITS TO MATCH**A game with consistent year in, year out appeal
FOR THE DISTRIBUTOR . . . THE OPERATORS . . . AND LOCATIONSA few excellent distributor territories are still open.
One of them may be yours . . . for complete information write**NOTE:
EXPORT
FRANCHISES
AVAILABLE!****NATIONAL SHUFFLEBOARD COMPANY**

Orange, New Jersey

MEETS SALES CHALLENGE

Expanding Kiddie Ride Firm Outlines Success

DENVER, Oct. 22.—A good job of "selling" both the public and prospective locations on coin-operated kiddie rides has led to extensive expansion in the operating field by Alfred Beffie & Son.

When Alfred Beffie and his son Robert started out in the kiddie ride business, they had little or no experience with coin machines. Now their operation extends thru 13 Western States.

At the outset of their operation they had faith in kiddie rides—

relatively new at the time—as a permanent attraction for the nation's youngsters. This was based on their observations of the kiddies' love for carnival rides and the continued increase in the juvenile population.

Firm's Origin

Alfred Beffie & Son was formed in Denver in the summer of 1953. The first mass-produced kiddie rides, mostly model horses, had been out for almost a year by then, but, generally, the buying public was still unfamiliar with them. The Beffies started out with 31 miniature Merry-Go-Round rides which were placed mainly in stores, both independent and chain stores.

One of the first difficulties was to buck the relatively slow acceptance of both public and stores, especially in smaller towns.

The Beffies remember the case of a location which did very well but whose manager requested that the machine be removed because he feared that "customer resistance" might make him lose too much trade. When it was pointed out that receipts showed anything but customer resistance, he replied that many parents were unable to prevent their children from riding, but would subsequently "take it out" on the store in which their parental discipline had suffered. The ride was removed!

Customer Acceptance

Rides have come a long way since then, and customer acceptance is now almost universal.

The single biggest difficulty was, and still is in some instances, the problem of space. Most man-

(Continued on page 97)

New England Ops Hit Again By Rain, Flood

BOSTON, Oct. 22.—New England operators once more were hit by disastrous rains that brought floods in many sections over the last weekend.

Conditions were especially critical in Connecticut and Western Massachusetts, where flash floods and rampaging rivers inundated communities.

Millions of dollars in damage was piled up and it was feared that operators, who had only recently got back on their feet after the floods in early September, were badly hit again.

Railroads suspended operations in the Southern New England States and it appeared that shipments would again be tied up.

BOWLING TEAM RIVALRY

New Chi Coin Shuffle Features Competition

CHICAGO, Oct. 22.—Bowling team competition is the big feature of the latest Chicago Coin Machine Company shuffle game, Bowling Team, shipped to distributors this week.

The game is the first of its kind in the coin-operated amusement games field, permitting as many as 10 players to compete with one team against an opposing team, and accumulating scores that can be held for from one to five-game series.

Bowling Team has an extra-large puck and pins and is wider and higher than previous Chicago Coin shuffle games. List price is \$770.

Following the regular bowling score system, each player's score in each frame is recorded on "bowling score sheets" on the backglass, and each player's game total is transferred to the total for his team which is registered separately on the backglass.

Accumulative team scores can be held for 1-2-3-4 or 5-game series before being reset. The team scores are reset by pressing a button on the front molding at the start of the game.

Competing players take turns shooting pucks, with the first two opposing players on each team playing and completing their game, to be followed by the next two opposing players. Each new player inserts a dime to play.

The tally sheets on the backglass record strikes (X), spares (/), and blows (O) in each frame and totalize players' scores frame by frame. Top score is 300, as in bowling competition.

Fluorescent lighting has been added to illuminate the backglass at dimly lighted locations. The wider-than-usual Formica playfield has been newly designed and decorated. The game is equipped with a National slug rejector.

Valley Draws Up Pool Game League Play Rules

BAY CITY, Mich., Oct. 22.—Valley Manufacturing Company, producers of Bumper Pool, coin-operated pool game, this week distributed coin pool "Official Tournament Rules and Regulations" for organized tournament play.

The rules will serve tavern locations in the Bay City area which have formed competing teams for organized play. Valley hopes to eventually extend tournament play on coin pool games thruout the State.

The Billboard is reprinting the Valley Tournament rules below,

as a service to operators, distributors or location owners in other areas who are considering tournament play in the future.

Two Leagues

As set up, the Valley tournament plan provides for competition between two separate leagues, each composed of eight teams with eight players to a team. Meets are held weekly over an eight-month period. At each meet, 12 games are played, four players from each team playing in rotation in each game. The tournament

(Continued on page 94)

BOWS 3 MODELS

United Ships Top Notch, New Shuffle Game

CHICAGO, Oct. 22.—United Manufacturing Company shipped to distributors this week, Top Notch, its first shuffle bowling game with extra-large puck and pins.

Three different models of the game are being shipped—a regular model, match model, and match model with special light-up pins that flash on the backglass at the end of the game.

Similar in play features to its predecessor, Bonus Shuffle Alley, Top Notch is a six-player unit offering different scoring chances in each frame, and a cumulative bonus score that can be made by scoring a strike or spare in the final frame.

Scores for strikes, spares and blows made in each frame range

(Continued on page 98)

Milwaukee Ops Ask: What Is Game Law?

MILWAUKEE, Oct. 22.—Milwaukee coin-operated amusement game operators are still on the same old merry-go-round. When is a coin machine legal? When is it illegal?

Action in recent weeks by the police department has resulted in fines for location owners. The possibility of a wholesale confiscation of machines in taverns also looms strong.

John Sheehy, an assistant city attorney, recently stated in court that Milwaukee taverns have been operating games illegally by making awards.

Tavern Fined

Hearing this report, District Court Judge Frank E. Gregorski fined the tavern keeper, who had been charged with making awards on a shuffle game, and told the assistant district attorney: "If this was the case, the city should take immediate proper actions to have these machines declared gambling devices and remove them from Milwaukee taverns."

This happened several weeks ago. Within the last week, according to unofficial reports, a half dozen more machines in a few locations were tagged illegal and operators were warned to remove them. But no further arrests were made.

A survey by The Billboard among local operators and distributors this week revealed a good deal of confusion and differences of opinion as to the general legality of their equipment, and a good deal of concern as to the intentions of the authorities in the near future.

Cites Games Use

As to what is, or what is not a legal coin machine, the report is

(Continued on page 98)

Edelco Preems New Pool Unit For 3-Side Play

DETROIT, Oct. 22.—Edelco Products here introduced this week a new model coin-operated pool table that can be played from just three sides, rather than the customary four.

Isador Edelman, Edelco head, said the new model takes up less space at locations and that operators would be able to locate up to 10 times as many of the new models because of the ease in space restrictions.

One side of the table can be placed against a wall of the location. The cloth on the playfield is marked by a silk-screen process so that if a ball is in position near the wall, making a clear shot impossible, it can be moved to a correspondingly marked portion of the playfield for a better shot.

Biggest Problem

Edelman said he expected other manufacturers to adopt the new three-side play idea in the near future. Space restrictions have been one of biggest problems in placing coin pool games on location.

A separate "conversion kit" has been produced by Edelco with which coin pool games now on location can be revamped for three-

(Continued on page 98)

Extra-Large Shuffle Pins, Pucks New Trend

CHICAGO, Oct. 22.—The trend to "bigger and better" pucks and bowling pins for new shuffle bowler games is well under way with four manufacturers featuring these innovations on their latest models.

Bally Manufacturing Company, Chicago Coin Machine Company, and United Manufacturing Company, all large producers of shuffle bowlers, have installed the jumbo size pins and pucks as standard equipment.

Bally began the swing to extra large pucks and pins in mid-July, shipping the ABC and Congress Bowler equipped with pins nearly a foot high and a larger and heavier puck than those used with previous shuffle games. Since then Bally has added two more new shuffles with the super-size equipment—Jumbo Bowler and King-Pin Bowler—running four shuffle games off production lines.

Bally Expands Line

At that time, Jack Nelson, Bally general sales manager, said, "The popularity of the big pins and puck is the reason for expanding the Bally line of bowlers."

Williams Ships Regatta, New Five-Ball Game

CHICAGO, Oct. 22.—Regatta, a new five-ball pinball game, was shipped to distributors this week by Williams Manufacturing Company.

The game features lighting roll-overs, hitting targets, and spelling out the name of the game, "Regatta," on the backglass for replays.

When ball-bumpers numbered 1 and 5 are made consecutively, or when the player spells Regatta, he earns a replay. Making bottom roll-overs when Regatta is spelled out scores a replay. Hitting a center target when special scores are lighted also earns a replay, as does making any bumper when special is lighted.

Seven roll-overs spot the next consecutive number when lighted. The game has two button-operated ball flippers, and two ball kickers. Center targets and numbered bumpers increase scores.

Regatta is available with 5 or 10-cent coin chutes. The backglass and playfield is decorated with a boating motif.

'Y'WANNA GET US KILT?'

N. Y. Bar Patrons Frown on Shuffle Player's Heroism

NEW YORK, Oct. 22.—An unidentified shuffleboard patron is probably one of the bravest men in New York, altho his courage wasn't appreciated Wednesday by customers at the Halfway House, a lower West Side bar.

While five customers were quietly sipping their refreshments, and the unknown hero was testing his skill with the coin-operated bowler, a well-dressed man entered the establishment, strode to the bar and thrust an automatic pistol at the bartender.

While the bartender presented the newcomer with \$100, the customers did as they were told—kept their hands on the bar. The shuffleboard player, standing in the rear of the room next to the coin game, wasn't near the bar, so he kept his hands on the puck.

When the bandit pocketed the cash and backed toward the door with his automatic aimed, the shuffleboard player went into action.

Ball One

He hurled the puck at the gunman but missed. Then he grabbed a whisky bottle and let loose again. The bottle crashed thru a

plate-glass window near the gunman's head.

At that juncture the bandit, visibly annoyed, entered into the spirit of the thing by firing at the shuffleboard player. The pistol misfired.

The coin machine fan took offense at this action and heaved a chair at the bandit. By this time the hold-up man decided he'd had it, turned tail and ran.

The shuffleboard player, tho, was unwilling to call off the festivities—he took off after the gunman. Five minutes later he returned, reporting that the bandit had out-distanced him in Ninth Avenue.

If he expected any thanks from the customers, he was sadly disappointed. "Y'wanna get us all kilt?" one shouted, while another reminded the hero that "there are men here with families to support."

The unknown hero simply turned and without even finishing the shuffle game he had started, strode into the night. The bartender and patrons said they never saw the shuffleboard player before, and they added they hope never to see him again.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Prices indicated are the highest and lowest for the period.

Prices do not reflect shipping costs involved. West Coast buyers, for example, should add 10 per cent to prices shown. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed.

The Most Active Equipment list (to the right) indicates which machines have been advertised the greatest number of times for the period indicated. In the case of Pinball Games, most advertised games are listed for manufacturers with 10 or more games listed. All advertised used Pinball Games are listed below. Machines appear in order of frequency advertised.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated October 1, 1955)

ARCADE EQUIPMENT

- 1. EXHIBIT—Dale Gun
2. CHICAGO COIN—Goalie
3. UNITED—Carnival Gun
4. WILLIAMS—Super Jet
5. SEEBURG—Coon Hunt
5. EXHIBIT—Jet Gun
5. GENCO—Sky Gunner

MUSIC MACHINES

- 1. SEEBURG—M-100-A
2. SEEBURG—M-100-B
3. AMI—Model E-120
4. AMI—Model A
5. AMI—Model D-40
5. WURLITZER—1500
5. SEEBURG—M-100-C

SHUFFLE GAMES

- 1. UNITED—Olympic Shuffle Alley
2. UNITED—Leader Shuffle Alley
3. UNITED—Cascade Shuffle Alley (6 player)
4. UNITED—League Bowler
5. UNITED—Classic Shuffle Alley (6 player)

VENDING MACHINES

- 1. Northwestern 33, Ball Gum
2. Columbus 1c Bulk
2. Silver King, 5c
4. Master 5c Bulk
5. Eastern Electric C-8

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Beach Club
3. Palm Springs

GOTTlieb

- 1. Chinatown
1. Guys & Dolls
3. Green Pastures

UNITED

- 1. Nevada
2. Havana
3. Mexico

WILLIAMS

- 1. Singapore
2. Hayburner
3. Big Ben
3. Lazy Q

PINBALL GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Chicago Coin games like Basketball Champ, Advance Shockers, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Evans games like Saddle & Turf, Club Model, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Genco games like Basketball, 2 player, 400, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Gottlieb games like All State Basketball, Arabian Nights, Chinatown, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists United games like Habana, Hawaii, Leader, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Williams games like All Star Baseball, Arcade, Army & Navy, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists manufacturers not listed like Struggle Buggie, Times Square, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv't'd. Lists various arcade equipment like ABT Challenger, Across the Board, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Royalite Guns, Red & White & Blue, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv't'd. Lists various arcade equipment like Ace Bowler, Advance Bowler, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv't'd. Lists music machines like Model A, Model B, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like 147 (47), H-147 Hideaway, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists shuffle games like Ace Bowler, Advance Bowler, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, Times Adv't'd. Lists vending machines like Acorn 5c or 1c, Advanced 1c B/G, etc.

Large table on the right side of the page listing various machines with columns for HIGH, LOW, and Times Adv't'd. Includes items like Manhattan 10 Frame, Mars Deluxe, etc.

(Continued on page 96)

25 Years of Success for Atlas

Continued from page 87

connections. The equipment is then put to a series of tests that require the aid of no less than a dozen testing machines. Tubes, condensers and the entire sound system, along with ohm, amp and volt output, are checked carefully. Doubtful wiring, bulbs and fluorescent tubes and other worn parts are replaced.

In the meantime, the cabinet is taken to a special steam room, where it is thoroughly cleaned from top to bottom. Next, to the refinishing department, where new decals, glass, pilasters, casters and painting are added when necessary.

The phonograph, thus cleaned and overhauled, is ready for crating and shipment to its destination.

Atlas Music, after experimenting with heavy lumber crates when first shipping to overseas markets, found that the cost far exceeded the safety value and switched to sturdy, lighter veneer crates. These it supports with 1x4's around all sides of the crate (see picture of Atlas' shipping room on Page 87), and with two steel bands when the crate is ready to leave the shipping room.

Also, for added protection, each phonograph is bolted to the base and the back of the crate, and the inside is insulated with moisture-proof paper. The gross weight of a complete crate has been cut down to 80 pounds.

When shipping by air, which ac-

counts for approximately 10 per cent of all export shipments by Atlas, a lighter box is used. Outside reinforcements and Kempack are eliminated.

Feinstein explained that Atlas does not use cardboard cartons. Although lighter and less expensive to ship, he said Atlas has never adopted their use because of the possibility of damage en route.

Time also plays a vital role in export shipments. The speed in which an order can be filled, the equipment overhauled and the merchandise shipped on its way can mean the difference between a satisfied (a repeat customer) and a dissatisfied customer.

In this respect, Atlas Music's operation is unique. By utilizing all four of its offices—Chicago, Pittsburgh, Omaha and Des Moines—large orders can be filled without delay. Often, an exporter's biggest problem is not in getting the order, but getting the equipment to fill it.

At Atlas this problem is a rarity. All orders are allocated to all four offices.

A portion of Atlas' exports leave Chicago via the Great Lakes, the slight inland delay is more than offset by the lower cost of shipping by water in comparison to rail. The bulk of the orders, in which customers designate how shipments are to be made, reach coastal ports by train.

Cost, important in both the domestic and export market, as well as in all businesses, is the fourth factor. Because it is often the difference between a "sale" and a "near sale," Atlas offers two types of equipment to its customers: "Reconditioned" and "as is."

Feinstein explained that although Atlas recommends reconditioned equipment, it will ship traded-in machines, which meet the firm's standards, when requested. He adds quickly, however, that reconditioned equipment, which, he points out, net Atlas no added profit when considering labor and parts, is by far the more popular among the firm's export customers.

Both reconditioned and "as is" equipment are shipped f.o.b. Chicago.

What kind of service can a distributor extend to customers?

Atlas' list includes a six-page brochure, which pictures all of the equipment available; installation of coin chutes to operate whatever currency requested; fills and sends via airmail all parts for all machines; recommends methods and carriers for shipping when requested; gives complete cost analysis when requested, and sets its standards—including appearance, sound and playability—high when picking equipment for customers.

While 78 r.p.m. record machines continue to take a lion's share of Atlas Music Company's export volume, the swing to 45's is steady, slowly but surely narrowing the gap. Current sales are divided 65-35.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN-AMI-GENCO-EXHIBIT

BINGOS

Atlantic City	\$ 90.00
Bally Beauty	145.00
Beach Club	160.00
Dude Ranch	195.00
Surf Club	240.00
Yacht Club	100.00
Variety	400.00

UNITED BOWLERS

Olympic	\$100.00
Cascades	85.00
10th Frame	55.00
Stars	50.00
Clover	85.00
League Bowler	225.00
Deluxe Bowler	45.00

CHICAGO COIN BOWLERS

Blinker Bowler	Write
Flash Bowler	\$275.00
Super Frame	250.00
Double Score Bowler	90.00
Name Bowler	65.00
Super Matched Bowler	65.00
Matched Bowler	50.00
Cold Cup Bowler	125.00
Triple Score	110.00
Holiday Bowler	450.00
Bonus Score Bowler	475.00
10th Frame Bowler	55.00

We Have a Complete Selection of Arcade Equipment

MUSIC

AMI Model A	\$125.00
AMI Model B	175.00
AMI D80	375.00
AMI E120	525.00
Seeburg M100A	245.00
Seeburg M100B	500.00
Seeburg M100BL	525.00
Seeburg 147M	65.00
Wurlitzer 1015	65.00

1/3 deposit with order, balance C.O.D. or sight draft.

MONROE COIN MACHINE EXCHANGE, INC.

2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel. Superior 1-4600)

Earn More Money with Bally Kiddie-Fun Equipment

HOT-ROD COIN-OPERATED AUTO-RIDE



Miniature replica of early vintage automobile in eye-catching colors... with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY



THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

THE CHAMPION COIN-OPERATED HORSE-RIDE



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch

CASH WITH ORDER

Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

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.

Help Wanted

LOCATION MEN

National Concern needs three or four good men who have the ability to place on locations non coin-operated Infra-Red sandwich machines.

Men must have previous experience in doing location work, be reliable and free to travel. Commission basis only. Start at once. All the work you can handle. Should make \$300 to \$400 per week. Contact

MILLER DISTRIBUTING CO.

Bank & Insurance Bldg., Dubuque, Iowa

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOc28-71448. oc29-ch

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. no19

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-dc3

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines \$5 up. Established over 28 years. MACK H. POSTEL, 2952 Milwaukee Ave., Chicago 18, Ill. no12

ADVANCE MACHINE OPERATORS—Machines and Merchandise at rock bottom prices; immediate shipment. McDonald Distr. Co., 2416 Davis St., Dallas, Tex. no12

CIGARETTE MACHINES—DU GRENIER, 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 8 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 39677 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch-tfn

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. no19

COMB MACHINE OPERATORS—COMBS and Machines at rock bottom prices. Immediate shipment. Write: McDonald Distr. Co., Box 6095, Dallas, Tex. dc3

COMPLETE ARCADE FOR SALE, IN whole or in part. Everything in nice condition. Send for list and make offer. Bring truck or trailer and drive away with some bargains. Hurry. H. E. Loeback, 211 W. Douglas, Wichita, Kan. oc29

FOR SALE—100 LIKE NEW PACKARD BAR Boxes and Brackets. 5¢ or 10¢ play. \$10 each or entire lot for 1 Seeburg Model G Phonograph. Modera Music, 3348 Euclid, Cleveland, O. no12

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C's National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-8, 4307 W. Lawrence Av., Chicago 30 ap

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 - MIDGET MOVIES 145
 - C.C. 4-PLAYER DERBY 135
 - TELEQUIZ with film 115
 - C.C. BASKETBALL 95
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 - C.C. GOALEE 95
 - Evans TEN STRIKE 85
 - SILENT SALESMAN CARD VENDOR 75
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SUPER FRAME 250	DELUXE TARGETTE 295
ADVANCE 195	ACE 265
TRIPLE SCORE 115	TEAM 245
DOUBLE SCORE 95	LEAGUE 245
10TH FRAME 75	IMPERIAL 195
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	OLYMPIC 135
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	SHUFFLE POOL 85

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Joe Kline & Wally Finke

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French Tax Spots Coin Sales

Continued from page 85

the 350-franc-to-the-dollar rate. The French government takes 60 per cent in direct and indirect taxes.

It cannot be said this is done to protect the French producer—there is no producer of competitive juke boxes. The sole producer is the Etablissements Marchant, who interrupted the manufacture of pressure switches and floats to produce, in 1948, a series of pinball games and to design and market a \$1,400 juke box playing 50 records. Marchant is producing stock for better days.

Low-Price Juke

The president of the trade group, Daniel Lacrampe, has himself built a prototype of juke box with 25 selections which he says can be built in series for \$200 each and retailed for \$750, despite administrative difficulties. Lacrampe, who expects to interest an American manufacturer, believes his box could be manufactured in America for less than \$100. This unique French producer and this future producer offer no serious opposition to the U. S.-made juke.

Sales of coin-operated games have been taxed into oblivion until the first of next year, when purchasers of pinball and football games and electric gun games can get a full year's ride for the 80,000-franc-per-year flat-rate tax which they have to pay for the current year's operation of each machine.

About 100 Gottlieb and Williams games are imported by Universal

Amusement per month. This importer secured monopoly on the quota offered the French buyer by arranging to assemble the machines in France, thus by-passing French import regulations.

Cafe Games American

About 80 per cent of the games seen in cafes in Paris and elsewhere are American. They are not usually sold directly to the cafe, because the delicate mechanism requires periodic revision. The operator gives the cafe 40 per cent of the machines' earnings; before July this was a good business. One firm, which imported 100 of these machines per month for a number of years, is now occupied solely in exploiting the machines it has placed—without hope for sales, at least until January, 1956.

Every French artisan, apparently, makes a football game. It is estimated that there are over 1,000 producers. Here there is no delicate mechanism to get out of order. But sales of these simple machines, too, have been stopped by the new tax which in many cases is more than the annual income from the machine.

Two French manufacturers—Etablissement Marchant, who followed a brilliant debut into pinball production with Le Volley-Ball, L'Easter Eggs, and Le 100 yards; and Etablissements Morel—are in a position to supply a competitive French product. They are now producing for stock. Sales have dropped 90 per cent since July, 1955.

Vending Bright Side

The brighter side of the French coin machine picture is seen only by the vending machine industry. Sales are from 20 to 40 per cent above last quarter and are rising constantly. This industry shows what private enterprise can do if left free from State interference. Gum and peanuts are not "amusements." Machines which distribute them multiply unhampered and there are some attractive French vendors which are being made by the thousand.

The French industry is itself responsible—in fact it insisted upon—a decree which forbids children under 16 years of age to play pinball and football games in the cafes. The prohibitive nature of the tax of July therefore was an unpleasant surprise. The industry raised itself above any reproach that could be made by zealous defenders of morals, juvenile or otherwise, first by eliminating any gambling element, then by restricting the game to adults.

New Keeney Pool Game Model Gets Added Features

CHICAGO, Oct. 22.—A newly introduced model of the J. H. Keeney & Company Fascination Pool, coin-operated game, has playfield holes set several inches farther from the ends of the table than regular models to give players opportunities for better cushion shots.

The game is now also available with mahogany grain Formica table molding. Built-in table levels are standard equipment.

Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors

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Write for prices.

HUB CITY

Distributors Mark Big Gains in Export Market

BOSTON, Oct. 22.—Coin machine exports have become big business in the Hub City.

Within the last few years Trimount Automatic Sales Corporation and Redd Distributors have increased their export business far beyond previous records, and both report that 1955 totals will be the biggest yet.

Irwin Margold, sales manager of Trimount, Seeburg distributor, attributes his firm's increased business to the greatly expanded export market. He explained that at one time Trimount exported only to Canada, but was now filling orders from all over Europe, South America, Africa and most recently the Far East.

He pointed out that Trimount shipped directly to all foreign markets. Packing and crating, along with necessary adjustments—such as converting to 50 cycles and 220 volts—was done at the firm's headquarters here, he said.

"Most of our orders," Margold said, "come by mail from overseas operators and importers, although some phone calls are received from nearby Canada."

Margold points out that there is a definite trend to 45 r.p.m. phonographs in the export market.

At Redd Distributors, Bob Jones, sales manager, said: "We've been picking up increased export business steadily, with about 75 per cent of the gains being recorded in music." He added that the firm was currently expanding its game exports as well, especially to South America and parts of Asia.

U. S. Sales

Continued from page 88

other markets for U. S. coin machines with a \$1,233,531 volume. Venezuela followed Canada with a \$930,928 volume, realized largely on juke box shipments which hit \$823,120, leading all other countries in the music field. Belgium, also strong on juke box imports, ranked third.

West Germany, France, Mexico, Netherlands, Cuba, Colombia and Switzerland, in that order, filled out the top 10 coin machine importers during the first six months of the year (see accompanying chart). All of these nations ranked close to the top at the halfway mark last year as well, with Belgium, Venezuela and Switzerland showing the biggest volume gains.

Average price per juke box shipped in the first six months was \$436. Games averaged \$135; vendors \$88.

U. S. coin machine exports have shown a steady, record-breaking climb since 1950, when dollar volume passed well above the \$3 million mark, increasing at least \$2 million each year since then, to the present \$14 million-plus market.

Dane Produces

Continued from page 88

largely because of restrictions which make it impossible, or very difficult, to secure import permits for such machines.

Ziensen makes his own juke boxes, metal name-stamping machines, various types of mechanisms and cabinets. Aside from merchandise award machines he has a large number of picture machines of the Mutoscope reel type, "grab bag" vending machines and various skill games. Recently he was able to secure two Bally Champion coin-operated horses, which were made in the U. S. but assembled and distributed by a firm in Dortmund, Germany.

Canada Distributors

Continued from page 88

quarter but that the coming quarter "will be strong."

Another distributor of U.S. juke boxes, Frank Kirke, said business was up over last year so far with prospects of a "400 to 500 per cent increase in the coming year."

Reg Gilchrist, R. C. Gilchrist Company, Ltd., Seeburg distributor, reported a continuing increase in business, "with an ever increasing business in prospect."

Gilchrist credits new juke box style and model changes for the improved business, with his main problem in keeping up with demand for new pieces.

Gilchrist said he continues to find interest in the juke box business from new capital, compelling more and more of the older operators to realize that they too have to buy new equipment to stay in business.

Time and again, he said, operators have found their business improving greatly with new equipment placed on location.

Games, meanwhile, are down 25 per cent in Canada, according to Frank Kirke. "The game operators are not taking in the money and they aren't buying new equipment," he said.

Lipton agreed that games are currently poor sellers, but gun games and Arcade equipment continue to hold up well on the sales end.

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Coin Changers

Continued from page 79

changer will give correct change for either selection as well as vend, and will operate as easily on odd price sales as on even.

The new coin changing housing assembly is designed for mounting on the exterior of a vending machine, and may be electrically connected therewith in a few minutes. It includes a baked enamel steel housing with choice of colors, coin rejection mechanism, Jones cable, coin insertion slot, coin return cup and a Coin-A-Matic changer of whatever model is selected.

Easy Servicing

All Coin-A-Matic changers are constructed on a similar basic design, with servicing requirements given paramount attention. The changeover from one selling price to another may be made in a few minutes on any model, and requires no electrical work, according to John E. Sedan, general manager. Construction is planned to make servicing easy, and a special feature is a built-in protection against "jackpots" on all coin combinations.

Coin-A-Matic said the machines have been field tested more than a year. Sedan reports field tests, made possible thru the co-operation of a number of operators, have shown an increase in sales of 30 per cent wherever the changer was installed—reflecting the added sales caught because the customer did not need to have the right change.

"Coin-A-Matic comes as the result of continued study in the vending field itself," Sedan said. "It was first developed because of the immediate need for an odd cent changer. Then, because accumulation of expressions from men in various phases of the vending industry, other improvements were added to the changer.

"Co-operating service managers and vending machine engineers over the country enabled us to incorporate many service-free parts, and also eliminate parts that were the greatest cause of previous troubles.

"The firm itself is a stock company with about 25 stockholders who look upon vending as the greatest growth industry in the nation."

Principals, in addition to the officers, include Jerome Chapp, Detroit Coca-Cola Bottling Company; John L. Emery, chief engineer, who was responsible for many of the changer developments, and Joseph R. Squair, formerly of Chicago, who is the company's service manager.

Production is under way on all models, according to Sedan, with delivery to start soon on some models. However, delivery on some will not be scheduled until after the first of the year.

Rock-Ola Execs Visit Distributions in U. S., Mex.

CHICAGO, Oct. 22.—E. W. Ristau, director of sales in all departments of the Rock-Ola Manufacturing Corporation, and Frank Schulz, sales service engineer, began visiting distributors throughout the Southwestern and Southeastern States and parts of Mexico last week to talk over sales and promotional plans for the coming year.

Ristau is calling on distributors throughout the Southern States, while Schulz is covering Texas, Oklahoma and parts of Mexico.

A similar trip was made last week by Wayne Bradfield, advertising promotion manager, to Detroit.

Trimount Sales Hosts Pine Tree State Ops

AUGUSTA, Me., Oct. 22.—Trimount Automatic Sales Corporation held a formal showing of the new Seeburg phonograph line at the Augusta Hotel here this week.

Approximately 50 Pine Tree State operators attended the event. Irwin Margold, sales chief and host of the gathering, reported that enthusiasm to the new models ran high.

'Day-Glo' Builds Sales

Continued from page 79

scious. Most of them follow the same pattern—everything in red.

I was faced with the task of improving the appeal of my nut vending machines. So, as I stated previously, I sanded and repainted my machine in the brightest of enamels—Coca-Cola red, Chinese red, white and vivid yellows.

My efforts did result in increasing sales in well-lighted taverns. But where dim lighting prevailed, I noted only a very slight increase in volume.

Experimenting further, I decided to use reflecting tape in designs familiar on the rear bumpers of automobiles, which reflects the light of oncoming car. I learned this method did not work under subdued lighting, and was of little or no value.

My efforts so far were much like the effect of a big department store's window display in the early hours—all dressed up to go places, but with no lights—no sales appeal.

"Wonder Paint"

I was stymied. About half of my more than 400 machines on location stood without sparkle, hardly noticeable, and more often than not unnoticed. Reds showed a dull brown, blues were black, and grey barely visible.

It was then that I turned to the "wonder paint" — Day-Glo — which I had used for art posters and display cards years earlier. It shows up best under the miracle known as "black-lighting," now seen more and more on signs and billboards.

Day-Glo, I discovered, offers the brightest colors in the world in flaming red, signal green, sature yellow and bright orange.

Experiments proved this phosphorous paint did reflect under soft light. I drew up 10 separate three-color layouts for as many point-of-sale stickers and had them produced by the silk screen process on bristol index card stock.

Stickers Help

My cards met with better than reasonable success. They differed in color and slogans. I had "fresh nuts" signs on all machines. I had special stickers, one for the St. Patrick's Day period in green; red, white and blue for the Fourth of July; the eye-catching bull's-eye; barber pole, and others.

Encouraged by the increase in sales as the result of my signs, I immediately swung into repainting my venders again, and was pleased with the Day-Glo paint designs.

My venders actually stood out more than ever under normal, soft lighting. There was no comparison with the enamel machines.

Fortunately, about this time a small transformer was developed for black-lighting, reducing it from the familiar shoe box size, the unit seen over window neon signs, to a size smaller than the penny box of matches.

I found the unit is now available in sizes adaptable for use with one, two, three, four or five machines on one mount. The cost, I believe, is also reasonable.

Has Sales Appeal

At long last I believe the match for nut venders—as compared with the color appeal of the juke box—has been found. I found that with my machines painted in the eye-catching and glowing hues of black-lighting Day-Glo, the increase in sales per machine runs from 22 to 29 per cent.

Further, the dressed-up venders complement the well-designed and black lighted bars for pleasing attention. As the result, location owners and their help boast about the unusual design and paint job of the vender.

As I service my route I have seen people stand, stare and marvel at the glowing effects of the venders. Bartenders also have told me of this, and other remarks regarding the freshness of products, as "Never knew you had nuts here before."

I believe this to be the biggest

forward step in developing display appeal for the small vending machine since the invention of the coin-operated dispenser.

In my third article I will deal with problems in designing stand mount for black-light machines; describe the locations where I obtain best results and try to present a picture dollar-wise of my gain in sales.

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Quarter 110.00	Coronation 85.00
Knockout 49.50	Joker 49.50
Cinderella 49.50	King Arthur 49.50
College Daze 49.50	
WILLIAMS	
Big Ben \$185.00	Skyway 140.00
9 Sisters 135.00	Dealer 125.00
Lazy Q 125.00	Struggle 125.00
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United Royal, High Score 190.00	United Classic, Match Score 140.00
United Olympic, High Score 130.00	United Clever, Match Score 125.00
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Wms. Super World Series 99.50	Wms. Star Series 79.50
Ev. Bat-a-Score 175.00	Mute. Drivemobile 165.00
Telequiz and Film 100.00	Mute. Flying Saucer 149.50
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when bumpers numbered 1 to 5 are made consecutively, numbered bumpers' values increase as shown on backglass...

- ★ Spell R-E-G-A-T-T-A for 1 replay lite 2 rollovers good for replays.
- ★ Ball over left or right bottom rollover when R-E-G-A-T-T-A is made scores 1 replay.
- ★ Hitting center target when "special" is lit scores 1 replay.
- ★ When "Bumper Score Special" lite is lit, each numbered bumper scores 1 replay when hit.

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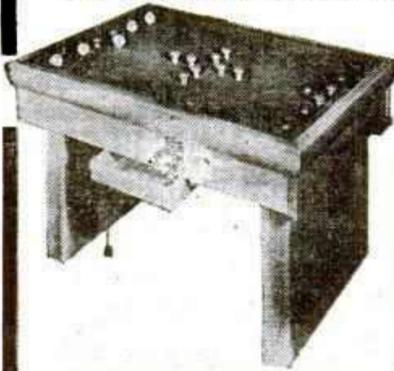
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Nevada	175
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SHUFFLE GAMES	
Un. Mars	355
Deluxe	\$375
Un. Mer-cury	225
Un. Leader	225
Un. Team	225
Un. League	225
Un. Chief	225
Un. Royal	175
Un. Olympic	95
Un. Classic	135
Un. Cascade	45
Un. Cascade	45
Genco Match	135
Pool	135
Genco Shuffle	135
File Pool	85
Keeney Diamond	\$225
Keeney Century	295
Keeney Domino	115
Keeney Carnival	95
Keeney 10 Player	75
Keeney 6 Player	75
C.C. Advance	185
C.C. Triple	115
C.C. Double	95
SUPPLIES	
Shuffleboard	Game Wax
Case (12)	\$ 3.50
Pucks (Set of 8)	12.00
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CHICAGO, ILLINOIS
JUNIPER 8-1814

Valley Draws Play Rules

Continued from page 89

winds up in late May with a league play-off. In addition, an "All Star Game" is staged in mid-season.

Rules and Regulations

Starting Times:
American League—Tues. at 8 p.m.
National League—Thurs. at 8 p.m.

Each man shall deposit \$1 with his captain for the first week only. Thereafter, 50 cents will be deposited weekly, this money to be used for trophies and prize money.

Score will be kept by both teams, one point to be awarded for each game won.

1. Each Captain must list with the league secretary a limit of 10 players to compose his squad within two weeks after starting date.

2. Team listings must be posted in advance of the second week of play.

3. In the event a player quits or is dropped from the team, he shall not play with any other team or league for a period of two weeks after notifying the league secretary. No man can play on more than one team, and only in one league.

4. Any new player taken on by a team must be listed with the league secretary before he may play.

5. Players or teams dropping out forfeit claim to all money paid in.

6. The playing team shall consist of eight men. (However, a squad will be permitted to start with six men.) If at least seven men do not appear by 9 p.m. or one hour after the starting time, all 12 games may be canceled and played at a later date. Note: There will be no forfeits; all 12 games must be made up before the end of each half.

7. Starting time for all matches is 8 p.m. each Tuesday and Thursday unless the scheduled teams mutually agree to another date. Cancellation of any game must be agreed upon 24 hours before game time, unless the cause of cancellation is due to sudden tragedy on the part of one of the teams. In either case, the league secretary must be notified immediately. The date for reschedule of the canceled game must be agreed upon within seven days.

8. Each player is limited to a maximum of three games per match. If a team is short of players, the opposition is entitled to select players to fill in or play for the missing players to make a total of eight players. However, the team which is short must have at least seven of their own men.

9. The total of \$8 (\$4 per team) is to be left at the home establishment to be turned over to the league treasurer within 24 hours of starting time for each game.

10. This money (Rule 9) is to be deposited in the bank along with the sponsor's entry fee for the payment of prize money, purchase of trophies and administrative expenses.

11. Points alone control team standings. Each game won merits one point. Prize money at the end of the season will be paid on the basis of so much per point, depending on the amount of money left in the treasury after trophies and expenses are deducted.

12. Any changes or additions to rules or regulations, or disagreements, to be discussed by the executive board and attending team captains.

Marathon New Gottlieb Two-Player 5-Ball

CHICAGO, Oct. 22.—D. Gottlieb & Company shipped to distributors this week a new two-player five-ball game, Marathon, with match play features that award players up to 10 free games.

Each player gets a chance to match his score with a number lighting up at the end of the game. A double match, with each player matching the number, earns the full 10-free-game award. If either one of the players matches the number, he earns five free games.

Each player's score is recorded on separate scoring reels on the backglass. Players take turns shooting one ball at a time.

Bonus Score

A bonus score builds up during the game when players make bumpers and roll-overs. Numbers from 1 to 20 light up to advance the bonus, which can be collected by landing a ball in a center hole, or a hole above this which awards 10 times the bonus score.

If both players match the light-up number at the same time, a special high score is made.

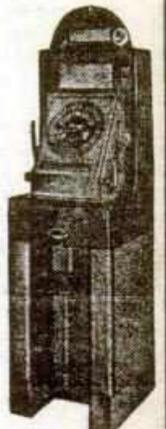
Other play features are button-operated ball-flippers which shoot balls back up the playfield, two ball kicker mechanisms that fire into each other for cross-board action, alternating light roll-overs, and mystery scores. Marathon is adjustable for three or five-ball play. It is set to operate on 10-cent or 10-cent and three-for-a-quarter play.

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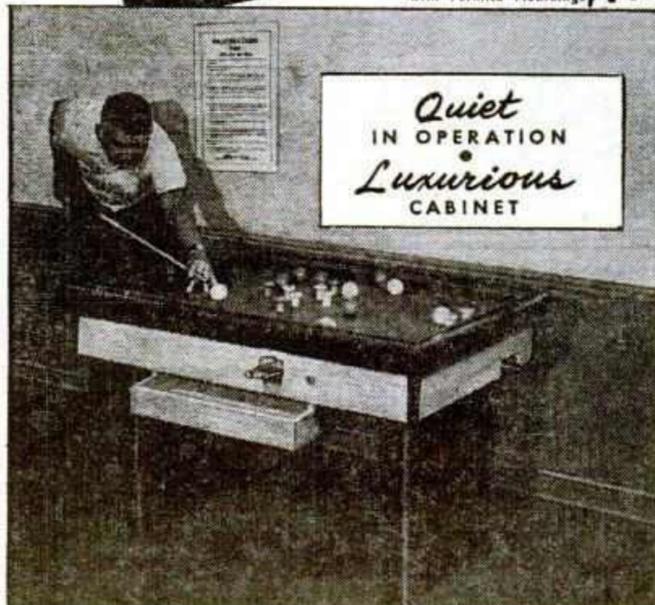
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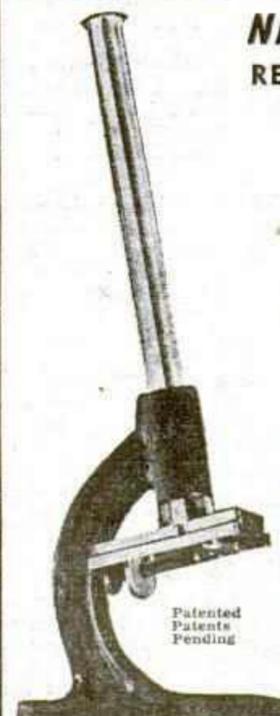
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Boston Coinmen

• Continued from page 79

Boston Club here. The 47 operators, who attended the dinner, were told by the team captain, Irwin Margold, of Trimount Automatic Sales Corporation, that the coinmen had been reported as the first industry group to go over the top in their quota for 1955.

Margold pointed out that all pledge cards had been signed prior to the dinner and there had been no solicitation whatever among the operators. Tribute was paid Jack Ravreby, of Owl Mint, who arranged and carried out plans for the dinner.

Speakers were Lou Smith, chairman of the Combined Jewish Appeal; David S. Bond, chairman of the Businessmen's Council, and Hugh MacDonald. Dinner sponsors were Sidney Walbarst, Al Sharnow, Mike Bond, David Bond and Irwin Margold. Entertainment was provided by the Four Aces.

Tyler to Make

• Continued from page 79

Eugene H. White will remain as general sales manager. The Champion selective vending machines and other anticipated new products will be manufactured in the Cobleskill, N. Y., plant of Tyler Refrigeration Corporation.

Tyler manufactures a full line of refrigerated sales cases, walk-in coolers and storage freezers for food stores, restaurants, hotels and institutions.

Scandinavian Mk't

• Continued from page 87

the park season ends in Scandinavia. All of the newest Arcade machines produced in Germany are to be seen in operation at these open air "Fun Fairs," and most of the Scandinavian coin machine operators and outdoor showmen visit at least one of these "fairs" in search of novelties. Most of the big German commercial expositions also have sections devoted to all types of coin-operated machines, including juke boxes.

The two World Wars have left Scandinavia with a large number of big and small amusement parks, most of which have found it difficult to procure new (imported) coin machines. The result has been that they have had to rebuild old machines or create something similar to machines produced in neighboring countries. Most of those occupied in converting or building equipment are primarily operators or showmen who would prefer to devote their efforts to operating.

Coin Machine Center

Copenhagen is the center for the making and distribution of coin machines for most of the parks and traveling show units in Scandinavia. All of the Danish manufacturers are also large-scale operators and most of them import as many machines as regulations permit.

The Stefansen Bros., (Hugo and Oscar) firm makes a number of token-award Arcade machines and other items. They have interests in or operate machines and concessions in Copenhagen parks (Tivoli, Dyrehavsbakken and Damhus Tivoli), as well as in other cities of Denmark and Sweden. They also import some coin machines from Germany and other countries.

Another Copenhagen operation along similar lines is Poul Kristensen, who this past summer has been operating a battery of four Seeburg Bear Hunt target games in Copenhagen's Tivoli.

Svend Jarlstrom, whose headquarters are in Copenhagen, is primarily interested in coin-operated amusement and token-award machines, but during the summer acts as co-manager of the big Linnanmaki amusement park in Helsinki, Sweden, and has interests in amusement enterprises in other Scandinavian cities.

UL Sets New Plug

• Continued from page 83

tion where the vender is under continual exposure to the elements. Use of the three-prong attachment plug provides a direct grounding, it was pointed out, to prevent the building up of high voltage currents in the vender that could inflict severe shock to a person using or touching it.

"Pigtail" grounding, Underwriters' reported, has been outlawed. This procedure attempted to make grounding connections with conventional plugs that had a wire lead which was inserted in the outlet box.

The "pigtail" holder had to be inserted before the plug, officials said, before it would be effective. However, many overlooked this fact, thus rendering it useless.

According to Underwriters', adapter plates which permit the use of the three-prong plug in existing outlets are available.

Under the rain test, the vender is thoroly exposed to a downpour for an hour to determine its protective ability for keeping electrical components dry.

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Cabana	125.00	Olympic	95.00	Coon Gun	175.00
Frolics	110.00	10th Frame	65.00	Carnival Gun	270.00
Hi Fi	185.00	Chief	225.00	C.C. Pistol	150.00
Havana	175.00	Lightning	350.00	Dale Gun	50.00
Mexico	195.00	Speedy	295.00	Gun Patrol	125.00
Nevada	195.00	Leader	250.00	Six Shooter	125.00
Palm Beach	85.00	League Bowler	210.00	Sky Gunner	150.00
Spot Lite	40.00	Capital	Write	Silver Bullet	95.00
Singapore	225.00	Mars	325.00		
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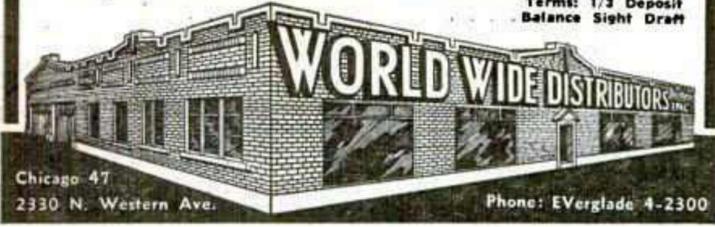
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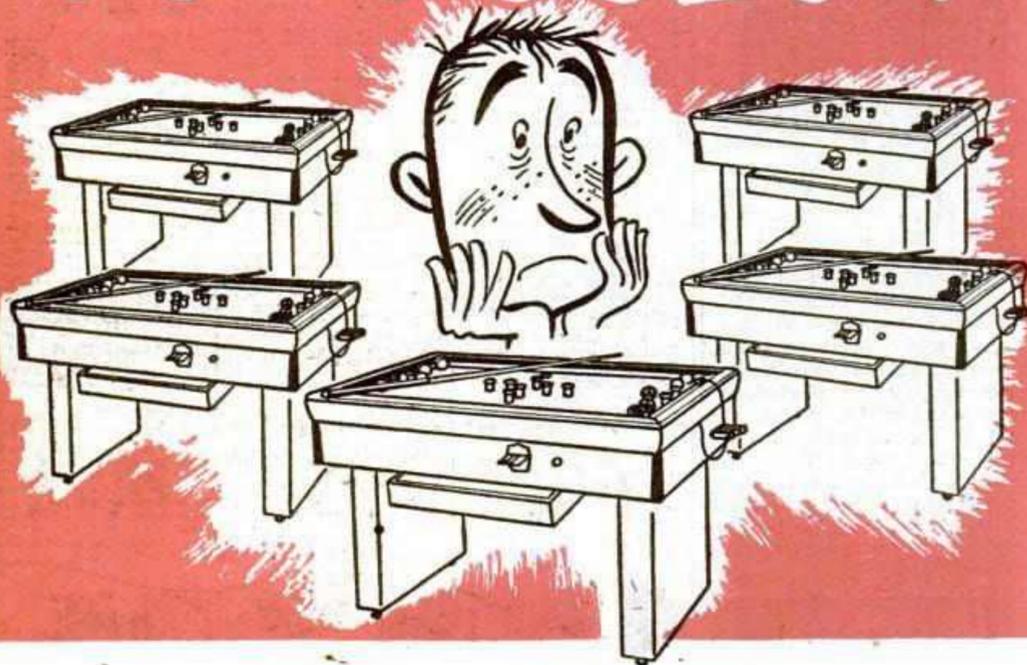
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Continued from page 90

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Meets Sales Challenge

Continued from page 89

agers need almost every inch of floor space for merchandise, but when it is pointed out that the net weekly proceeds of a kiddie ride are often equal to or better than the equivalent net profit made on \$100 worth of goods sold they usually find a spot. Manufacturers have helped by producing smaller rides, which facilitate placement.

The Beffies bought out a Midwestern route in 1954 and began the consolidation of rides in high volume locations, a process which is still going on today. They have found that with few exceptions chain-store locations do better than independents. Grocery chains are generally less concerned with space problems than are variety and department stores and the latter are often more vociferous in demanding changes in equipment.

No Office Staff

Since the operation is relatively decentralized, with very few collections being made directly by the firm (most of them are made by managers or local service representatives), the Beffies employ no office staff whatever, with the exception of a part-time bookkeeper and their regular accountant. Correspondence and record-keeping are done by themselves, still leaving them plenty of time for finding new locations and keeping up public relations.

The firm has shop facilities in Denver, having leased space in a warehouse which gives them a large loading dock and warehouse personnel to help out with checking in equipment or other odd jobs at no extra outlay. Rides in the shop can be almost completely disassembled, then rebuilt, given new parts, spray jobs, paint and such.

The firm has secured the facilities of a large vending concern in Omaha for the repair and overhaul of rides in that area. It now plans to initiate the same arrangement in Southern California to take care of expanding operations in that area.

In addition to the shops, local servicemen in each town where Beffie equipment is on location, are employed. They do the necessary minor repairs on the spot and are paid the regular prevailing wage in the area. These servicemen are mostly electricians who have served the stores before and are familiar with the stores' management and layout.

The Beffies believe that greater intercommunication between operators in different parts of the country would be very helpful to all concerned. Exchange of equipment on hand, comparing of notes on overhauling procedures and the nature of requests by locations for equipment, and many other problems could be utilized and filed for everyone's benefit.

As an example, the Beffies have a standing arrangement with another Denver concern which, for all purposes, should be a great competitor. "We respect his locations and allow him to expand, and he respects ours—as a result, we both expand and benefit."

Urge Organization

The Beffies feel that an organization of ride operators, much along the lines of the Music Operators of America, would strengthen the position of each individual operator and they would like to know how other operators feel about this.

Father and son believe that the key to making an operation such as theirs successful is service. Since they are offering a service they feel that it is supremely important that the kiddie ride operator be pictured in the location manager's mind as a man of his word and one who has the resources to back up his word with deeds. "Kiddie rides should provide extra income and extra good will to the store and not be a nuisance. Only then can the full potential of kiddie rides be properly utilized."

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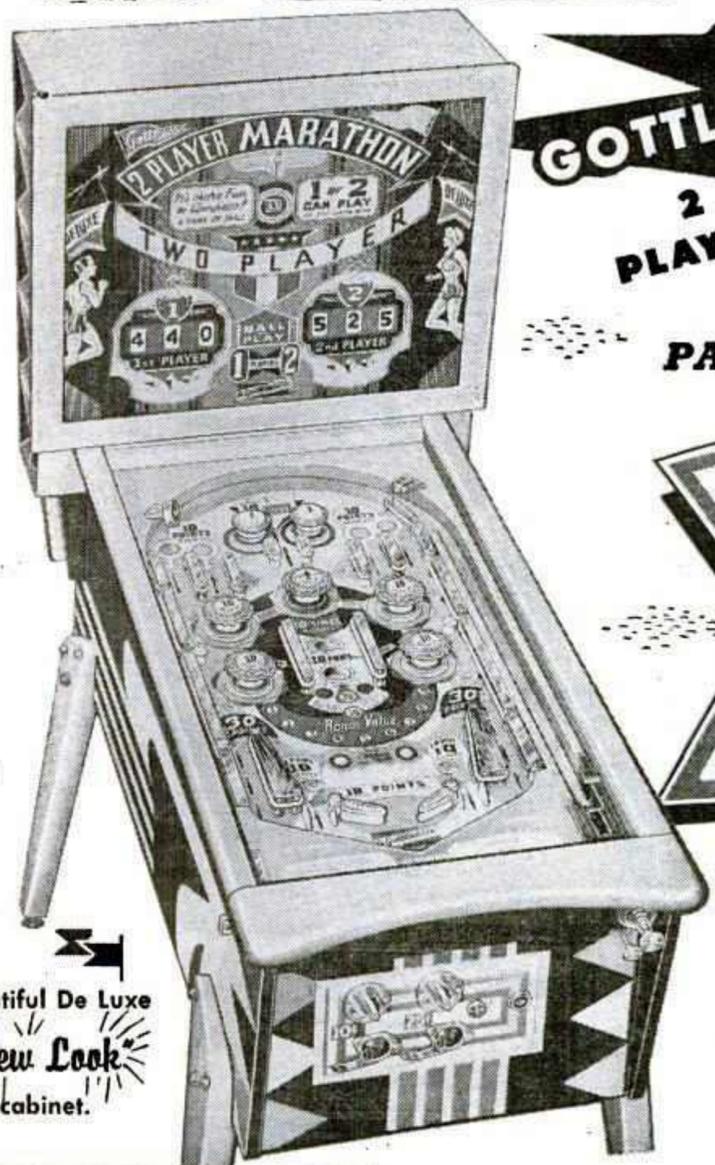
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Bows 3 Models

Continued from page 89

from 60-40-10 in the first, to 600-400-100 in the last frame. In addition to these scores, a strike advances the potential bonus score 200 points, a spare advances the bonus 100 points.

The final frame is also the bonus frame. If the player makes a strike in this frame he collects the full accumulated bonus score; if the player makes a spare he collects half the bonus score if the bonus number is even—half the bonus score, plus 50, if the bonus number is odd.

Separate scoring reels next to each player's regular score reels record and total bonus scores made in each frame. In the final frame, players shoot until they fail to make a strike. Bonus points are added to a player's score when he finishes shooting his game.

Edelco Preems

Continued from page 89

side play. The kit lists to distributors at \$10.

Edelco sells the Ten-Hi game thru county distributorships around the country. Edelman said he expects to keep up his coin pool shipments "for the next three years." He said the firm is currently producing from 45 to 50 coin pool games weekly.

Edelman reported steady business also for the Edelco shuffle bowling game conversion units. These units are used to convert used shuffle games to games with more up-to-date play features.

Milwaukee Ops

Continued from page 89

that any offerings of prizes automatically makes a machine illegal. Using that frame of reference, operators seem agreed that "it isn't the machine itself as a rule that makes for illegality; it's the way they are used."

One operator voiced an opinion that "it's pretty difficult to make out without giving players some incentive. Especially when one has to pay around \$600 for a new game."

Distributors state that they are shying away from handling any of the machines labeled by authorities as illegal. Says one: "We've got too much to risk if we get in trouble." A list of machines apt to be labeled illegal by the police, says this distributor, includes some new types of shuffle bowling games and some new novelty games.

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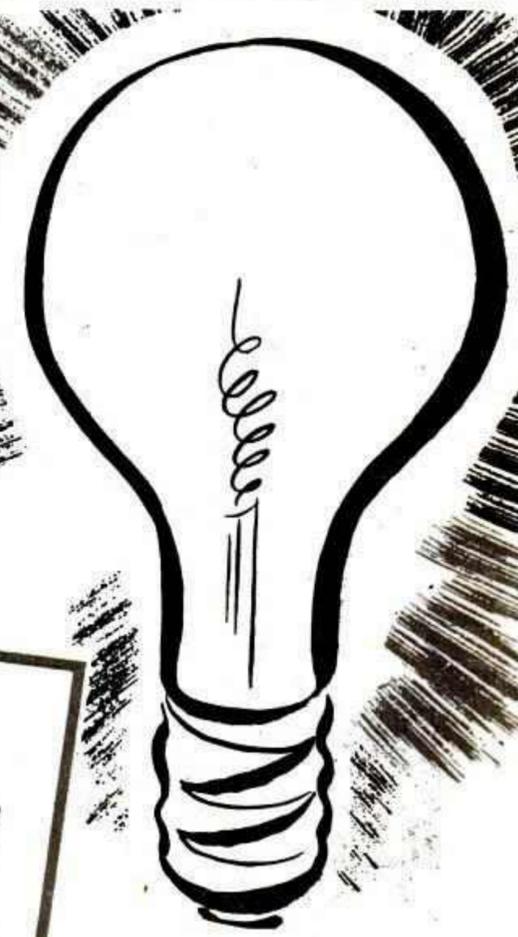
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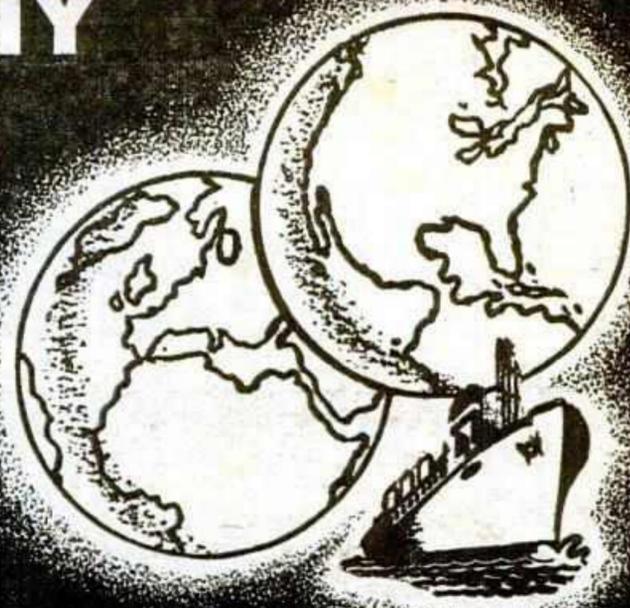
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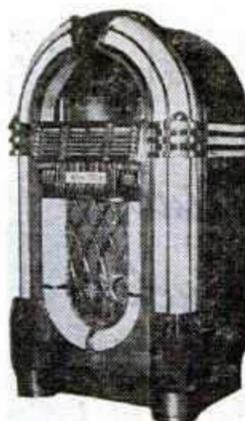
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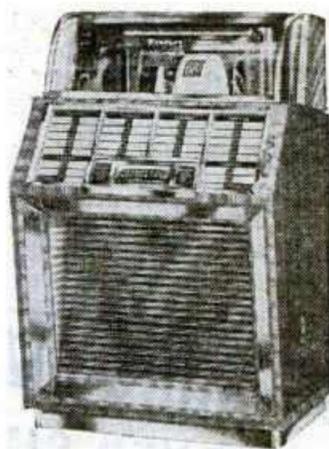
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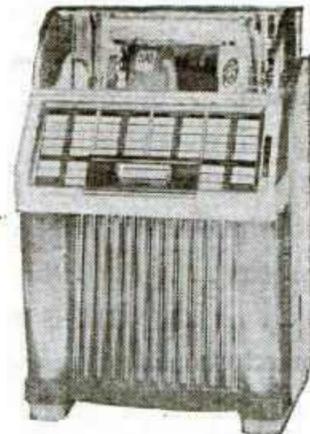
WURLITZER 1100
24 Selections
\$155



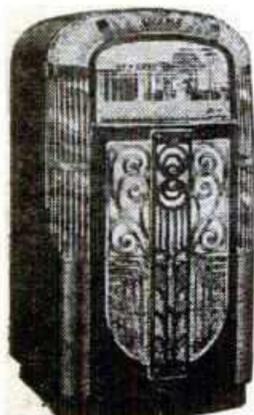
WURLITZER 1015
24 SELECTIONS
\$125



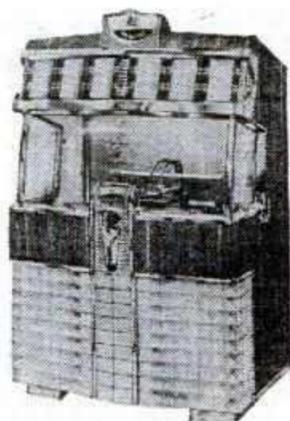
SEEBURG M-100 B
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SEEBURG M-100 C
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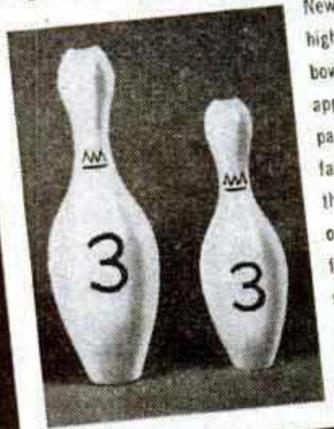
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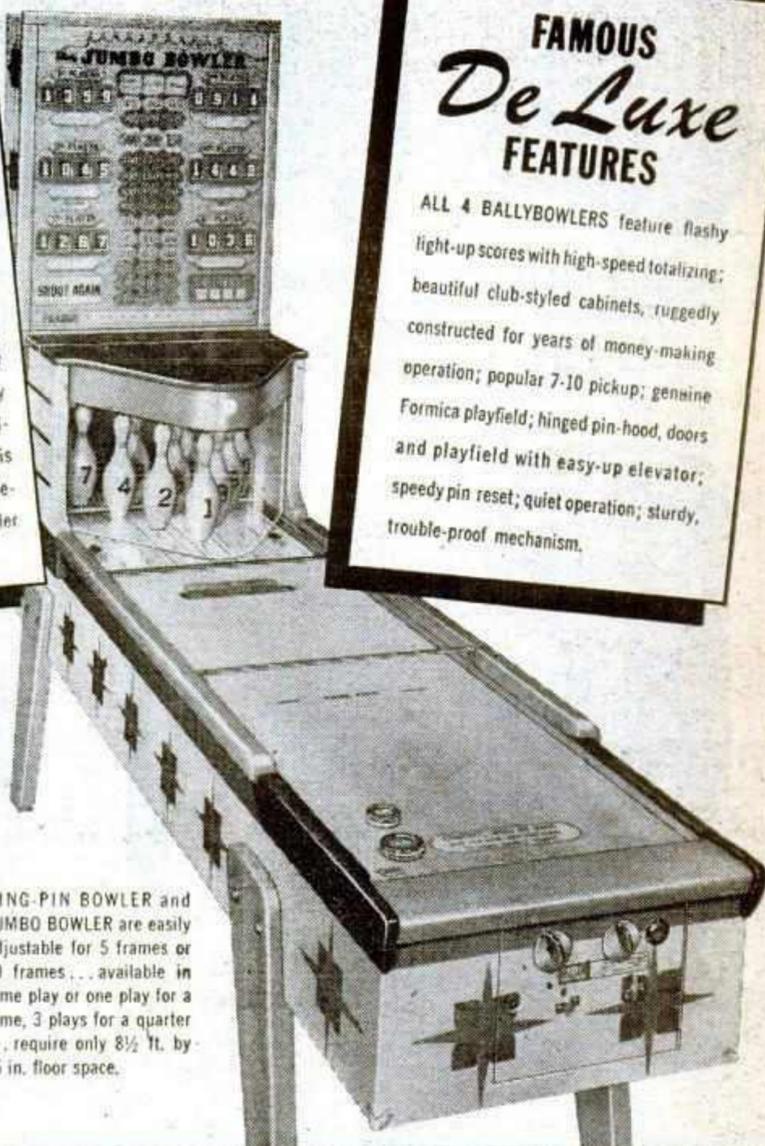


New KING-SIZE Pins
New OVER-SIZE Puck



New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.

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WITH MATCH-SCORE FEATURES
Congress bowler

JUMBO BOWLER

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PLAYERS SCORE

2 2 8

1ST TEAM

TEAM SCORE

5 4 3 5

2 TEAMS OF 5 PLAYERS CAN PLAY

Tally Sheet

2 TEAMS OF 10 PLAYERS CAN PLAY

1	2	3	4	5	6	7	8	9	10
X	X	X	O	-	X	X	/	/	XXX

CHICAGO COIN'S BOWLING-TEAM

PLAYERS SCORE

2 6 0

2ND TEAM

TEAM SCORE

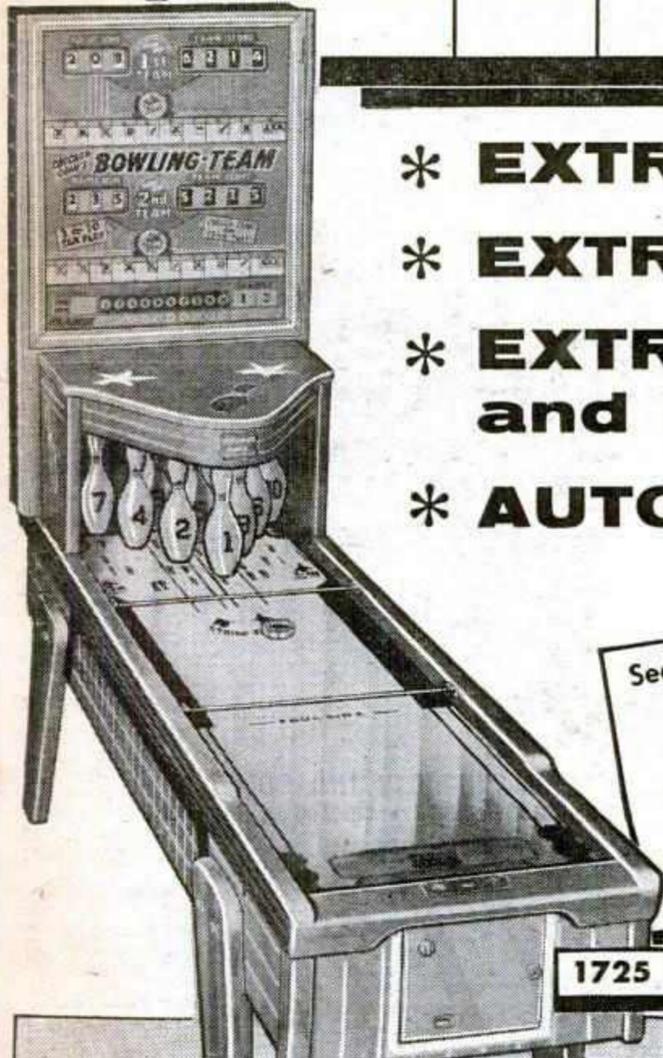
6 0 9 0

1 TO 20 CAN PLAY

Tally Sheet

CHOOSE SIDES FOR TEAM PLAY

1	2	3	4	5	6	7	8	9	10
/	X	O	X	/	-	X	X	X	XXX



- * EXTRA LARGE PINS!
- * EXTRA LARGE PUCK!
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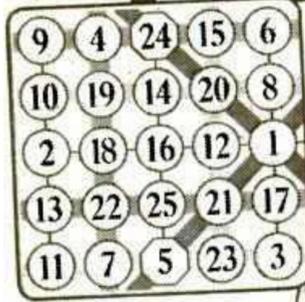
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BOOSTS 3-IN-LINE
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SELECT-A-SPOT
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SCORE 100 OR 300
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EXTRA-BALLS

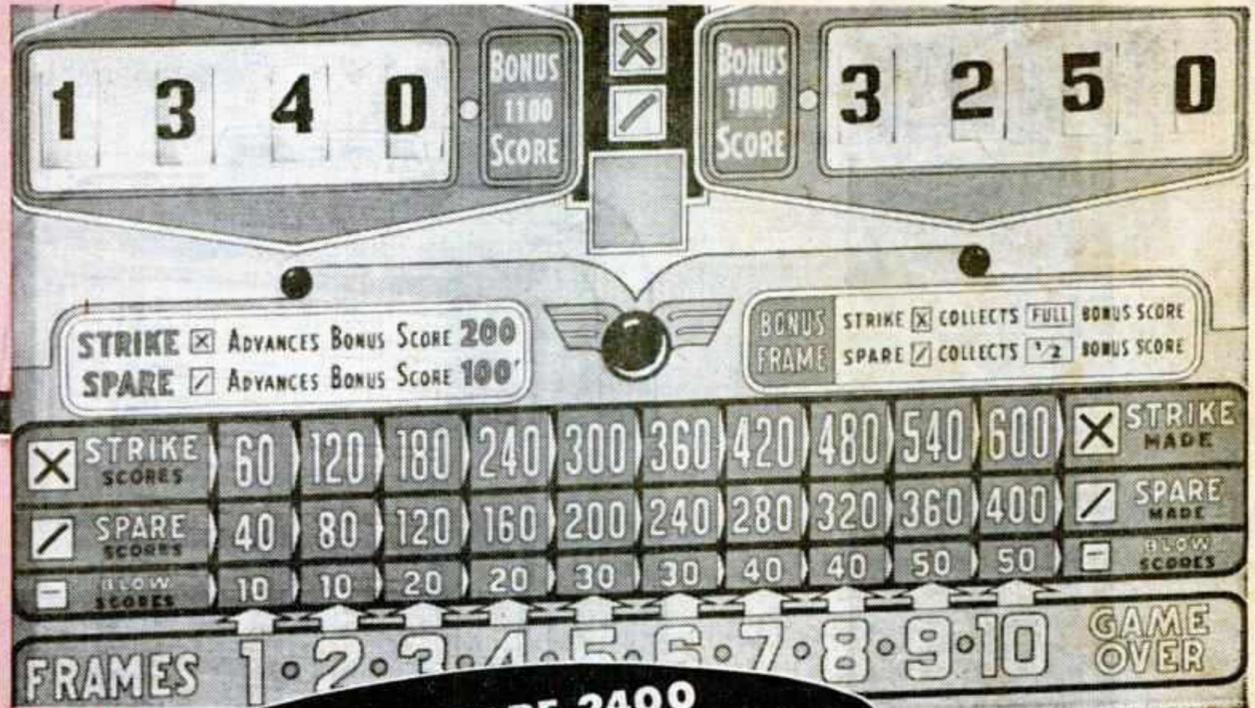
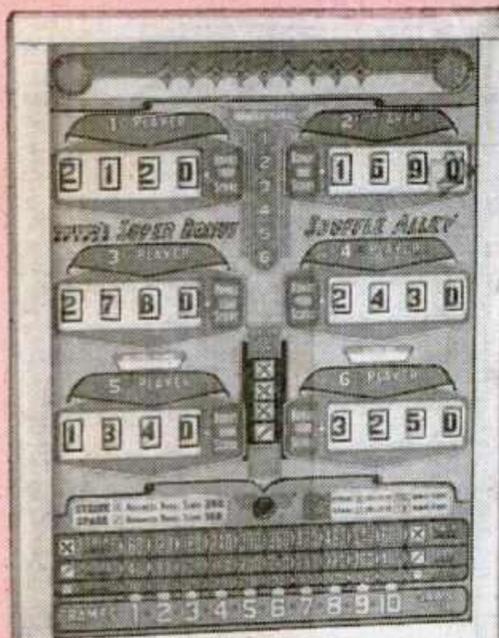
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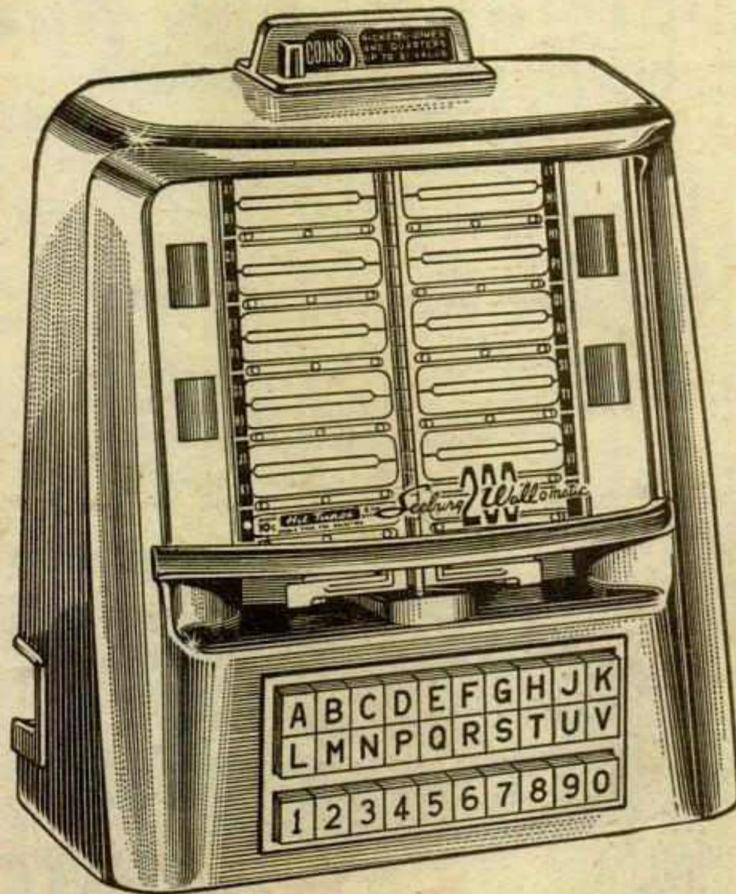
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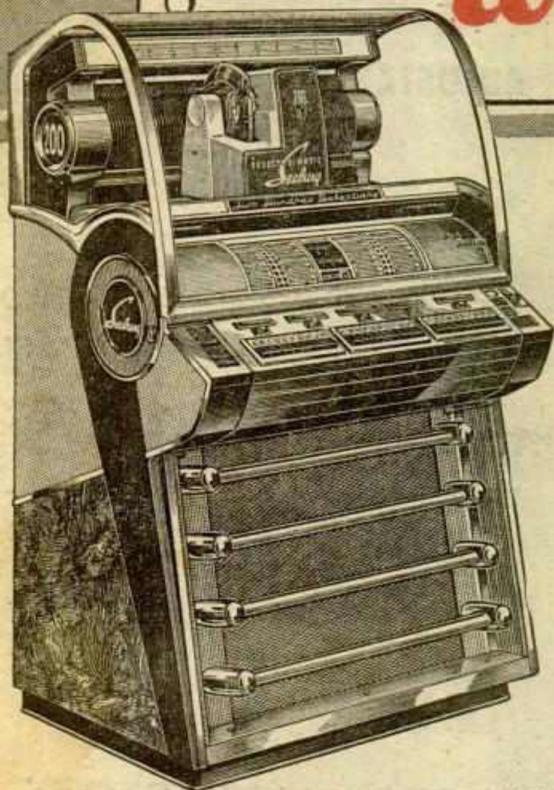
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