

# The Billboard

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## Old Steam Calliope Is Wheezing Again

It's Been 100 Fading Years, But Interest Revives; Teens, Others Ask, What Is It?

By TOM PARKINSON

CHICAGO, Oct. 15.—The vanishing steam calliope, one of the symbols and signatures of show business, is celebrating its centennial season to the accompaniment of renewed interest.

There are mighty few of the old steam pianos in existence, fewer in operation and next to none available to would-be renters and buyers. Many people have been looking for steam calliopes in recent months. They may have almost anything in mind—anything from hallyhoo for a PTA carnival or tented revival meeting to a new sound for a recording session.

But while inquiries coming to The Billboard about the monsters show a slight increase, there is as much confusion as ever about just what a steam calliope really is. Usual procedure is for it to be confused with either an air calliope or a band organ, which are quite different instruments or machines. Script for a recent radio program was typical.

### Calliope Pitfall

The program had the sound of a steam calliope on a record and successfully got past the air calliope pitfall. But it went on to say that a later program would bring the sound of a Carousel organ "such as was used on all the old river boats."

Actually, it was the steam calliope which was as much a fixture on river boats, especially showboats, as it was on circuses. The mix-up is between this and the mechanical band organ, the complex mechanism that produces what most people identify as Merry-Go-Round music. Band organs are as rare as calliopes, but have little else in common.

It was in October, 1855, that J. C. Stoddard, Worcester, Mass., churchman and tinkerer, was issued a U. S. patent for the steam piano he named calliope. The instrument used a set of tuned whistles over a steam chamber and activated by a keyboard.

It was a not-so-surprising development of the time, in view of the prominence of trains and railroad building at that time. And

## GOP to Annex Steam Piano?

CHICAGO, Oct. 15.—Coming political season will give the GOP a good chance to annex the steam calliope as well as the elephant, as a symbol.

First public appearance of a steam calliope was at a political rally for John C. Fremont, whom some historians count as the first candidate of what is now the Republican Party. That was on the Fourth of July, 1856.

Now, 100 years after the invention of the calliope, comes another election year, and with it the opening for the Republicans to let off steam again.

But they will have to wrestle with Harry Truman. He tangled the situation by having a steam calliope in his inaugural parade in 1948.

Stoddard figured it would be a natural thing to mount a calliope on each locomotive so it could blow a tune instead of a raucous warning whistle. That didn't take and neither did some of his other ideas about the thing. But he got some angels, who shortly did him out of his share of the company, and they peddled a good number of calliopes.

### Basic Research

Several persons have looked carefully and sharply into calliope history. Alex P. Clark did the basic research and is still looked upon as best informed. Robert Loeffler's searching has filled in some vital blanks and added much detail. People like elephant trainer W. H. Woodcock and George Chindahl, historian of the Circus Fans' Association, have contributed.

Richard Conover's ceaseless prowling of old files and records turned up a lead that even throws doubt on Stoddard's originality. But none of these or other experts has been able to find who built calliopes between the time Stoddard's outfit folded and two others cropped up in the Middle West.

The known latter-day makers were the Thomas J. Nichol Company, of Cincinnati, and the George Kratz firm at Evansville, Ind. Both river towns put calliope factories close to boat business and major circus centers.

Circuses first had steamers in  
*(Continued on page 50)*

## POPULAR MUSIC MAY DUST OFF ORCHESTRIONS

NEW YORK, Oct. 15.—The old-time orchestration—a mechanical band machine similar to the player-piano but featuring robot-controlled rhythms on several instruments—may be the new "sleeper-sound" in the popular record field.

Cleveland disk jockey Bill Randle (WERE) started it all recently when he aired a special dubbing from the sound track of the Jack Webb movie, "Pete Kelly's Blues," spotlighting a razz-ma-tazz version of the old song, "I Never Knew," played by an orchestration.

Audience reaction to the dub (featured in a climactic gang-war scene in the film) reportedly was so enthusiastic that the industry this week broke out in a rash of orchestration-styled waxings of the time.

Mercury cut it with Jan August (simulating the orchestration sound with a calliope, bass drums and "out of tune" piano combination called a "clarinola") and Dot recorded it with Johnny Maddox. Decca may also record it with Crazy Otto, and Coral is mulling a vocal version with Teresa Brewer.

However, there is a big "if" in the release future of the Maddox disk. The orchestration sound is on the weird side with a honky-tonk flavor and the weary pacing of a run-down Merry-Go-Round. Con-

*(Continued on page 16)*

## Laborers in the TV Field Not Reaping Rich Money Crop

Video Pays Well, Opportunity Fine, But Medium Far From Dollar Wild

By JACK SINGER

NEW YORK, Oct. 15.—The steady bombardment of newspaper reports on the staggering sums of money TV performers earn have left their mark on the American public—and on TV industry personnel as well.

The widespread publicity given such stories as Jackie Gleason's "\$10,000,000" deal with Buick, Mary Martin's \$125,000 one-shot "Peter Pan" performance and other items in a similar vein have naturally left most Americans boggled.

### 64C Loot

Now the public is being treated to the "\$64,000 Question," the best demonstration yet of what to them must seem like an utterly mad and compulsive desire on the part of television to give vast sums of money away.

It's small wonder, therefore, that non-industryites assume that anyone who works in the television industry above the mail room-receptionist level ipso facto earns enough money to buy a yacht or two every other year.

But to what extent is this assumption correct? What, actually, are the salary scales of that vast army of employees who work in the offices of the networks, stations and allied concerns that make

up the big business side of television? What opportunities does someone bent on a television career have of breaking into the industry? In what areas of television are these opportunities greatest? How secure are jobs in the television industry? These are questions that won't be asked on the "\$64,000 Question" program, but interest in them on the part of the public has reached razor-sharp proportions nevertheless.

### Specialists' Report

Specialists in television personnel placement in New York City are in general agreement on many points. According to two of these specialists, Elizabeth Beckjordan of Personnel Associates and Joan Sinclair of Walter Lowen, TV offers greater opportunities than any other industry for rapid advancement to well paying jobs.

Generally speaking, video salaries, tho far from fabulous, are higher than salaries for comparable positions in other industries. For example, it's not unusual, Miss Sinclair maintains, for good secretaries in television to earn over \$100 a week after a few years of experience, tho such salaries call for more than mere ability to type and take shorthand. An attractive personality and ability to handle people are among the other prime requisites.

### Agency Pay

Within the industry, advertising agencies generally pay higher salaries than do the networks for similar work. Network experience, however, is a valuable asset.

Tho there are no jobs in television that ever really go begging, in some types of work it's easier to obtain jobs than in others, at least so far as New York is concerned. All well paying jobs, however, require a certain amount of experience, for television is a field of specialists.

There is a constant and steady demand, for instance, for qualified time and program salesmen at the networks, stations, program package firms and station representatives, according to both Miss Beckjordan and Miss Sinclair. They claim that TV selling jobs  
*(Continued on page 3)*

## You're Better Off Out of N.Y.

NEW YORK, Oct. 15.—Personnel specialists deplore the widespread belief on the part of many young people that only by working in New York can they build successful television careers for themselves.

Out-of-town TV affords greater opportunities for most to establish more secure, well-paying and satisfying TV careers, they say.

While New York salaries are often higher, the hectic pace, the tension, the keen competition for jobs and relative insecurity of atmosphere can make life for TV executives here a less happy one than for executives out of town.

## NEWS OF THE WEEK

### Researchers Study Sales Versus Ratings as Key to TV Success . . .

Sales impact, not ratings, are liable to be the most important key to TV success, if studies now being made by the Gallup-Robinson research firm for its clients work out. . . . [Page 2](#)

### Coin-Operated Pool Hottest New Item in Amusement Games . . .

Currently the most popular sales item in the coin-operated amusement games field, miniature pool games, are moving into taverns, bowling alleys and other locations thruout the country. The pool games may be the biggest bonanza to the industry since shuffle bowling games came onto the scene. . . . [Page 72](#)

### Nation's Top Disk Artists On Stage at Operator Banquets . . .

Two music operator associations staged annual banquets this week, one at the Waldorf-Astoria, pulling a crowd of over 1,000, the other at a suburban country club outside of Chicago, and at both recording artists by the dozens were on hand to make them shows of shows. . . . [Page 73](#)

### Hinterland Disk Shops Winning Back Customers From Discounters . . .

Record shops in towns and cities outside of the metropolitan price-cutting belt are winning their old customers back. The 1955 LP price reductions and broader inventories carried by most dealers are factors; also heavy company advertising and increasingly attractive package covers. . . . [Page 16](#)

### McCann-Erickson Aims for Number One Billings Slot With Coca-Cola . . .

The acquisition of the Coca-Cola business by McCann-Erickson puts that agency squarely in the fight for top position among the big agencies of America. Coca-Cola will mean 12 to 15 millions of dollars in 1956 for McCann. . . . [Page 2](#)

### Exposure Pattern Changes in Pop Disk Field; Hits Build Slower . . .

The "exposure" pattern for pop records has changed, as compared to several years ago. Much more time is now required for records to build into hit status. Factors entering into this over-all pattern include the uncertain sales power of top artists on major labels; greater exposure given by disk jockeys to new artists, and the policy of record manufacturers to release many "cover" and simultaneous versions of songs. . . . [Page 17](#)

### Fire Destroys Seaside Park at Virginia Beach; Will Rebuild . . .

A \$250,000 fire virtually wiped out Seaside Park, Virginia Beach, Va., Tuesday (11). Plans are already under way to rebuild the funspot. Replacement cost is estimated at around \$300,000. . . . [Page 56](#)

### Texas State Fair Attendance Over Last Year's Figures on 1st Week . . .

At the end of its first seven full days, the State Fair of Texas, Dallas, had pulled 838,720, compared to 762,497 last year. An added prevue night helped to up the gate. Featured "Pajama Game," "Ice Capades" and Joie Chitwood thrill show pulled good turnouts. . . . [Page 49](#)

### DEPARTMENTS AND FEATURES

Amusement Games . . . 82	Merchandise . . . 66
Burlesque . . . 48	Music . . . 16
Carnival . . . 57	Music Charts . . . 26
Circus . . . 64	Music Machines . . . 73
Classified Ads . . . 70	Parks & Pools . . . 56
Coin Machines . . . 72	Pipes . . . 67
Coin Machine Market . . . 84	Radio . . . 16
Convention Events . . . 68	Review Digest . . . 15
Drive-In Theaters . . . 63	Shows . . . 63
Fairs & Expositions . . . 54	Roadshow Repertoire . . . 63
Final Curtain . . . 49	Routes . . . 51
General Outdoor . . . 49	Television . . . 2
Honor Roll of Hits . . . 26	TV Film . . . 8
Legitimate . . . 15	TV Reviews . . . 13
Letter List . . . 69	Vending Machines . . . 78
Magic . . . 48	

## GALLUP CALLED ON

# Sales Impact Polls May Be Key TV Evaluating Factor

NEW YORK, Oct. 15. — Sales impact instead of ratings is expected to be the key factor in the success or failure of TV shows of the future. Sponsors and their agencies have been casting about for many years for ways and means of measuring sales impact. This year the Gallup-Robinson research organization is undertaking the task for its clients. The research firm is headed by Dr. George Gallup.

Gallup is expected to poll consumers as to the reasons why they buy products initially, why they repeat their purchases and what influence TV has had on their buying. These are but a few of the questions in his depth survey of sales impact. The study is not expected to furnish any definitive answers. It is, however, expected to provide a beginning in the measurement of sales impact, with polling techniques to be refined as more and more is learned.

The Gallup study differs from Dr. Ernest Dichter's motivational studies in that it will involve personal interviews of consumers.

There were some facts furnished by the NBC-Hofstra study which are considered to be of value in measuring sales impact, but much more research is needed in this virtually unexplored field. But in this day and age of multi-million dollar purchases of network TV time and programming, it is vital that companies and their officers have some material with which to face their stockholders to justify such purchases.

And, of course, it is also recognized that high ratings do not always mean good sales. The classic example is the Philip Morris' sponsorship of "I Love Lucy." While the show was the highest rated in the medium, the sales of the company progressed continually downward. "Masquerade Party" is an example of a fairly low rated show which has done a whale of a selling job for one of its clients, Esquire boot polish. And so it is obvious that more must be learned as to the factors surrounding the sell that a show has.

An agency such as Young & Rubicam has for seven years looked for a case history it can use to test the sell of TV. It has, however, come to the conclusion

that there are too many correlative factors which surround the buying of a product to be able to ascertain whether the medium has caused the purchase. All that Y.&R. tells its clients is that TV provides a great opportunity to sell, but that the quality of the program, the time period used, the strength of the commercial and the worth of the product all are factors in creating the desire to purchase.

Such an agency as Weiss & Geller, Chicago, has a different point of view. It concerns itself with the controversial question of motivation research as a means of learning what makes consumers

buy products. This approach, of course, is also used for clients who use TV. Its main stress seems to be on learning the subconscious reasons which create buying needs in all of us.

### Color Lurking

Since TV has become for a large number of corporations their major advertising expenditure — and since the outlook is that they will continue to spend more and more money on the medium in the future what with color lurking around the corner—the obvious conclusion is that they will continue in their quest to learn what influence TV has on sales. The Gallup Robinson surveys may be a major step.

# Clearance Problem Still Plagues ABC

NEW YORK, Oct. 15.—The extent to which ABC-TV is still plagued by the problem of station clearance in key 2-VHF station

markets was underscored by the network in its petition to the FCC last week on revising TV channel allocations.

## WRITERS!

### Kraft Offers 50G for Its Best Script

NEW YORK, Oct. 15. — Kraft Foods this week dangled a \$50,000 carrot in front of TV writers. The sponsor has organized a script contest that will award \$50,000 to the writer of the best original televised on the program from November 17 to October 31, 1956. Judges are Helen Hayes, Maxwell Anderson and critic Walter Kerr.

At the end of every 13-week period plays will be selected for consideration at the year's end. Rights to the prize-winning script remain with the writer. In addition to giving recognition to writing on its show, the award will also help considerably toward bettering the level of the scripts submitted to the show. It is televised Wednesdays 9-10 p.m. over NBC-TV.

Of 23 ABC-TV programs it was airing during July of this year, the largest number it got into any of the 15 top 2-VHF station markets was 18 programs. In most of these markets it cleared less than half its shows.

In Boston it cleared 13 of the 23 programs; in St. Louis, 11; Indianapolis, 16; Buffalo, 10; Louisville, 3; Houston, 18; Dayton, 6; Syracuse, 8; Memphis, 15; Birmingham, 13; Omaha, 11; Rochester, N. Y., 6; Oklahoma City, 7; San Diego, 13; San Antonio, 14. Many of the shows it got into these markets were aired on a delayed basis and many were aired in other than Class A time.

In four of these markets—Boston, St. Louis, Buffalo and Oklahoma City—the network has available to it UHF stations. However, set conversions in all four of these markets is under the 50 per cent mark.

In 12 of these 15 markets, both NBC and CBS have basic affiliation agreements with the existing VHF stations, which enables them to clear these markets for their advertisers with ease. In these 12 markets, ABC was able to clear only an average of 9.6 programs per market of the 23 it was airing.

## BANKROLLERS' BAROMETER

# R. J. REYNOLDS' SMOKE GETS IN KIDDIES' EYES

Among the key questions in the buying and selling of TV programming is whether a sponsor will reach the kind of audience he hopes will buy his product. How shows are doing for their bankrollers may be seen each week in the audience composition studies of The Billboard's TV Program and Time-Buying Guide, which begins this issue on Page 10.

One of the more interesting comparisons is how two competing tobacco companies are faring. The ARB Audience Composition Studies, which this week focus on network situation comedies, indicate that in September the American Tobacco Company did very well indeed, while R. J. Reynolds was doing best with the wrong segment of the TV audience.

"Private Secretary," airing for American Tobacco, not only led all other network situation comedies in terms of rating, but also ran No. 1 in popularity among women, and second in popularity among men.

With children, who are not potential customers for the sponsor's product, the show dropped to seventh position.

On the other hand, R. J. Reynolds' "Topper" ranked as the most popular of all web situation comedies among children. But the show failed to make the top 10 either in ratings or popularity among men or women.

Another chart feature this week covers the popularity of all network shows, of whatever type, among men viewers. This feature also has a great deal of significant information in it, such as the fine job being done for the sponsoring Dodge Motors by the relatively low-budgeted Lawrence Welk show and "Break the Bank." In competition with the highest priced TV shows on the air, the two stanzas wound up tied for fifth position in popularity among men viewers, who usually are the ones to make the decisions when it comes to buying a car. Of the four shows above them, three provided coverage of boxing.

## ON THE SLY

# Capra's Been Making Vidfilms Since 1952

HOLLYWOOD, Oct. 15. — TV has its own version of Los Alamos—Frank Capra, who has been making vidfilm for the American Telephone & Telegraph Company since 1952 sans publicity and fanfare. Three hour-long vidfilm shows in the series have already been completed, and pieces of another four shows are also ready.

These programs are designed to be AT&T's spectaculars of the season of 1956-57. They will be occasionally programmed during that season in whatever time period the sponsor buys for "Passing Parade," its other property, and the half hour before or after "Parade." The programs concern themselves with science and science fiction. There are several staffers in the New York office of the N. W. Ayer agency who furnish Capra with literary material which can be adapted to TV use if he so desires.

But few at the Ayer agency have seen the vidfilms that Capra has

produced. Even Jim Hanna, head of the radio and TV department there, hasn't seen them.

Capra was a professor at the California Institute of Technology when he was hired by AT&T. Capra, of course, won several Academy Awards for his film direction.

# Bing Bows Out Of CBS Drama

HOLLYWOOD, Oct. 15. — The deal for Bing Crosby to star in a filmed version of Maxwell Anderson's "High Tor" as part of the Saturday night special series has reportedly broken down. CBS-TV, according to the trade, has asked Eddie Fisher to replace him.

Fisher is on NBC for Coca-Cola, but such a deal could be worked out if he accepts the offer. The reason for Crosby's exit from "High Tor" is not known, but he has been rather reluctant to appear on TV in the past, tho he has made infrequent appearances.

# Curtiss Candy Gets 'Rangers'

CHICAGO, Oct. 15. — Curtiss Candy will make its bow on network TV on October 29 as co-sponsor of "Tales of the Texas Rangers." Thru the C. L. Miller Agency here it bought half the show from General Mills, which uses the Screen Gems series to plug its Kix and Trix. "Rangers" is on CBS-TV, Saturday, 11:30 a.m.-noon.

# McCann Gets \$15 Mil. Coke Billings, Adds Swift's \$4 Mil.

NEW YORK, Oct. 15. — With the switch of the Coca-Cola business from the D'Arcy agency to McCann-Erickson next year, a new advertising behemoth is arising to challenge the domination of the traditional leaders — J. Walter Thompson, Young & Rubicam and Batten, Barton, Durstine & Osborn. Next year McCann will add another \$12 to \$15,000,000 of Coca-Cola billings, much of which will be in co-operative funds, to its already lush coffers. And it has also picked up another \$4,000,000 in business from Swift & Company, advertising formerly handled by J. Walter Thompson.

Billing figures for 1954 see J. Walter Thompson in first position with \$185,000,000. Y. & R. right behind with \$160,000,000, BBD&O in third position with \$148,000,000 and McCann in fourth with \$133,000,000. The other agencies in the first 10 for that year were N. W. Ayer, \$87,000,000, Foote, Cone & Belding with \$77,000,000, Benton & Bowles with \$57,000,000, Leo Burnett with \$55,00,000, Kenyon

& Eckhardt with \$51,000,000 and Grant & Dancer tied for ninth spot with \$50,000,000.

Most of these agencies have improved their billings at least 5 per cent because advertisers, in an expanding economy, are spending more money this year on media. McCann claims it will bill \$180,000,000 alone this year. But in some cases agencies have been hurt badly. Foote, Cone & Belding lost an estimated \$15,000,000 in billings when Frigidaire shifted its business to Kudner. On the plus side, Benton & Bowles has picked up between \$12 and \$15,000,000 in business this year, the main bulk of it coming from Studebaker.

Another agency that has made notable strides this year is Leo Burnett, which has come out of nowhere in the last several years to become an important factor in the business. Its most recent acquisition is the Pabst business from Warwick & Legler which should add about another \$6,000,000 in billings.

Both Coca-Cola and Pabst shifted agencies because both

companies have had sales problems. Now under a new topper, Coca-Cola has been marking time in the soft drink field while Pepsi-Cola has moved in and taken over some of its market. In Chicago, for example, it is reported that more Pepsi is sold than Coca-Cola.

The shift of agencies will undoubtedly mean that Coca-Cola will become a big factor in network TV next year. Its only network show currently is Eddie Fisher, who is certain to stay on thru this season. But the soft drink product will undoubtedly be in the market for spectaculars and for other prestige programming that can produce sales.

The Pabst problem is a more difficult one. The sales of beer have been diminishing recently, and the position of Pabst has been a disquieting one in an industry where even such a giant as Budweiser has been badly hurt. The Pabst fights on TV have done a job for the client, but perhaps the entire sales strategy must be re-planned if new customers are to be made for the product.

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# Du M Split Creates Ownership Combine

NEW YORK, Oct. 15.—An important station-owning combine has been formed as a result of the spin-off this week of the Du Mont Broadcasting Corporation from the Du Mont Laboratories. Headed by Bernard Goodwin, a Paramount exec, and firmly in control of Paramount Pictures, the new broadcasting company will very likely have a bankroll of at least \$7,500,000 with which it can go shopping for TV and radio station properties.

The money will be raised by selling 1,500,000 shares of stock to Du Mont stockholders and other stock buyers at an estimated price of \$5 per share. Du Mont stockholders will be given 1,000,000 shares in the new corporation. Its assets are Station WABD, here; WTTG, Washington; an application before the Federal Communications Commission for a channel in Boston, and ownership of the Telecenter here. Eventually Paramount's KTLA, Los Angeles, is bound to merge with the other Du Mont stations.

When KTLA merges, of course, there will be an exchange of stock, and Paramount will increase its 26 per cent control of Du Mont Broadcasting considerably. And when Paramount goes into production, it will have at least three stations on which it can slot its product.

In the five months that WABD and WTTG have been operating under the control of Ted Cott, newly appointed veepee of the corporation, they have steadily in-

creased their billings and now are estimated to be in the black. WTTG has had a 42.9 per cent hike in business, and WABD an 84 per cent bettering of its financial position.

Cott attributed this to the development of similar programming attractions, the joint buying of films, the addition of network programming in Washington and an over-all strengthening of both stations' operations. Ted Bergman has been named to head up the Electronic division of the Du Mont Labs.

## NBC Web Segs Due from Chi.

CHICAGO, Oct. 15.—Network TV will come alive once again here as far as NBC is concerned when it begins originating one show a week of its "Today," "Home," an "Tonight" trinity early in 1956. The network is plagued by a shortage of facilities and consequently is taking advantage of unused production space.

Meanwhile reports are originating here that ABC's "Super Circus" will move to New York after December 18 when Mary Hartline's contract expires.

## Screencraft Gets 'Pandit'

NEW YORK, Oct. 15.—Screencraft Pictures has taken over Louis Snader's "Korla Pandit" 15-minute musical stanza for distribution on the East Coast.

The stanza, which is being sold in the Midwest by Jack Russell Associates and on the West Coast by Snader, has 13 episodes in the can thus far.

The Pandit show is the second syndication property in the Screencraft stable. Its other series is "Judge Roy Bean."

## Nielsen Plans Media Study

NEW YORK, Oct. 15.—The largest media evaluation study of any kind ever made is in the works at A. C. Nielsen Company. Planned for spring, 1956, Nielsen this week began preparations for its second Nielsen Coverage Service report, which will show TV and radio set ownership and coverage by counties and markets throughout the nation.

The first NCS report was made in 1952, prior to the ending of the freeze on TV stations, and has long since been outdated. The project will take place about a year earlier than the trade had anticipated.

## Survey Charts Drop In Summer Viewers

NEW YORK, Oct. 15.—TV viewing definitely declines during the summer regardless of programming, according to a study just completed by Advertest Research. In a survey of 750 TV homes here, Advertest found that the average home used TV 4.3 hours during the summer as against 5.7 hours in the winter. Six out of every 10 respondents attributed the decrease in televiewing to the increase in the amount of time they spend out of doors.

This confirms the results of The Billboard's TV Editorial Advisory Board of last week. In that survey 133 out of 194 TV executives responding voted that TV viewing of necessity slackens during the summer regardless of programming.

According to Advertest's analy-

## UHF-ERS MAKE LAST-DITCH STAND

# Demand Open and Public Hearings Before FCC on Allocations Issue

WASHINGTON, Oct. 15.—UHFers, more than fifty strong, this week (14) made a last-ditch stand at the Federal Communications Commission against what they believe to be a railroading of their industry by the networks.

"We requested this meeting," Harold A. Thomas, owner of WISE-TV, Asheville, N. C., and chairman of the UHF Industry Coordinating Committee, told commissioners, "because of reports in the trade that the FCC, as a result of informal consultations with industry groups, is on the verge of taking action which will aggravate a grave industry problem." Thoms referred specifically to any commission action which would make future de-intermixture or any effective alternative remedies impossible.

The UHFers, in urging the FCC to hold open and public proceedings, were referring to the pro-VHF allocation plans submitted informally to the FCC by the Columbia Broadcasting System. In the telegram originally requesting a meeting with the commission,

Thoms asked for a fair hearing, "in all justice to UHFers, particularly since the views of the two largest network interests were invited by the commission." The views of the ABC network were also submitted informally at the FCC's invitation (The Billboard, October 15), but have since been filed in formal petition for rule-making at FCC.

### The CBS Plan

Unlike the ABC allocation proposals, which provide for a continuance of nationwide UHF service, the CBS two-part plan would eventually toll the death knell of the ultra-high band for television. CBS plan "A" to establish three competitive services in the top 100 markets in the country, is for drop-in V's and relaxed mileage intervals to broaden the VHF service in the present emergency. Part "B" of the proposal would add three channels to the VHF spectrum from another source, possibly the military. In the plan "A," UHF would survive at least in part—in plan "B," UHF would be eliminated.

The CBS timetable calls for establishment of plan "A," to be followed when practical, by plan "B."

Among the CBS comments guaranteed to bring the UHFers out fighting were these: "There is no solution for the present situation without hurting someone"; "UHF stations are not competitively equal to VHF stations." CBS bluntly says of the "inadequate number" of competing television services, "this is due principally to UHF difficulties."

### UHF Committee

The UHF Industry Committee plea to the commissioners emphasized the need for "open and public proceedings, with opportunity to be heard given to all." They add, "it is only in this way that problems that are most critical to the survival of many television stations throughout the country can be fairly resolved."

UHFers are reportedly unhappy over the recent speech of FCC Chairman McConaughy at an NARTB conference in Roanoke, Va. (13), in which he announced the commission's first priority would be "top-level" government conferences to obtain more V channels from non-television sources.

## TV'S NOT \$\$ WILD

# Promotions Good; Pay OK, But Not Fantastic

• Continued from page 1

can provide an income of about \$10,000 yearly within three years to those successful at it.

Other TV jobs where openings are available without there being too much qualified personnel are: Advertising and sales promotion writers, salaries for whom range between \$7,000 and \$10,000 per year after two or three years' experience.

Program directors and station managers for out-of-town stations, whose salaries vary greatly.

TV commercial copywriters, whose salaries range between \$10,000 and \$20,000 a year provided they have the right kind of experience.

Business managers with experience drawing up budgets for film production of shows and commercials, salaries ranging between \$9,000 and \$13,000 a year.

TV time buyers with five years of advertising agency experience, salaries ranging between \$10,000 and \$12,000 a year.

### N. Y. Toughest

Jobs that are most difficult to obtain in New York are in the areas of TV production and programming. Because of the recent and still continuing shift of the origination point of programming from New York to Hollywood and the withdrawal of the advertising agencies from the production of

programs, New York job openings in production are few and far between, and when they do occur, the number of qualified personnel seeking such jobs is staggering.

According to both Miss Sinclair and Miss Beckjordan, the widespread belief that important jobs in television are obtained and kept because of personal contacts in high places is false. While such contacts can be valuable in being considered for a job, thenceforth ability must be displayed to get and retain positions.

### On Your Own

Television today is so competitive and the stakes involved are so high that no firm can afford to have anyone in an important position who will not deliver.

So far as youngsters seeking to break into the field are concerned, there are two avenues open. Either one can start in an apprentice position, such as mail boy, in New York City at a network or agency TV department or start in a similar position with an out-of-town station. An education in television at one of the recognized schools offering training could be an asset, especially in obtaining better jobs with out-of-town stations. They generally provide better all-around experience than New York employment.

However, the task of getting a good job in New York soon is usually more difficult for someone who starts in an out-of-town station.

## Interstate TV Selling Reruns

NEW YORK, Oct. 15.—Interstate Television this week finalized its plans to begin marketing the two network rerun series, "Public Defender" and "I Married Joan," which it had been reported set to take over.

There are 69 episodes in the "Public Defender" series, which was aired last season on CBS-TV with Reed Hadley in the starring role. Hal Roach Jr. is the producer.

The "I Married Joan" series, starring Joan Davis, has 98 episodes available. The show was on NBC-TV last season.

# AMERICA'S 10<sup>TH</sup> TV MARKET



316,000 WATTS

## WGAL-TV LANCASTER, PENNA. NBC and CBS

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have \$5½ billion to spend each year—America's 10th TV Market.

STEINMAN STATION Clair McCollough, Pres.

Representatives: MEEKER TV, INC. New York, Los Angeles, Chicago, San Francisco



## ABC-TV Shifts Publicity Staff

NEW YORK, Oct. 15.—ABC-TV this week promoted Ernest Stern, its manager of publicity, to the new post of director of advertising, promotion and publicity for the Western division and hired Al Seton, its assistant manager of publicity, into the manager spot being vacated by Stern.

Other personnel shifts in the publicity-promotion set-up at the web saw Anthony Leighton promoted to assistant manager of publicity and Christie Barrie promoted to Leighton's former spot of photo editor. Seymour Vall also moved into the web from NBC Spot Sales as copy chief of the audience promotion department, Art Foley came into ABC as assistant photo editor and Alistair Wregg and Ralph Broitman joined ABC as presentation writers in the sales development and research department of the web.

## 'Zoo' Set for NBC Color

HOLLYWOOD, Oct. 15.—NBC-TV is adding "Zoo Parade" to its color sked for the 1955-'56 season. Web is expected to do one of the half-hour shows per month in color, starting in November.

Segments which will be seen in tint are those filmed in Africa by two of the web's camera units during the summer. Total of 53,000 feet shot is believed to give NBC the largest TV stockpile of African film.

## NBC Sets 'Impact' For Reserve Role

HOLLYWOOD, Oct. 15.—NBC-TV reportedly is readying "Impact," Al Simon-McCadden produced property, as its emergency reserve to be jumped into any time slot that becomes vacant due to sponsor cancellation this fall. Pilot of the show, which deals with human interest stories, was shot late last fall.



from the pages of the most popular book in the world...

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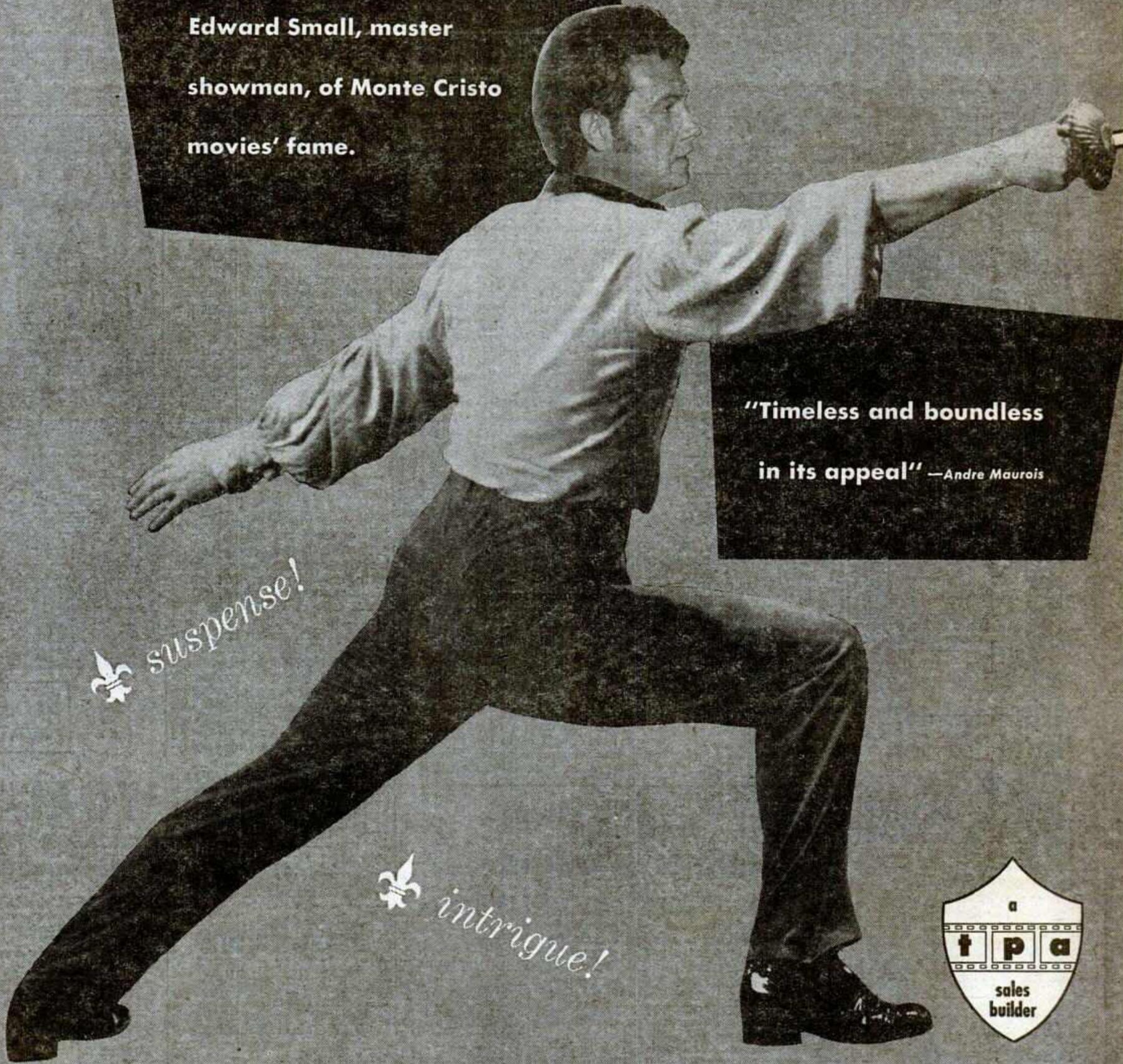
# THE COUNT OF

Produced for quality by Edward Small, master showman, of Monte Cristo movies' fame.

"Timeless and boundless in its appeal" —Andre Maurois

 *suspense!*

 *intrigue!*



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*starring*

**GEORGE DOLENZ**

*the coming idol of the TV screen*

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**FAITH DOMERGUE**

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# News in Brief

## NBC NEAR CLIENT FOR 'PROJECT 20' . . .

NBC-TV is on the verge of uncovering another sponsor to take over the bankrolling of "Project 20." Three of the nine teleumentaries were bought by Pontiac, which has, however, bowed out. The name of the new client is not known.

## TONI BUYS FINAL QUARTER OF COMO . . .

Toni this week closed out sales on the Perry Como show on NBC-TV. Other clients are Noxzema, International Cellulose and Dormeyer. Also this week, Standard Brands joined the parade of sponsors on NBC-TV's daytime Tennessee Ernie show. The Toni buy came on the heels of the good rating Como got against Jackie Gleason the second week of their competition.

## CBS GETS TWO NEW EMP CLIENTS . . .

Two more sponsors bought all 22 stations in CBS-TV's Extended Market Plan. Miles Laboratories bought the extra line-up for the Bob Crosby show and the Garry Moore show. Anheuser-Busch bought the complete EMP for the "Damon Runyon Theater." EMP stations are now carrying some or all of 46 CBS-TV shows for 40 sponsors.

## 'MATINEE THEATER' ON CLOSED LOOP . . .

NBC-TV made a special closed-circuit show Friday (14) to pitch its "NBC Matinee Theater," which bows October 31. The show went to the studios of 125 NBC-TV affiliates from 1-1:30 p.m., and was viewed by sponsor and agency executives.

## MIAMI UHF-ER WINS CONVERSIONS . . .

WGBS-TV, the UHF station in Miami, has achieved 83.4 per cent conversion, which is said to be at a rate of one every two minutes. There are now 250,381 UHF sets in the market.

## Brit. Set Count Raises Turmoil

LONDON, Oct. 15.—First viewing figures on the newly staged, Independent Television programs have thrown the trade into a turmoil. The widely used services of Television Audience Measurement put the number of sets capable of receiving the new channel as low as 169,000, against the expected 500,000. But Gallup Poll heartened advertisers with a firm figure of over 400,000 sets converted to ITV.

Whichever is correct, radio engineers are kept working at full pressure adapting sets, and with good press reaction to the programs, the feeling is that ITV's audience will increase enormously over the next few months. Meanwhile, advertisers are fighting shy of taking time in the morning programs.

On two days this week there were no plugs on Associated-Redifusion's 90-minute "Morning Magazine." But A-R's ad manager, George Laskey, is not unduly ruffled. They intend to keep the program afloat until the currently cagey advertisers can be wooed to take its (comparatively) cheap \$1,000 a minute time.

## Allen to Emsee NBC Vaude Seg

NEW YORK, Oct. 15.—Next spring Steve Allen will probably emcee a two-hour vaudeville show over NBC-TV on late Saturday nights. Allen is expected to be replaced Mondays on "Tonight" by Ernie Kovacs, who is close to being signed by the network.

Whether the show will be produced here or on the Coast is not

## Ziv Uses More Of East Talent

NEW YORK, Oct. 15.—Ziv-TV seems to be getting into a policy of using more and more East Coast talent for its West Coast production. Dick Dorso, manager of talent and program development here in New York, this week hired two Broadway and live TV stars, Sidney Blackmer and Maria Riva. Ziv flew them out to Hollywood for appearances before the camera at its studios there.

Dorso has bought quite a number of scripts from East Coast writers. Some of the writers previously associated only with live shows originating in New York who will get credits on Ziv film shows are Robert Howard Lindsay, David Davidson, Carey Wilbur and Bernard Wolf.

## Storer Case to Supreme Court

WASHINGTON, Oct. 15.—The Supreme Court this week agreed to review a lower court decision which in effect nullified the Federal Communications Commission's multiple ownership rule. The decision was won in February by the Storer Broadcasting Company, when a U. S. Court of Appeals tossed out the FCC's authority to deny Storer a hearing for a Miami station because the company already had its quota of five TV stations.

known, but it will probably originate in the East. The show obviously will be a fairly high-budgeted presentation and aimed at getting a mass audience, even at that late hour. It will probably be sold in participations.

## ADVISORY BOARD SURVEY:

# The Tops in Summer Replacement Shows



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

Last week we covered the TV Editorial Advisory Board's over-all reaction to the network programming of the summer just concluded. It was the consensus of the board that televiewing of necessity falls off during the summer, tho not so much toward the latter part of the evening. It was pointed out that many Western stations are under handicaps because of daylight saving time since it causes the top network shows to come in an hour earlier when the station is still fighting the sunshine.

It was further the consensus of the 200-odd board members voting that, while the general caliber of shows on the networks this summer was better than last year's, the programs by and large were not up to getting all the audience possible during the hot weather.

### What Were Bests?

This week we get down to cases. We asked the board what it considered the best summer replacements this year, and which if any it deemed worthy of running during the season.

On both points "The \$64,000 Question" was the show mentioned most. One board member associated with the show was among those who mentioned it in this respect. This is odd since in the strictest sense "\$64,000" was not a summer replacement. Tho it made its debut early in the summer, it was intended from the outset to stay on thru the season. Nobody ever said it was booked just for the hiatus.

This might account for the fact that it got many more votes as the best summer show than it got as a recommendation for in-season airing.

No other show got much more than half as many mentions as "\$64,000." Among the runners up, the Johnny Carson show was also labeled erroneously. It tied third as the best summer show and second as recommended for in-season airing. But Carson was slated for a year-round booking from the outset.

Among the true summer replacements, the three that drew the most mentions on both questions were "And Here's the Show," "Those Whiting Girls" and "America's Greatest Bands."

None of these three have to date actually aroused sponsor interest for in-season buys. The shows that did get a fall reprieve did not fare as well in this survey. "Ethel and Albert" which, after an in-season ride for Sunbeam, was this summer's replacement for "December Bride." Now it has been picked for fall viewing by Ralston-Purina. This show ran behind "Greatest Bands" for mentions as recommended for the fall. The Lawrence Welk show was given a summer tryout by Dodge, which has decided to continue it into the fall. Welk got only a few scattered votes in this survey. Against the board members who recommended

these shows stood 20 members who voted that none of the summer replacements was worthy of a fall reprieve. Another eight members said they didn't think any of the summer replacements they saw should have run even in the summer.

### Reruns Favorites

In last week's installment it was pointed out that 29 board members complained about an excess of film reruns on the network this summer. Note that seven members voted for reruns as their favorite summer replacements. There were also a number who said they were satisfied that there were fewer reruns on this summer.

There was a lot of music on the webs this summer, and outside of "\$64,000" and Carson, the top five replacements in this poll were heavy on music. Only one of the top 10 summer replacements was a new film series, "Those Whiting Girls." Eleven members voted for light summer versions of the sponsors' year-round vehicle as the best summer replacements, namely "Studio One Summer Theater" and the stock company productions of "Robert Montgomery Presents."

A dozen members made special mention of performers (rather than shows) who had big summer exposure. Jonathan Winters, star of "And Here's the Show," got six of these mentions. Also cited were Sam Levenson, Julius LaRosa, Ransom Sherman and Johnny Carson.

## HOW THEY VOTED

1. Of the summer replacements on the networks this year, which do you think was best?

Rank	Show	Mentions
1.	\$64,000 Question	39
2.	And Here's the Show	15
3.	Those Whiting Girls	11
3.	Johnny Carson	11
5.	America's Greatest Bands	10
6.	Music '55	8
7.	Frankie Laine	7
8.	Ethel and Albert	6
8.	Studio One, Summer Theater	6
10.	Windows	5
10.	Dunninger	5

2. Were there any new summer replacements on the networks this year that you would recommend for consideration as in-season shows?

Rank	Show	Mentions
1.	\$64,000 Question	27
2.	And Here's the Show	15
2.	Johnny Carson	15
4.	Those Whiting Girls	14
5.	America's Greatest Bands	12
6.	Ethel and Albert	10
7.	Dunninger	7
7.	Music '55	7
7.	Frankie Laine	7
10.	Windows	5
10.	Lawrence Welk	5
10.	TV's Top Tunes	5

## AGENCIES AND ADVERTISERS SAY . . .

EDWARD M. RAYNOLDS, director of research and media, LAMBERT PHARMACAL COMPANY, Jersey City, N. J.: "Our own show—the summer stock of Robert Montgomery (was the best summer replacement). I think TV has made a great mistake in not doing more with stock."

WILLIAM J. BREWER, radio and TV director, R. J. POTTS-CALKINS & HOLDEN, INC., Kansas City, Mo.: "Music '55,' altho of limited appeal, was an excellent vehicle, well executed. 'Undercurrent' and 'The Window' would make excellent replacements for some tired dramas."



SHEEHAN

JOHN R. SHEEHAN, vice-president and TV director, CUNNINGHAM & WALSH, New York: "General quality of many shows was improved. The trend seems upward and seemed to indicate that 1956 might be better than '55. Let's hope so, for everyone's sake."

S. LAWRENCE ROTHMAN, TV director, S. LAWRENCE ROTHMAN ADVERTISING, Pittsburgh: "The lethargy of summer radio listening has worked its way into TV viewing!"

LANSING B. LINDQUIST, vice-president, KETCHUM, MACLEOD & GROVE, Pittsburgh: "Some important 'think-pieces' like NBC's Pablo Casals interview, the spectaculars, especially 'Four Poster,' 'Wide, Wide World' and CBS' 'Search' lifted it definitely higher. Seems to me this has been an off-season for 'replacements,' per se. I can't think of a one that I thought was worth retaining, other than the above-mentioned programs."

PRODUCERS AND DISTRIBUTORS SAY . . . WALTER SCHWIMMER, president, WALTER

SCHWIMMER COMPANY, Chicago: "Actually, it is our belief that network advertisers should test new syndicated film shows in prime summer hours."

BERT L. COLEMAN, associate editor, UNITED PRESS-MOVIE-TONE NEWS, New York: "On the whole there were more new shows, less reruns and more interest created by the wider selection of new shows and new talent."

HERMAN FIALKOFF, HERMAN FIALKOFF THEATRICAL AGENCY, New York: "I will say that the only bright spot in TV this summer was the '\$64,000 Question'—that did more than any other factor to bring the viewer back to his TV set."

## STATIONS SAY . . .



PARKIN

ROD PARKIN, director of promotion, KUTV, Salt Lake City: "Variety shows with a combination of new and old faces seem to be what the public enjoys. There were some good shows along these lines but still too many reruns."

J. MICHAEL BAISCH, general manager, WREX-TV, Rockford, Ill.: "The '\$64,000 Question' proved beyond a shadow of a doubt it's the program that counts—not the season. (Also) Sam Levenson has ability that goes wasted during the normal season. Excellent comments on his performance on "Two for the Money."

JACK GILBERT, station manager, KHOL, Holdrege, Neb.: "An effort was made to try new shows, new techniques, new starts and formats, some of which may come off."



BAISCH

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CBS-TV's

# GUNSMOKE

STARRING JAMES ARNESS AS "MATT DILLON"

PRODUCED AND DIRECTED BY CHARLES MARQUIS WARREN



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ARB Audience Composition Studies

## • Top Adventure Programs

FOR SEPTEMBER		
Rank	Show & Web	Rate
1.	Gunsmoke, CBS	27.2
2.	Big Town, NBC	20.1
3.	Lassie, CBS	19.9
4.	Roy Rogers, NBC	16.7
5.	Wyatt Earp, ABC	16.2

AMONG MEN		
Rank	Show & Web	Men Per Set
1.	Gunsmoke, CBS	.97
2.	Wyatt Earp, ABC	.94
3.	Big Town, NBC	.85
4.	Captain Gallant, NBC	.6
4.	Lassie, CBS	

AMONG WOMEN		
Rank	Show & Web	Women Per Set
1.	Gunsmoke, CBS	1.08
2.	Big Town, NBC	1.01
3.	Wyatt Earp, ABC	.96
4.	Lassie, CBS	.95
5.	Roy Rogers, NBC	.74

Filmed in Hollywood for CBS-TV by

## FILMASTERS PRODUCTIONS, INC.

650 No. Bronson, Hollywood, Calif. Robert Stabler, Pres.

## NO SLACK IN REPEATS

## 'Disneyland' Proves Pulling Power Holds on Triple Run

By JACK SINGER

NEW YORK, Oct. 15.—A popular network television program can be repeated not only once but twice without any drastic fall-off in audience pulling power, according to evidence provided by a study of the Nielsen ratings of ABC-TV's "Disneyland" show, 11 episodes of which were aired three times during the 1954-'55 season.

To what extent network television will adopt a three-run policy on its shows is still wide open to question. However, it wasn't too long ago that advertisers and networks questioned the wisdom of airing second-run shows, a policy that now has been generally adopted by the industry as a result of rating reports pointing up the strength of reruns.

## Cost Factor

With television costs steadily soaring to new heights, a policy of rerunning some episodes more than once could well come into more general usage as a means of cutting down the weekly costs of network TV advertising. ABC-TV is already doing exactly that with its second Disney stanza, "Mickey Mouse Club," which will consist of 52 weeks of programming—20 weeks first run, 20 weeks second run and 12 weeks third run.

In this case, advertisers who wanted to sponsor "Mickey Mouse Club" had little choice but to adopt this policy, inasmuch as the show was sold on that basis and no other.

If the "Disneyland" third-run success story is repeated by "Mickey Mouse Club" and/or other

stanzas that try it, it is not too far fetched to foresee the day when the use of third runs on network will be a widely accepted practice.

## Pioneers

The TV film syndication industry, which helped pioneer the use of second runs, is already successfully operating on the principle that third-run shows can provide advertisers with a good advertising buy.

Of the 11 "Disneyland" episodes

Originals		Second Runs		Third Runs	
Rating	Share	Rating	Share	Rating	Share
40.2	47.2	51.9	64.3	28.6	55.6
44.1	55.1	49.5	65.5	30.5	57.7
43.4	52.6	47.4	56.8	26.7	63.5
45.9	54.9	35.8	64.2	27.3	55.3
49.5	57.2	38.4	67.2	28.3	66.3
51.0	59.1	34.4	66.8	29.2	67.4
52.3	62.5	31.7	60.0	28.1	57.1
54.0	68.4	38.8	64.2	31.0	57.8
47.2	58.3	29.5	57.5	29.4	53.5

## NBC-TV Bears Down On Color Programs

HOLLYWOOD, Oct. 15.—NBC-TV is continuing its push on color programming, with the net scheduling its first two pilots to be shot in tint this month and next.

To supervise and evaluate these and other new shows the net's programming director, Fred Wile Jr., has created a board of revue composed of Elliott Lewis, Milt Josephsberg and Jess Oppenheimer, the latter to become a member when he moves to NBC from Desilu Productions.

Part of the job of the trio, something new as far as the network is concerned, will be to oversee the development of new writers under NBC's training program. Seven have been signed so far—four in New York and three in Hollywood—the contracts calling for a three-month trial with a six-month option.

The first pilot to be filmed in color will be "The Further Adventures of Huckleberry Finn," a show based on the character created by Mark Twain, tho not using the author's stories.

The second, scheduled for November, will be "Johnny Moccasin," story of a white boy adopted by an Indian tribe.

The web is in talks with Allied Artists to plug William Wyler's "Friendly Persuasion" via an hour-long color show devoted to the

making of the picture. It's understood that the cost of the project in tint is a factor that still has to be ironed out.

Another new series in the works is "Mirror of the Mind," consisting of psychological dramas being scripted by Herman Jolly. The net had previously dickered with John Guedel for a similar series titled

(Continued on page 14)

## National Sales Spell CBS Film Success

NEW YORK, Oct. 15.—The important role that national sales play in the sales growth of a TV film syndication firm today is sharply pointed up by the success that CBS-TV Film Sales has had in boosting its sales volume this year to 50 per cent more than last year's figure.

According to Wilbur Edwards, CBS Film's sales manager, the major reason for the firm's healthy billings for the first eight months of this year is its success with national deals. Edwards' remarks

again underscore the growing conviction among film syndicators that a successful syndication business

## Importance of Pilots Grows

NEW YORK, Oct. 15.—Producers are now going to have to put more into their pilot films than ever before, according to Don Sharpe.

Last season the feeling among established producers was that from here on they might be able to sell on the basis of their track records and their ideas. But a number of pre-shooting deals were made this year, and the first reactions to most of these shows' debuts in the past few weeks has been disappointing.

Because of this, program buyers are being more cautious than ever. They want to see some film before they recommend any deal, and they intend to take a hard look.

Sharpe himself plans to shoot eight pilot films in Hollywood come January.

## Belsam Sues For NTA Pix

NEW YORK, Oct. 15.—National Telefilm Associates faces a suit for the return of four feature films in its catalog: "The Checkered Coat," "Bungalow 13," "I Cheated the Law" and "The Great Plane Robbery." Comet TV Films, which is now merged into NTA, acquired these pictures in February, 1954.

According to a complaint filed by Belsam Productions in Federal Court here, the five-year deal provided that if the pictures grossed less than \$30,000 each, TV and theaters, in the first year, Belsam could cancel. It asserts that in August, 1955, it did decide to cancel but defendants have not returned the prints. Belsam is asking for an injunction, an accounting and \$100,000 damages.

## Sennett Films Into Quizzers

HOLLYWOOD, Oct. 15.—A group of 10 old Mack Sennett Comedies has been converted by George Bagnall Associates into a series of 26 15-minute TV film quizzes. Proposed method of sale of show is unique in several respects.

Program consists of 10 different races—horse, dog, auto, etc.—in which, old-time comedians participate and to which Bagnall has filmed varying endings. Concept is that home audience will be asked the winner as well as other items about the show, and, if correct, will be awarded prizes.

Format is thus much like radio deejay giveaway programs, with each TV station having its own emcee. Prizes and merchandising items will be supplied by Bagnall.

Bagnall's proposal is that he will buy the station time and supply the program free, also possibly coming up with one or two national sponsors, providing the outlet furnishes the local spots. The plan also features several bonus items for the station.

## 'Nightwatch' TV Version In Package

HOLLYWOOD, Oct. 15.—Ashley-Steiner Agency is packaging a TV version of "Nightwatch." The former radio program was probably the most realistic detective drama on the air, with reporter Donn Reed riding along in a Culver City patrol car and recording the action as it happened.

Experiments with night shooting on Eastman Kodak Tri-X film have proved satisfactory, according to Ira Steiner. A station wagon is now being fitted out with film and recording equipment. Reed and Sgt. Ron Perkins will play the leads in the pilot.

Ashley-Steiner is also packaging a new situation comedy series for Ann Sheridan, a pilot the actress did last year being scrapped.

## 'Bulldog' Pix Into Product'n

NEW YORK, Oct. 15.—Douglas Fairbanks Jr. has started production of a "Bulldog Drummond" TV film series. He shot the pilot in England before coming over here for a round of guest appearances.

He expects to continue shooting when he returns in another couple of weeks. At that time he will also begin shooting the fourth year of "Douglas Fairbanks Presents."

## Hong Kong Set In Far East

HOLLYWOOD, Oct. 15.—Filming of a new mystery-adventure series, titled "Hong Kong Deadline," will begin in the British colony next month. Producer Raymond Freedgen leaves for the Far East with a unit next week.

Plan calls for 13 of the series to be shot on this trip. Show, being scripted by Robert C. Dennis, will deal with the adventures of a Hong Kong reporter, Jim Davis, star of "Stories of the Century," has the lead.

## Socony Mulls Fairbanks Buy

NEW YORK, Oct. 15.—Socony-Vacuum is reported to be considering buying "Douglas Fairbanks Presents" for upwards of 40 markets. ABC Film Syndication, which distributes the series, said this week it had received no such order.

Doufair will begin shooting the fourth round of 39 films in another couple of weeks.

## 75 More RKO Films for TV?

NEW YORK, Oct. 15.—General Teleradio's Film Division is planning to put 60 to 75 feature films from the RKO Radio vaults into TV distribution by January 1, according to rumors circulating in the trade. But GT could give no confirmation of this. It was further reported that the Film Division's salesmen have been feeling out the market's potential for consuming this product over a long range. They are said to be asking key feature-film stations if they can pre-commit themselves to take 60 to 75 RKO titles per year.

All but one of the proposals from outsiders to take over distribution of this catalog have apparently collapsed. No offers, however, have been substantial enough to spark the interest of Tom O'Neil, GT president, who has now definitely decided to keep the pictures in the family.

## Ziv's Next May Be 'Christian'

NEW YORK, Oct. 15.—It appears that "Dr. Christian" will probably be the next series to be syndicated by Ziv-TV. This is one of the five properties that had been assigned to Ziv's national sales department headed by Walter Kingsley. But according to a rumor this week, Kingsley has been pitching the pilot film to regional advertisers.

Ziv seems to have passed the crest of its sales efforts on "Highway Patrol." It bowed in Los Angeles last week. In a special American Research Bureau survey it drew a rating of 17.4 against a 23.9 for the fall debut of "I Love Lucy" and a 11.9 for "Medic." Last year the debut of "Lucy" in Los Angeles drew an ARB of 45.7. Ballantine Beer, the largest regional buyer of the show, is putting "Highway" on the air next week.

## Sharpe Shuns Syndications, Prefers Reruns on Network

NEW YORK, Oct. 15.—Symptomatic of the gradually tightening supply outlook in TV film syndication is the attitude of one major producer, Don Sharpe. Sharpe is hedging against putting any show into syndication, first run or rerun. He does not intend to produce any new show for syndication unless he can kick off with a sizable regional deal, such as he has with Rheingold Beer for "Star and the Story." The numerous films he has produced for network sponsorship he also intends to keep out of syndication to try to make rerun deals on the networks.

Sharpe indicated a couple of weeks ago that he was looking for a syndication deal for "Stage 7," which Bristol-Myers had on CBS-TV last season. He has since changed his mind. He is going to hold onto them for at least another couple of months. If any network sponsor needs a hurry-up replacement after the fall ratings are in,

these 26 films might be able to tide it over.

## 'Lucy' Deal

Sharpe, who agented the original "I Love Lucy" deal was instrumental in keeping that show's reruns out of syndication. "Lucy" is still the only show ever to go into a network rerun deal in season. Sharpe thinks it can be done again. That's the kind of deal he hopes to be able to make on the 99 completed films of the Singer-Parker "Four Star Playhouse."

He doesn't have too much hope of selling these reruns to a sponsor in prime time. But he maintains that an advertiser buying daytime or fringe time can make a better deal with this proven property than it could on a new show.

Sharpe's Four Star Productions has completed 39 episodes of "Star and the Story." Whether or not it will go into a second year's production depends on Rheingold. Since

Rheingold gave the show a summer vacation, its first-year deal is not up until January.

## Fairbanks Shows

Rheingold only recently signed for a fourth year of "Douglas Fairbanks Presents," which Sharpe agents. It's the only dramatic show to go into that much production for first-run syndication. Only by pegging production on a strong regional deal can you expect to keep a series going into subsequent years, according to Sharpe. He believes that if the producer trusts a show to syndication from the outset, he can rarely get his money back fast enough to capitalize another year of production.

"Sheena, Queen of the Jungle" is the only series Sharpe has ever put directly into syndication. They have just completed the first 13 films in Mexico. After a week's vacation, production will start on the second cycle.

## UPCOMING FILM SERIES

This chart is a compilation of new TV Film series about which The Billboard carried news stories in the past month. Full information available on each series will be found in the issue listed in the last column of this chart. The C listed after the title and type of a program indicates it will be shot in color. The symbol (P) listed after the production date refers to a pilot film.

Program (Type)	Producer	Prod'n Date	Info. in BB Issue
Untitled Anthology, starring			
Barbara Stanwyck (Drama)	Jack Denove Prod.	9/17	
Guest of Honor (Misc.)	Jessel-Roberts Prod. Corp.	9/17	
Foreign Correspondent (Adv.)	Derel Prod.	9/17	
Skip Taylor, USAF (Adv.)	Austin Assoc.	9/17	P
State Trooper (Adv.)	MCA-TV	9/24	
Sea Hawk (Adv.)	MCA-TV	9/24	P
Arabian Nights (Adv.)	Conne-Stephens	9/24	P
The Sheriff (West.)	Conne-Stephens	9/24	P
Big-Foot Wallace (West.)	Conne-Stephens	9/24	P
The Silent Service (Adv.)	Wm. Morris	10/1	P
Our Town (Drama)	Sol Lesser-Jack Denove Prod.	10/1	
Angelica (Drama)	Larchmount Studios	10/1	P
Berlin Diary (Adv.)	Sam Gallu	10/8	
Untitled Supreme Court Cases Series (Drama)	Sam Gallu	10/8	
White Mane (Drama)	NBC-TV	10/8	
Real McCoy's (Comedy)	NBC-TV	10/8	
Doorway to Fortune (Drama)	D&R Films	10/8	
Untitled Screen Producer's Guild Anthology (Drama)	MCA-TV		
Untitled Gen. John C. Fremont Series	Steve Cochran	P	
The Ringmaster (Adv.)	Wm. Shiffrin Acy.		
Sport Anthology (Sport)	David Hellwell		

## TOPS IN MIL. FILM

### Public Service Makes Schlitz Show Favorite

MILWAUKEE, Oct. 15.—Public service tie-ins have made the Schlitz Brewing Company allots a sizable budget for its network video efforts, particularly the "Schlitz Playhouse of Stars," but right here in its own home town their web shows, as well as virtually all others, seldom rack up ratings as high as those earned by their locally spotted movie film stanza.

Two years ago Schlitz began

stretching the intermission spots for their "Saturday Night Theater" and began using the between-reels time for public service plugs. Their beer plugs, they now feel, have gained added values since emphasizing this public service approach. An indication of the show's potent audience appeal is the weekly average of 30 to 40 requests Schlitz receives from persons and organizations desiring to appear on the program. In the past two years over 1,200 Milwaukeeans have guested.

#### All-Star Game

During the week of July 11, the show's American Research Bureau rating was surpassed in the Milwaukee area only by the All-Star game.

Jack Brand, the program announcer, commutes each weekend to Milwaukee from his regular television job in New York to host the Schlitz feature film airer. His relaxed, easily paced style appeals strongly to the Milwaukee viewers. Their civic pride and intense loyalty to all manners of hobbies, arts, sports and skills found here make this pubserv approach a sure winner. Glass blowers, animated penny bank savers, Braves baseball personalities, civic leaders—a cross section of Milwaukee—all manage to turn up on the "Schlitz Saturday Night Theater" for an interview with Jack Brand and a short sample of the sponsor's product.

### Regional Deal For 'M. Cristo'

NEW YORK, Oct. 15.—Television Programs of America this week sold another regional deal on "The Count of Monte Cristo." The United Gas Company, which pipes natural gas thru Texas, Louisiana, Mississippi and Florida, bought the costume show for nine Southwestern markets. It is trying to clear time for it in a number of additional markets, according to Mickey Sillerman, TPA's executive vice-president. United's agency is Bozell & Jacobs. Its headquarters are in Shreveport, La.

### 'Judge Bean' Outlets Missed

NEW YORK, Oct. 15.—A number of stations that have bought Screencraft Pictures' new "Judge Roy Bean" stanza were not listed in a Billboard news story about the show published two weeks ago.

The missing stations were KPHO, Phoenix, Ariz.; XETV, San Diego, Calif.; KOAT, Albuquerque, and KLOP, Portland, Ore. The stanza, being produced by Quintet Productions, stars Edgar Buchanan in the title role.

### Sterling Ups Agency Pitch

NEW YORK, Oct. 15.—Sterling Television is making a renewed effort to strengthen its sales approach to ad agencies. Dave Siegel, advertising promotion manager, has been upped to the post of manager of agency sales. He will supervise the staff's agency calls. Sterling's new "Bowling Time" is one property that the distributor thinks should bring forth direct sponsor business. Sterling's sales approach in the past has mainly been to stations.

To fill Siegel's former post, Sterling this week hired Herman Edel, former promotion manager of WABD here.

Up until a year ago Dick Carlton had been in charge of Sterling's agency sales. He is now operations vice-president. In the interim, Sterling's agency effort was handled by Charlotte Wyatt, who is no longer with the outfit.

Siegel will report to Bernice Coe, sales vice-president.

### Shooting Set For 'Barbara'

HOLLYWOOD, Oct. 15.—Frank Wisbar has begun location shooting for "The World of Barbara," TV pilot which the Wm. Morris Agency is packaging. Wisbar, a TV film pioneer, produced "Fire-side Theater" until this year.

"Barbara" deals with problems of a widow who tries to run a ranch and raise two children at the same time.

### Austin Packages 'King Arthur' Pix

NEW YORK, Oct. 15.—Austin TV Associates, recently set up by Bud Austin, is packaging "King Arthur and His Knights of the Round Table." The script has been written by Robert Gurney.

One of the partners in the Austin firm is now on the West Coast casting and making a production deal. Shooting of the pilot is due to begin within a month.

## Official Aims New 'Father' Sales Campaign at Supermarket Chains

NEW YORK, Oct. 15.—Official Films has launched a new sales campaign on "Trouble With Father" aimed at getting more supermarket chains into TV film sponsorship. Official has mapped out a sales scheme similar to the one by which it has sold "My Little Margie" on a strip basis to over 50 stations.

Wells Bruen, the Official sales staffer who has been helping sell national spot on "Margie" for the stations that buy it across-the-board, will also play a key role in the supermarket drive. While making the rounds of national advertisers for "Margie," he will also try to sell food manufacturers co-operative participations on "Father."

Official kicked off this campaign last week with full-page ads in the three leading trade magazines in the grocery field. The ads will run thru October and November. Next week the distributor is sending a mail promotion to 1,800 executives and ad agencies covering at least the top 85 chains and grocery co-operatives.

#### Two Ways

Official will try to sell the grocers either across-the-board or once weekly deals. There are 130 episodes of "Father," which stars Stu

Erwin. On a strip basis that's enough for 26 weeks without repeats. Where possible, Official will also let the grocers have "Margie" or "Overseas Adventure" and "Dateline Europe." The latter two (formerly "Foreign Intrigue"), the adventure shows, have a record of drawing a high proportion of female viewers.

WPTZ, Philadelphia, the first station to buy "Margie" for daytime spot carrying, has had great success with it. The first Pulse ratings gave it an average 8.9. The next highest competing rating in the 1-1:30 p.m. strip was 4.8. The previous month, August, WPTZ had an average Pulse of 7.0 in that slot. "Margie" is beating NBC-TV's "Today," which in Philadelphia drew an average 3.4, and "Home," which drew an average 2.8.

WPTZ had "Margie" sold out four days after it went on the air. Among its 18 participating sponsors are Fels Naptha, Sealtest, Armour, Four-Way Cold Tablets, Pepperridge Farm Bread, Salada Tea, Mary Chess Cosmetics and Minute Maid.

For the supermarket campaign, Official's promotion director, John Newman, has designed a series of point-of-sale displays. Among his

"Shopper Stoppers" tied to the Erwin show are shopping bags, shopping list pads, shelf strips, counter cards, posters, window streamers and life-size displays.

### 'Lucy' Goes to Europe in '56

HOLLYWOOD, Oct. 15.—Locale of the "I Love Lucy" series, which moved from Hollywood to New York last year, will shift to Europe in January of 1956. Move is part of the trend of TV pix to go after foreign locations, as well as an effort by Desilu to keep the comedy material fresh.

Crews are already working on location shots in Europe, with the jaunt being explained to the audience in terms of a concert tour for Desi Amaz. Actual filming will continue with the live-audience technique in Hollywood.

### Hygo Gets 79 Western Films

NEW YORK, Oct. 15.—Hygo Television this week closed a deal for 79 first-run Westerns produced in the 1930's and 1940's. They star Buck Jones, Ken Maynard, Tim McCoy, Russell Hayden, Bob Allen and Jack Luden. These will go into the combined Hygo-Unity catalog, in accordance with the joint sales effort agreed on last week. Between them the two firms have over 140 Westerns.

Hygo has already sold the new package to a number of stations that previously bought its 16 Wild Bill Elliott Westerns. Among the stations that have bought it are WMAR-TV, Baltimore; WSAZ-TV, Huntington, W. Va.; WGAL-TV, Lancaster, Pa.; CKLW, Detroit-Windsor; KMTV, Omaha, and WSTV, Steubenville, O.

Hygo is still trying to close a deal on a new package of features.

### Ad Agency Membership Unresolved by NATFD

HOLLYWOOD, Oct. 15.—Question of ad agency membership in the National Association of TV Film Directors still remain unresolved following conclusion of the station film directors conference here. Unofficially, however, members seem to feel that agency film directors and buyers will be admitted. Stations will be poled on the subject within the next few weeks.

The national convention of the organization will be held in Chicago next spring in conjunction with the NARTB meet. It will immediately precede the latter conclave, with the possibility that the two may overlap one or two days. Aims of the NATFD, as finally stated, are to provide for station responsibility to the public thru support of the NARTB code, reduction of station operating costs, improvement of film program and quality and standardization of operations.

As part of the latter two points the group will carry on an experiment with film distributors to ascertain whether the life expectancy of a print can be raised from the current two to six runs (distributors claim proper handling will permit 20 runs).

This, according to prexy Dave Manning, is especially important as far as color is concerned, because of the high print costs. Tho tint film programming is still rare, a Western color committee is being set up under Bill Hollenbeck, of KFSB, San Diego, to study the situation.

Western district officers elected are Dick Norman, KPTV, chairman; Les Chipman, KOMO, secretary, and Dick Woollen, KTTV, publicity.

### Mull 'Yankee' Syndication

NEW YORK, Oct. 15.—CBS-TV Film Sales is considering producing "Yankee Privateer" for syndication. The property is owned by the CBS-TV network and has been pitched to bankrollers for a 7:30-8 p.m. berth.

Now that the CBS-TV 7:30-8 p.m. programming pattern is set, the network is willing to turn the "Yankee Privateer" property over to its film syndication arm.

### Texas Outlet Buys 341 Pix

SAN ANTONIO, Oct. 15.—One of the largest film purchases has been announced here this week by Station KENS-TV.

A total of 341 film programs were purchased. They include 156 in the series "Foreign Intrigue"; 126 in the "My Little Margie" series, which is to be shown during the daytime hours here; 33 in the "My Hero" series, featuring Bob Cummings, and 26 in the "Col. March of Scotland Yard" with Boris Karloff.

### Encore Buys 'Fabian' Deal

NEW YORK, Oct. 15.—WRCA-TV this week sold "Fabian of Scotland Yard" to Encore Cigarettes thru the Kudner Agency. It will be slotted Saturday, 11:15-11:45 p.m.

The station bought the series from Telefilm Enterprises in the spring and has run 13 of the films sustaining in the Wednesday, 7-7:30 p.m. slot. Since then TE turned the distribution over to CBS-TV Film Sales, which has been making a number of sponsor deals.

## "3 LIVES" PULSE STEADY



# 48.3

IN EL PASO

RICHARD CARLSON, as Herb Philbrick, keeps a rendezvous with the FBI, and the eyes of El Paso are upon him. The evidence is in ratings like this March 1955 Telepulse\* rating of 48.3 that places "I Led 3 Lives" first for the night and outpoints Disneyland, Dragnet, Ed Sullivan, etc.



Recently voted "Best Non-Network Film Series" . . . "I LED 3 LIVES" is now in production for 3rd award winning year!

To rate high with TV fans, GET IN TOUCH WITH . . . . .



CINCINNATI  
CHICAGO  
NEW YORK  
HOLLYWOOD

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

#### • Top Web Situation Comedy Programs

FOR SEPTEMBER

Rank	Show & Web	Rating
1.	Private Secretary, CBS	26.0
2.	Life of Riley, NBC	25.9
3.	Those Whiting Girls, CBS	24.9
4.	Meet Millie, CBS	23.2
5.	Burns & Allen, CBS	21.4
6.	Bob Cummings, NBC	20.1
7.	It's a Great Life, NBC	19.5
7.	Father Knows Best, NBC	19.5
9.	Ray Milland, CBS	18.6
10.	Make Room for Daddy, ABC	18.3

AMONG MEN

Rank	Show & Web	Men Per Set
1.	Bob Cummings, NBC	.89
2.	Private Secretary, CBS	.87
3.	Halls of Ivy, CBS	.86
4.	Life of Riley, NBC	.82
4.	It's a Great Life, NBC	.82
6.	Make Room for Daddy, ABC	.81
7.	Sunday Lucy Show, CBS	.75
7.	Burns & Allen, CBS	.75
9.	It's Always Jan, CBS	.74
10.	Ethel & Albert, CBS	.69

AMONG WOMEN

Rank	Show & Web	Women Per Set
1.	Private Secretary, CBS	1.18
1.	Meet Millie, CBS	1.18
3.	Halls of Ivy, CBS	1.17
4.	It's a Great Life, NBC	1.14
5.	It's Always Jan, CBS	1.12
6.	Those Whiting Girls, CBS	1.09
6.	Burns & Allen, CBS	1.09
8.	Make Room for Daddy, ABC	1.06
8.	Ray Milland, CBS	1.06
10.	Bob Cummings, NBC	1.05
10.	Ethel & Albert, CBS	1.05

AMONG CHILDREN

Rank	Show & Web	Kids Per Set
1.	Topper, CBS	1.19
2.	Sunday Lucy Show, CBS	1.17
3.	Life of Riley, NBC	1.05
4.	Bob Cummings, CBS	.95
5.	It's Always Jan, CBS	.92
6.	Father Knows Best, NBC	.85
7.	Private Secretary, CBS	.80
8.	Make Room for Daddy, ABC	.75
9.	Ray Milland, CBS	.69
10.	Those Whiting Girls, CBS	.64

### LATEST NETWORK RATINGS

#### Nielsen Top 10 TV Web Shows

(2 Weeks Ending Sept. 10)  
\*Indicates Film

Rank	Program & Web	Homes %
1.	\$64,000 Question, CBS	55.5
2.	Toast of the Town, CBS	38.6
3.	Miss America Pageant, ABC	33.3
4.	Climax, CBS	33.2
5.	*Gunsmoke, CBS	32.6
6.	*Dragnet, NBC	31.6
7.	*Spotlight Playhouse, CBS	31.2
8.	Lux Theater, NBC	30.8
9.	Two for the Money (Sheaffer), CBS	30.7
10.	*Undercurrent (P&G), CBS	30.1

#### Nielsen Top 10 Homes Per Show

(2 Weeks Ending Sept. 10)  
\*Indicates Film

Rank	Program & Web	Homes (000)
1.	\$64,000 Question, CBS	17,766
2.	Toast of the Town, CBS	12,360
3.	*Dragnet, NBC	10,336
4.	Climax, CBS	10,292
5.	Miss America Pageant, ABC	10,246
6.	Lux Theater, NBC	9,801
7.	Two for the Money (Sheaffer), CBS	9,701
8.	*Gunsmoke, CBS	9,692
9.	*Disneyland, ABC	9,678
10.	*Undercurrent (P&G), CBS	9,482

#### • ARB Top Shows Among Men

How Network Shows Rated Among Men for September

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.

(\* Indicates Film)

Rank	Show and Web	Men Per Set	Avg. Sept. Rating
1.	Wednesday Night Fights, ABC	1.16	25.6
2.	Cavalcade of Sports, NBC	1.15	22.1
3.	You Asked for It, ABC	1.11	15.0
4.	Feature Boxing, Du Mont	1.08	10.6
5.	Toast of the Town, CBS	1.06	46.9
5.	Break the Bank, ABC	1.06	19.3
7.	Lawrence Welk, ABC	1.03	21.5
8.	What's My Line? CBS	1.01	32.1
9.	Meet the Press, NBC	1.00	7.1
10.	*Stage 7, CBS	.99	28.4
11.	*G.E. Theater, CBS	.98	32.0
12.	\$64,000 Question, CBS	.97	66.4
12.	*Gunsmoke, CBS	.97	27.2
12.	Ozark Jubilee, ABC	.97	9.5
15.	Perry Como, NBC	.96	33.9
15.	*Texaco Star Theater with Durante, NBC	.96	20.7
17.	And Here's the Show, NBC	.95	17.7
17.	Life Begins at 80, ABC	.95	7.3
19.	Sunday News Special, CBS	.94	14.6
19.	*Wyatt Earp, ABC	.94	16.2
19.	Two for the Money, CBS	.94	31.2
19.	Your Hit Parade, NBC	.94	33.9
23.	Chance of a Lifetime, ABC	.92	9.9
24.	Johnny Carson, CBS	.90	12.6
24.	Show Wagon, NBC	.90	9.6

## The Billboard Scoreboard

## NATIONAL NON-NET PROGRAMS

### The Pulse Audience Composition Studies

#### • Non-Net Situation Comedy Programs

FOR AUGUST

Rank	Show & Distrib.	Avg. Aug. Rtg.
1.	Life of Riley (NBC)	16.1
2.	Eddie Cantor (Ziv)	10.0
3.	Meet Corliss Archer (Ziv)	8.9
4.	Amos 'n' Andy (CBS)	8.4
5.	Abbott & Costello (MCA)	8.0
6.	My Hero (Official)	6.4
7.	Beulah (Flamingo)	5.3

VIEWERS/100 HOMES

Rank	Show & Distrib.	Viewers Per 100 Homes
1.	My Hero (Official)	209
2.	Life of Riley (NBC)	206
3.	Amos 'n' Andy (CBS)	205
4.	Eddie Cantor (Ziv)	194
5.	Beulah (Flamingo)	191
6.	Meet Corliss Archer (Ziv)	189
7.	Abbott & Costello (MCA)	172

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes
1.	Life of Riley (NBC)	79
1.	Amos 'n' Andy (CBS)	79
3.	Eddie Cantor (Ziv)	76
4.	Beulah (Flamingo)	72
4.	My Hero (Official)	72
6.	Meet Corliss Archer (Ziv)	47
7.	Abbott & Costello (MCA)	16

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes
1.	Beulah (Flamingo)	84
1.	My Hero (Official)	84
3.	Eddie Cantor (Ziv)	83
4.	Amos 'n' Andy (CBS)	78
5.	Meet Corliss Archer (Ziv)	72
5.	Life of Riley (NBC)	72
7.	Abbott & Costello (MCA)	34

AMONG TEENS

Rank	Show & Distrib.	Teens Per 100 Homes
1.	Life of Riley (NBC)	26
1.	Meet Corliss Archer (Ziv)	26
3.	Abbott & Costello (MCA)	24
3.	My Hero (Official)	24
5.	Beulah (Flamingo)	19
6.	Amos 'n' Andy (CBS)	16
6.	Eddie Cantor (Ziv)	16

AMONG CHILDREN

Rank	Show & Distrib.	Kiddies Per 100 Homes
1.	My Hero (Official)	209
2.	Life of Riley (NBC)	206
3.	Amos 'n' Andy (CBS)	205
4.	Eddie Cantor (Ziv)	194
5.	Beulah (Flamingo)	191
6.	Meet Corliss Archer (Ziv)	189
7.	Abbott & Costello (MCA)	172

#### • Pulse Top Pix Among Men

How TV Film Shows Rate Among Male Viewers

This weekly audience composition analysis shows the relative popularity of non-network film 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 The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank	Show & Distributor	Men Per 100 Homes	Avg. Sept. Rating
1.	Foreign Intrigue (Official)	89	9.4
2.	Boston Blackie (Ziv)	86	10.6
2.	Ellery Queen (TPA)	86	7.9
2.	Inner Sanctum (NBC)	86	5.6
5.	Mr. and Mrs. North (ATPS)	85	6.5
6.	Colonel March of Scotland Yard (Official)	83	3.8
6.	Waterfront (MCA)	83	11.2
8.	The Whistler (CBS)	81	10.5
8.	City Detective (MCA)	81	11.5
8.	Counterpoint (MCA)	81	2.2
8.	Dangerous Assignment (NBC)	81	5.2
8.	Death Valley Days (Pacific Borax)	81	11.3
8.	The Falcon (NBC)	81	7.1
8.	Guy Lombardo (MCA)	81	8.4
15.	I Led Three Lives (Ziv)	80	13.3
15.	Mr. District Attorney (Ziv)	80	12.1
15.	I Am the Law (MCA)	80	7.7
18.	Amos 'n' Andy (CBS)	79	8.4
18.	Inspector Mark Saber (Koch)	79	6.3
18.	Life of Riley (NBC)	79	16.1
18.	Racket Squad (ABC)	79	8.9
18.	Sherlock Holmes (UM&M)	79	7.8
23.	Badge 714 (NBC)	77	15.4
23.	Facts Forum (Facts Forum)	77	0.7
23.	Lone Wolf (MCA)	77	9.2

Note: All material published in The Billboard's TV Program and Time-Buying Guide is protected by copyright. Reproduction of any portion of this material for advertising, promotion or other purposes is possible only upon written consent from The Billboard, 1564 Broadway, New York, and also from any rating service whose research provides the basis for such material.

# 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.

## MINNEAPOLIS 4 STATIONS

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

1. \$64,000 Question, WCCO, T.	48.0	9. G. E. Theater, WCCO, Su.	22.2
2. Toast of the Town, WCCO, Su.	32.2	10. Studio One, WCCO, M.	22.0
3. Miss America, WMIN, S.	25.5	11. Lassie, WCCO, Su.	21.9
4. Best of Groucho, KSTP, Th.	25.0	12. Two for the Money, WCCO, S.	21.5
5. *Mr. District Attorney, KSTP, Th.	24.7	13. Beat the Clock, WCCO, S.	21.2
6. *Lone Wolf, WCCO, Su.	24.2	14. *Cedric's Theater, WCCO, M.	21.2
7. Robert Montgomery, KSTP, M.	23.6	15. Medic, KSTP, M.	21.0
8. Lux Video Theater, KSTP, Th.	22.7		

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

1. *Today's Headlines (10 p.m.), KSTP, M-F.	21.7	7. Big Payoff, WCCO, M-F.	11.5
2. *Weather, Sports (10:15 p.m.), KSTP, M-F.	17.3	8. Guiding Light, WCCO, M-F.	11.4
3. Art Linkletter, WCCO, M-F.	13.0	9. Search for Tomorrow, WCCO, M-F.	10.9
4. Axel and His Dog, WCCO, M-F.	12.4	10. *Gene Autry, WCCO, M-F.	10.7
5. Arthur Godfrey, WCCO, M-Th.	11.8	11. *Sports, Weather (6:15 p.m.), WCCO, M-F.	10.6
6. *News, Cedric Adams (6 p.m.), WCCO, M-F.	11.6		

### TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title (Distributor)	Station, Day-Time	Rating	Rank Among Films	Title (Distributor)	Station, Day-Time	Rating
1.	Mr. District Attorney (Ziv)	KSTP, Th-9:30	24.7	16.	Confidential File (Guild)	WCCO, S-10:00	11.4
2.	Lone Wolf (MCA)	WCCO, Su-8:30	24.2	17.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
3.	I Led Three Lives (Ziv)	KSTP, T-8:30	20.4	18.	Confidential File (Guild)	WCCO, S-10:00	11.4
4.	Cisco Kid (Ziv)	WCCO, S-5:00	20.0	19.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
5.	Life of Riley (NBC)	KSTP, Su-9:00	19.2	20.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
6.	Badge 714 (NBC)	KSTP, M-9:30	18.9	21.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
7.	Wild Bill Hickok (Flamingo)	WCCO, S-4:30	17.2	22.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
8.	Soldiers of Fortune (MCA)	WCCO, Su-8:00	16.5	23.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
9.	Follow That Man (Official)	KSTP, F-9:30	15.9	24.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
10.	Annie Oakley (CBS)	KSTP, M-6:30	15.0	25.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
11.	City Detective (MCA)	KSTP, W-8:30	14.5	26.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
12.	Your Star Showcase (TPA)	WCCO, Su-9:00	14.4	27.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
13.	Dateline Europe (Official)	WCCO, T-8:30	14.0	28.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
14.	Science Fiction Theater (Ziv)	WCCO, F-9:00	14.0	29.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
15.	Douglas Fairbanks Presents (ABC)	KSTP, F-9:00	13.5	30.	Little Rascals (Interstate)	WCCO, M to F-5:30	12.4
16.	Studio 57 (MCA)	KSTP, W-9:30	13.4				

## BIRMINGHAM 2 STATIONS

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

1. \$64,000 Question, WBRC, T.	56.5	8. Undercurrent, WBRC, F.	33.5
2. Toast of the Town, WBRC, Su.	39.3	9. Robert Montgomery, WABT, M.	32.6
3. G. E. Theater, WBRC, Su.	37.0	10. Stage 7, WBRC, Su.	32.5
4. Big Town, WBRC, T.	35.3	11. What's My Line, Su.	32.5
5. I've Got a Secret, WBRC, W.	35.0	12. *Amos 'n' Andy, WBRC	31.5
6. Two for the Money, WBRC, S.	35.0	13. The Millionaire, WBRC	31.3
7. Best of Groucho, WABT, F.	33.8	14. *Passport to Danger, WBRC	31.0
8. Gunsmoke, WBRC, S.	33.5		

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

1. *Playhouse 15 (10 p.m.), M. to F.	18.0	6. Tonight, WABT, M-F.	13.1
2. Julius LaRosa, WBRC, T, W.	15.3	7. *Mystery Playhouse, WBRC, M-F.	12.7
3. *Moments in Melody (10:15 p.m.), WBRC, M-F.	13.9	8. *Circle 6 Ranch, WBRC, M-F.	12.6
4. *Circle 6 Theater, WBRC, M-F.	13.4	9. Guiding Light, WBRC, M-F.	11.9
5. *Circle 6 Cartoons, WBRC, M-F.	13.2	10. CBS News, WBRC, M-F.	11.6

### TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title (Distributor)	Station, Day-Time	Rating	Rank Among Films	Title (Distributor)	Station, Day-Time	Rating
1.	Amos 'n' Andy (CBS)	WBRC, Th-9:00	31.5	16.	Superman (Flamingo)	WABT, Th-6:00	15.8
2.	Passport to Danger (ABC)	WBRC, F-8:30	31.0	17.	Science Fiction Theater (Ziv)	WABT, Th-6:30	15.3
3.	Waterfront (MCA)	WBRC, M-9:00	28.0	18.	Wild Bill Hickok (Flamingo)	WABT, F-6:00	14.8
4.	Man Behind the Badge (MCA)	WBRC, Th-8:30	26.8	19.	*Ames Brothers (R. C. Cola)	WBRC, T-9:30	14.5
5.	Meet Corliss Archer (Ziv)	WBRC, T-9:00	25.8	20.	Annie Oakley (CBS)	WBRC, T-6:00	14.3
6.	Secret File, U.S.A. (Official)	WBRC, Th-8:00	25.8	21.	Buffalo Bill Jr. (CBS)	WABT, S-11:30 a.m.	13.0
7.	Badge 714 (NBC)	WBRC, F-9:30	24.3	22.	Wild Bill Hickok (Flamingo)	WABT, Su-11:30 a.m.	13.0
8.	I Led Three Lives (Ziv)	WABT, T-8:30	22.0	23.	Cisco Kid (Ziv)	WBRC, Su-3:45	12.5
9.	Guy Lombardo (MCA)	WABT, Th-9:00	20.5	24.	Cisco Kid (Ziv)	WBRC, Su-3:45	12.5
10.	Stories of the Century (Hollywood)	WABT, W-8:30	18.5	25.	Cisco Kid (Ziv)	WBRC, Su-3:45	12.5
11.	Star and the Story (Official)	WBRC, W-9:30	18.3	26.	Steve Donovan, Western Marshal (NBC)	WABT, Su-4:00	9.8
12.	Playhouse 15 (MCA)	WBRC, M to F-10:00	18.0	27.	*Andy's Gang (Brown Shoes)	WABT, S-9:30 a.m.	8.5
13.	Grand Ole Opry (Flamingo)	WABT, M-9:30	18.0	28.	Inspector Mark Saber (Koch)	WBRC, S-9:30	8.5
14.	Soldiers of Fortune (MCA)	WBRC, M-6:00	17.0				
15.	The Hunter (Tatou)	WBRC, S-10:30	16.8				
16.	Abbott and Costello (MCA)	WBRC, F-6:00	15.8				

## CINCINNATI 3 STATIONS

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

1. \$64,000 Question, WKRC, T.	50.0	8. Loretta Young, WLW-T, Su.	23.2
2. Toast of the Town, WKRC, Su.	30.4	9. G. E. Theater, WKRC, Su.	22.9
3. Miss America Pageant, WCPO, S.	25.4	10. Undercurrent, WKRC, F.	22.5
4. Baseball, WCPO, S.	24.9	11. The Search, WKRC, T.	21.7
5. Stage 7, WKRC, Su.	24.5	12. Dragnet, WLW-T, Th.	21.5
6. Two for the Money, WKRC, S.	24.3	13. Ford Theater, WLW-T, Th.	21.2
7. Disneyland, WCPO, W.	23.6	14. Medic, WLW-T, M.	21.0
8. Godfrey's Talent Scouts, WKRC, M.	23.2		

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

1. *News, Weather (10 p.m.), M-F.	15.1	6. *Our Gang Comedies, WCPO, M-F.	12.2
2. *Three City Final (10 p.m.), M-F.	14.8	7. *Theater Tonight, WLW-T, M-F.	12.1
3. Julius LaRosa, WKRC, M, W, F.	13.8	8. *Little Rascals, WKRC, M-F.	10.6
4. *Patti Page, WKRC, T, Th.	13.3	9. *Antoinette Hit Parade, WCPO, M-F.	10.6
5. *50-50 Club, Misc., WLW-T, M-F.	12.8	10. *Cartoon Carnival, WCPO, M-F.	9.9

### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title (Distributor)	Station, Day-Time	Rating	Rank Among Films	Title (Distributor)	Station, Day-Time	Rating
1.	*Death Valley Days (Pacific Borax)	WKRC, F-9:30	20.5	16.	Passport to Danger (ABC)	WCPO, T-7:30	10.3
2.	Eddie Cantor (Ziv)	WLW-T, F-8:30	15.7	17.	Studio 57 (MCA)	WCPO, S-6:30	10.0
3.	I Led Three Lives (Ziv)	WLW-T, Th-7:30	15.5	18.	Boston Blackie (Ziv)	WLW-T, S-10:30	10.0
4.	Douglas Fairbanks Presents (ABC)	WLW-T, T-9:30	15.4	19.	*Ames Brothers (R. C. Cola)	WCPO, F-9:30	9.7
5.	Cisco Kid (Ziv)	WCPO, Su-5:00	14.9	20.	Texas Rassiin' (Sterling)	WCPO, Th-8:30	9.3
6.	Racket Squad (ABC)	WKRC, W-8:00	14.5	21.	The Passerby (NTA)	WCPO, F-9:45	8.7
7.	Mayor of the Town (MCA)	WCPO, T-9:30	13.9	22.	Superman (Flamingo)	WLW-T, M-6:00	8.4
8.	Mr. District Attorney (Ziv)	WLW-T, W-9:30	13.8	23.	Wild Bill Hickok (Flamingo)	WKRC, Su-12:30	8.2
9.	*Patti Page (Oldsmobile)	WKRC, T, Th-10:15	13.3	24.	Annie Oakley (CBS)	WLW-T, T-6:00	7.8
10.	Science Fiction Theater (Ziv)	WLW-T, S-10:00	13.0	25.	Ramar of the Jungle (TPA)	WLW-T, F-6:00	7.5
11.	Lone Wolf (MCA)	WKRC, W-10:30	12.5	26.	Wild Bill Hickok (Flamingo)	WLW-T, W-6:00	7.2
12.	Heart of the City (MCA)	WKRC, S-9:30	12.2	27.	Range Rider (CBS)	WLW-T, Th-6:00	7.0
13.	Liberace (Guild)	WCPO, F-9:00	11.9	28.	Soldiers of Fortune (MCA)	WLW-T, Su-6:00	7.0
14.	City Detective (MCA)	F-10:30	11.7	29.	Ramar of the Jungle (TPA)	WLW-T, S-11:30	5.9
15.	Little Rascals (Interstate)	WKRC, M to F-6:00	10.6	30.	*Andy's Gang (Brown Shoes)	WLW-T, S-9:30	5.4

## ST. LOUIS 3 STATIONS

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

1. \$64,000 Question, KWK, T.	48.0	9. Robert Montgomery, KSD, M.	26.3
2. Toast of the Town, KWK, Su.	34.3	10. What's My Line, KWK, Su.	25.7
3. I've Got a Secret, KWK, W.	30.4	11. Godfrey's Talent Scouts, KWK, M.	25.5
4. *Follow That Man, KWK, T.	29.4	12. Gunsmoke, KWK, S.	25.0
5. G. E. Theater, KWK, Su.	29.0	13. Front Row Center, KWK, W.	24.8
6. Stage 7, KWK, Su.	27.5	14. Two for the Money, KWK, S.	24.5
7. Loretta Young, KSD, Su.	26.7	15. The Millionaire, KWK, W.	24.4
8. Best of Groucho, KSD, Th.	26.4		

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

1. *Little Rascals, KWK, M-F.	17.2	6. Love of Life, KWK, M-F.	11.9
2. Howdy Doody, KSD, M-F.	13.7	7. Valiant Lady, KWK, M-F.	11.4
3. *GII Newsome, KWK, M-F.	12.6	8. CBS News, KWK, M-F.	10.5
4. Search for Tomorrow, KWK, M-F.	12.4	9. News Caravan, KSD, M-F.	10.5
5. Guiding Light, KWK, M-F.	12.2	10. *Cartoon Carnival, KWK, M-F.	10.3

### LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title (Distributor)	Station, Day-Time	Rating	Rank Among Films	Title (Distributor)	Station, Day-Time	Rating
1.	Follow That Man (MCA)	KWK, T-9:30	29.4	16.	Inspector Mark Saber (Koch)	KWK, Su-10:00	15.7
2.	Badge 714 (NBC)	KSD, M-9:30	22.0	17.	Passport to Danger (ABC)	KWK, F-10:00	14.2
3.	I Led Three Lives (Ziv)	KSD, W-10:00	21.7	18.	Wild Bill Hickok (Flamingo)	KSD, Th-5:30	14.0
4.	Little Rascals (Interstate)	KWK, S-3:30	21.2	19.	Soldiers of Fortune (MCA)	KSD, Th-10:00	14.0
5.	City Detective (MCA)	KSD, F-9:45	20.0	20.	Mr. and Mrs. North (ATPS)	KWK, W-10:30	13.8
6.	Douglas Fairbanks Presents (ABC)	KSD, W-9:30	19.4	21.	Sherlock Holmes (UM&M)	KSD, Su-10:00	13.5
7.	Meet Corliss Archer (Ziv)	KWK, F-9:30	19.0	22.	This Is Your Music (Official)	KSD, S-9:30	12.9
8.	*Patti Page (Oldsmobile)	KSD, F-10:15	18.3	23.	Eddie Cantor (Ziv)	KSD, T-9:30	12.7
9.	Hopalong Cassidy (NBC)	KWK, S-5:30	18.3	24.	Secret File, U.S.A. (Official)	KSD, T-10:30	12.7
10.	Waterfront (MCA)	KWK, M-10:00	18.0	25.	Superman (Flamingo)	KSD, M-5:30	12.0
11.	Racket Squad (ABC)	KWK, Th-9:30	18.0	26.	Mayor of the Town (MCA)	KSD, Su-10:30	11.4
12.	Little Rascals (Interstate)	KWK, M to F-5:00	17.2	27.	Man Behind the Badge (MCA)	KSD, S-10:00	11.2
13.	Mr. District Attorney (Ziv)	KSD, M-10:00	16.9	28.	Buffalo Bill Jr. (CBS)	KSD, S-5:00	10.7
14.	Science Fiction Theater (Ziv)	KSD, T-10:00	16.0	29.	Wild Bill Hickok (Flamingo)	KWK, Su-12:30	10.4
15.	Liberace (Guild)	KSD, Su-9:30	16.0				
16.	Studio 57 (MCA)	KSD, W-10:30	15.7				

## SAN FRANCISCO 4 STATIONS

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

1. \$64,000 Question, KPIX, T.	49.0	9. Dragnet, KRON, Th.	29.2
2. Toast of the Town, KPIX, Su.	45.9	10. G. E. Theater, KPIX, Su.	27.9
3. What's My Line, KPIX, Su.	36.5	11. Two for the Money, KPIX, S.	26.4
4. Best of Groucho, KRON, Th.	34.7	12. Climax, KPIX, Th.	26.3
5. Miss America Pageant, KGO, S.	33.0	13. Football, KGO, F.	25.7
6. Robert Montgomery, KRON, M.	31.3	14. Boxing, KGO, W.	25.5
7. Medic, KRON, M.	30.9	15. Fireside Theater, KRON, T.	25.5
8. Godfrey's Talent Scouts, KPIX, M.	29.7		

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

1. *Fireman Frank, KRON, M-F.	10.9	6. News Caravan, KRON, M-F.	8.3
2. *Science Lab, Misc. (6:15 p.m.), KRON, M-F.	10.3	7. Howdy Doody, KRON, M-F.	8.2
3. *Mystery Strip, KRON, M, W, F.	10.0	8. *Deputy Dave, KPIX, M-F.	8.1
4. Art Linkletter, KPIX, M-F.	9.8	9. Pinky Lee, KRON, M-F.	8.0
5. Queen for a Day, KGO, M-F.	9.7	10. *Golden Gate Playhouse, KRON, M-F.	7.8

### TOP 30 LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Rank Among Films	Title (Distributor)	Station, Day-Time	Rating	Rank Among Films	Title (Distributor)	Station, Day-Time	Rating
1.	Badge 714 (NBC)	KPIX, W-9:00	18.7	15.	Mr. District Attorney (Ziv)	KRON, F-10:30	12.7
2.	Cisco Kid (Ziv)	KRON, Th-6:30	17.4	16.	Cisco Kid (Ziv)	KRON, S-4:30	12.5
3.	I Led Three Lives (Ziv)	KRON, M, F-10:30	16.7	17.	Famous Playhouse (MCA)	KGO, T-7:30	12.0
4.	Life of Riley (NBC)	KPIX, Th-7:00	16.7	18.	Steve Donovan, Western Marshal (NBC)	KPIX, T-7:00	11.9
5.	Great Gildersleeve (NBC)	KRON, Th-7:00	16.2	19.	Little Rascals (Interstate)	KRON, M to F-6:00	10.9
6.	Liberace (Guild)	KPIX, Su-9:30	15.7	20.	Science Fiction Theater (Ziv)	KRON, T-7:00	10.7
7.	The Whistler (CBS)	KRON, W-10:30	15.5	21.	Superman (Flamingo)	KGO, W-6:30	10.3
8.							

# 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	Commercials (C-Color)	Producer
<b>HOUSEHOLD APPLIANCES (Furnishings, Supplies)</b>				
Dormeyer, Appliances, John W. Shaw, (Perry Como Show)	18 (60)	LA		Kling Films
Scott Paper Co., Scott Towels, J. Walter Thompson (Father Knows Best)	4 (80)	LA		Screen Gems
Island Creek Coal Co., Scarlet Flame Coal, Stockton-West-Berkhart	2 (20), 2 (60)	LA		Film Associates
L. G. Doup, Serta Mattresses, Bozell & Jacobs (Liberace, Science Fiction)	1 (60)	LA, M		Keith Film Prods.
Maytag Co., Maytag, Leo Burnett Co.	10 (NA)	LA		Universal Studios
Amana Products, Mury Lee & Marshall (Phil Silvers Show)	30 (NA)	NA	NA	Ruby TV-Film Prods.
Lawn Boy, Power Mower, Geare, Marston	1 (60), 1 (20)	LA		Photo Arts, Inc.
Gerity-Michigan Corp, Dishwasher, Elwood J. Robinson	1 (20)	FA		Five Star Prods.
Utility Appliance Corp., Air Coolers, Elwood J. Robinson	3 (20), 1 (60)	LA, FA		Five Star Prods.
American Beauty, Restonic Mattresses, Dubin & Feldman (Sherlock Holmes)	1 (52)	LA		Warren R. Smith
<b>LAUNDRY SOAPS, CLEANERS (Polishes, Synthetic Detergents, etc.)</b>				
Glo, Cleaning System, Bloom Adv.	1 (10)	LA, J		Keitz & Herndon
Magikist, Rug Cleaner, Greenwood	2 (20)	LA		Kling Films
Knemark Mfg. Co., Esquire Boot Polish, Emil Mogul	1 (10)	LA		George Blake
Procter & Gamble, Spic & Span, Blow, Beirn, Toigo	12 (NA)	LA		Universal Studios
Lever Bros., Lux, J. Walter Thompson (Lux Video)	4 (NA)	LA, SE		Universal Studios
Procter & Gamble, Joy, Leo Burnett	3 (NA)	LA		Universal Studios
Procter & Gamble, Gleem, Compton	2 (20), 2 (60)	LA		ATV Film Prods.
Procter & Gamble, Ivory Flakes, Compton	3 (60)	LA		ATV Film Prods.
Procter & Gamble, Ivory Soap, Compton	2 (60)	LA		ATV Film Prods.
Procter & Gamble, Dash, Compton	1 (60)	LA		ATV Film Prods.
Colgate-Palmolive Co., Pink Liquid Vel. Wm. Esty.	1 (60), 1 (20)	LA		Filmways, Inc.
Colgate-Palmolive Co., Fab, Wm. Esty.	2 (60)	LA		Filmways, Inc.
Colgate-Palmolive Co., Fab, Wm. Esty.	1 (60)	LA		R. Lawrence
<b>TOILET REQUISITES (Toilet Soap, Cosmetics)</b>				
Lip-Ade, Lip-Ade, Dowd, Redfield	1 (60)	LA		Sound Masters
<b>DENTIFRICES, SHAVING CREAMS (Mouth Washes, Tooth Brushes)</b>				
Lavoris, Mouth Wash, Savage-Lewis	1 (30)	A		Kling Films
<b>HOME PERMANENTS, SHAMPOOS</b>				
Procter & Gamble, Drene, Compton	1 (60)	LA		ATV Film Prods.

(Continued next week)

## 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
<b>CONFECTIONS</b>		
Brock Candy—Steve Donovan, Western Marshal	NBC Film	7 Southeastern Markets
Williamson Candy—Steve Donovan, Western Marshal	NBC Film	10 Regional Markets
Brown & Maley Candy—Celebrity Playhouse	Screen Gems	KOMO, Seattle
<b>DAIRY AND MARGARINE PRODUCTS (Shortenings, etc.)</b>		
Carnation Milk—Annie Oakley (R)	CBS Film	WBAL, Baltimore; WBZ, Boston; WBN, Buffalo; WBT, Charlotte, N. C.; WLWD, Dayton, O.; WICU, Erie, Pa.; WJTH, Hartford, Conn.; WFRV, Green Bay, Wis.; WJAG, Johnstown, Pa.; WMBR, Jacksonville, Fla.; WGAL, Lancaster, Pa.; WJIM, Lansing, Mich.; WHAS, Louisville; WTVJ, Miami; WISN, Milwaukee; WALA, Mobile, Ala.; WNBC, New Haven, Conn.; WDSU, New Orleans; KWTU, Oklahoma City; WOW, Omaha; WPFH, Wilmington, Del.; Winston-Salem, N. C.; WKBN, Youngstown, O.; WKTV, Utica, N. Y.; KTVX, Tulsa, Okla.; WSPD, Toledo; KING, Seattle; KXLY, Spokane; KOVR, Stockton, Calif.; KDKA, Pittsburgh; KOIN, Portland, Ore.; WJAR, Providence; KSL, Salt Lake City; KENS, San Antonio; San Diego, Calif.; KGO, San Francisco; Cedar Rapids, Ia.; Eugene, Ore.; Johnson City, Tenn.; Manchester, N. H.; Peoria, Ill.; St. Joseph, Mo.; Springfield, Mo.; Topeka, Kan.
Jorgensen Dairy—Hopalong Cassidy (1/2 hr.) A&B	NBC Film	KBES, Medford, Ore.
Santon Dairy—Buffalo Bill Jr.	CBS Film	KKTV, Colorado Springs, Colo.
Meadowgold—Buffalo Bill Jr.	CBS Film	KSSS, Roswell, N. M.
Dominion Dairy—Patti Page	Screen Gems	CHCH, Hamilton, Ont.; CFPL, London, Ont.; CBMT, Montreal; CBOT, Ottawa, Ont.; CBLT, Toronto, Ont.

(Continued next week)

## THIS WEEK'S FILM BUYS

**CBS TV FILM SALES**  
**FABIAN OF SCOTLAND YARD**  
 WRCA, New York; Encore Cigarettes  
 WBBM, Chicago; Adv. TBA

**LIFE WITH FATHER**  
 WBZ, Boston; Howard Johnson

**LONG JOHN SILVER**  
 WAFF, Baton Rouge, La.; Adv. TBA  
 WRGB, Schenectady, New York; Canada Dry Bottling

**CBS NEWS FILM**  
 WTVH, Peoria, Ill.; Adv. TBA

**RANGE RIDER**  
 KDUB, Lubbock, Tex.; WINT, Waterloo, Ind.; Adv. TBA  
 WRGB, Schenectady, N. Y.; Stewart Ice Cream

**SAN FRANCISCO BEAT**  
 WTVT, Tampa; Adv. TBA

**THE WHISTLER**  
 WTWO, Bangor, Me.; Nepeco Meats (half) and Barcolene Household Cleaner (half)  
 KSQA, Odessa, Tex.; Adv. TBA

**GUILD FILMS COMPANY**  
**CONFIDENTIAL FILE**  
 WEWS, Cleveland; KXLY, Spokane; KGAL, Galveston, Tex.; WRGB, Schenectady, N. Y.; Adv. TBA

**MCA-TV**  
**DR. HUDSON'S SECRET JOURNAL**  
 KDAL, Duluth, Minn.; Northwest Bank of Commerce

**NBC FILM DIVISION**  
**GREAT GILDERSLEEVE**  
 WBOC, Salisbury, Md.; City Dairy  
 KRK, Little Rock; U. S. Army Reserve  
 KCMO, Kansas City, Mo.; Rudy Fick, Ford Dealer  
 KFJX, Grand Junction, Colo.; U. S. Bank of Grand Junction

**STEVE DONOVAN, WESTERN MARSHAL**  
 WABI, Bangor, Me.; W. T. Grant Co.  
 KLB, Denver; Adv. TBA

**BADGE 714-B**  
 WARD, Johnstown, Pa.; Sherer Oil Co.  
 KFYR, Bismarck, N. D.; Adv. TBA

**BADGE 714-C**  
 WIS, Columbia, S. C.; S. McDaniels & Son Meat Packing  
 WBAY, Green Bay, Wis.; Adv. TBA

**VICTORY AT SEA**  
 WICC, Pittsburgh; Adv. TBA

**PARAGON PLAYHOUSE**  
 WIS, Columbia, S. C.; Adv. TBA

**LIFE OF RILEY—C**  
 KGLO, Mason City, Ia.; Adv. TBA

**LIFE OF RILEY—D**  
 KGLO, Mason City, Ia.; Adv. TBA

**NATIONAL TELEFILM ASSOCIATES**  
**CHINA SMITH**  
 KDAL, Duluth, Minn.; Adv. TBA

**OFFICIAL FILMS**  
**MY LITTLE MARGIE**  
 WTVY, Dothan, Ala.; Adv. TBA  
 KDAL, Duluth, Minn.; American Crystal Sugar and Gedney Pickles

**SCREEN GEMS, INC.**  
**YOUR ALL STAR THEATER**  
 WNHC, New Haven, Conn.; WCCO, Minneapolis; KCMC, Texarkana, Tex.; WMAL, Washington; Adv. TBA

**BIG PLAYBACK**  
 WNHC, New Haven, Conn.; Adv. TBA

**CELEBRITY PLAYHOUSE**  
 Albuquerque, N. M.; El Paso, Tex.; Lubbock, Tex.; Midland, Tex.; Roswell, N. M.; San Angelo, Tex.; KCMC, Texarkana, Tex.; Adv. TBA

**JUNGLE JIM**  
 WALB, Albany, Ga.; KOMO, Seattle; Adv. TBA

**RIN TIN TIN**  
 Canadian Stations; Adv. TBA

**TOP PLAYS OF '55**  
 WNHC, New Haven, Conn.; KCMC, Texarkana, Tex.; WMAL, Washington; Adv. TBA

**STERLING TELEVISION COMPANY**  
**LITTLE THEATER**  
 KRON, San Francisco, Calif.; 4-Wheel Brake

**PSYCHOLOGY FILMS**  
 WSUN, St. Petersburg, Fla.; Child Guidance Clinic

**FEATURES**  
 WHIZ, Zanesville, O.; WPFH, Wilmington, Del.; KFEL, Denver; KENS, San Antonio; Adv. TBA

**JUNGLE ADVENTURE**  
 WOW, Omaha; WJAR, Providence; Adv. TBA

**STERLING CARTOONS**  
 WOAI, San Antonio; WMSL, Decatur, Ill.; KBTU, Denver; Adv. TBA

**PAUL KILLIAM SHOW**  
 KENS, San Antonio; WSBT, South Bend, Ind.; KVAL, Eugene, Ore.; Adv. TBA

**ZIV TELEVISION PROGRAMS**  
**HIGHWAY PATROL**  
 WFBC, Greenville, S. C.; Wall Brokerage

**I LED THREE LIVES**  
 WTSK, Knoxville; Pabst Beer

## New TV Spot Campaigns

### Future National Spot Drives—Contracts Being Signed Now

Deals Set During Week Ending September 24

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 & Advertiser	Product & Advertiser
Air Transportation, Western Airlines	LeHigh Acres, Grant Co.
Bulova Watches & Radios, Bulova Watch Co.	Luden's Menthol Cough Drops, Luden's, Inc.
Chrysler Cars, Chrysler Corp.	Morton's Frozen Foods, Morton Packing
Cloverbloom "99" Margarine, Armour & Co.	Paint, Dettwood Finishes
Dr. Lyon's Toothpowder, Sterling Drug	Phillips Milk of Magnesia, Chas. H. Phillips
Drano Lye, Drackett Co.	Prell Shampoo, Procter & Gamble
Energine Cleaning, Lighter Fluid & Shoe White, Chas. H. Phillips	Prestone, National Carbon
Ford Cars & Trucks, Ford Motors	Simmons Mattress, Simmons Co.
Four Way Cold Tablets, Grove Lab.	Smith Bros. Cough Drops, & Syrup, Smith Bros.
Giant Planer, Grant Co.	Stokely Finest Canned Vegetables & Fruits, Stokely-Van Camp
Hacksaw, Grant Co.	Wildroot Hair Oil, Wildroot Co.
Ironing Board Covers, Grant Co.	Wonder Bread, Continental Baking
Ivory Snow, Procter & Gamble	

## REGIONAL SUMMARIES

### Eastern

Answer Cake, Four, General Mills	LeHigh Acres, Grant Co.
Bayer Aspirin, Bayer Co.	Luden's Menthol Cough Drops, Luden's, Inc.
Bayuk Cigars, Bayuk Cigars, Inc.	Musselman's Food Products, C. H. Musselman Co.
Black Label Beer, Carling Brewing	Paint, Dettwood Finishes
Chickens, Grand Union Co.	Paint Roller, Rolliton Products
Chrysler Cars, Chrysler Corp.	Paint Spray Gun, Homcraft
Dr. Lyon's Tooth Powder, Sterling Drug	Phillips Milk of Magnesia, Chas. H. Phillips
Drano Lye, Drackett Co.	Phillips Toothpaste, Sterling Drug
Energine Cleaning, Lighter Fluid & Shoe White, Chas. H. Phillips	Rad White Crystal Bleach & Wax, Rad Products
Ford Cars & Trucks, Ford Motors	Salad Mixer, Grant Co.
Four Way Cold Tablets, Grove Lab.	Simmons Mattress, Simmons Co.
Frozen Foods & Vegetables, Seabrook Farms	Sugar, American Sugar
Giant Planer, Grant Co.	Sugar Crisp Post Cereals, General Foods
Hacksaw, Grant Co.	White Rain Creme Rinse, Toni Co.
Haley's M. O., Chas. H. Phillips	Windex, Drackett Co.
Ironing Board Covers, Grant Co.	
Ivory Snow, Procter & Gamble	

### Southern

Alliance Tenna Roter, Alliance Corp.	Hazel Bishop Lipstick, hazel Bishop, Inc.
Anacin, Whitehall Pharmaceutical	Kleerbu Starch, Scott Chemical
Best Foods Bread & Butter, Pickles & Mayonnaise, Best Foods, Inc.	Kornex Foot Bath, Edward Kenneth
Buick Motor Cars, Buick Motors	LeHigh Acres, Grant Co.
Bulova Watches & Radios, Bulova Watch Co.	Luden's Menthol Cough Drops, Luden's, Inc.
C D R Rotor, Cornell-Radiant Corp.	Luzianne Coffee, Reily Co.
Chrysler Cars, Chrysler Corp.	Morton's Frozen Foods, Morton Packing
Cloverbloom "99" Margarine, Armour & Co.	Mounds Candy Bar, Peter Paul
D-X Ethyl, Motor Oil, Mid-Continent Petroleum Corp.	Phillips Milk of Magnesia, Chas. H. Phillips
Dental Snuff, American Tobacco	Prestone, National Carbon
Drene Shampoo, Procter & Gamble	Qwip Pressurized Dairy Cream, Arrosot Co.
E-Z Pop-Popcorn, Top Pop Products	Red Cap Ale, Carling Brewing
Foods, Safeway Stores	Roman Bread, Continental Baking
Ford Cars & Trucks, Ford Motors	Simmons Mattress, Simmons Co.
Gambill's Best Flour, Lindsey-Robinson	Sweet Peach Snuff, American Tobacco
Grapette Beverages, Grapette Co.	Wildroot Cream Oil, Wildroot Co.

### Midwestern

Air Transportation, Western Airlines	Norway Anti-Freeze, Commercial Solvents
Aika-Seltzer, Effervescent Salts & Tablets, Miles Lab.	Oldsmobile Cars, General Motors
Blended Fabrics, Deering-Miliken	Orange Crush Beverage, Orange Crush Co.
Carter's Little Liver Pills, Carter Products	Paint, Dettwood Finishes
Cascade, Procter & Gamble	Palmolive Soap, Colgate-Palmolive
Chesterfield Cigarettes, Liggett-Myers	Pepperidge Farm Bread, Pepperidge Farm, Inc.
Chrysler Cars, Chrysler Corp.	Pepsi-Cola Beverage, Pepsi-Cola Co.
Cloverbloom "99" Margarine, Armour & Co.	Phillips Milk of Magnesia, Chas. H. Phillips
Cream of Wheat Cereal, Cream of Wheat Corp.	Poli Grip, Block Drug
DeSoto Cars, DeSoto Div.	Pontiac Automobiles, Pontiac Motors
Dr. Lyon's Tooth Powder, Sterling Drug	Prell Shampoo, Procter & Gamble
Drano Lye, Drackett Co.	Product "Z" Colgate Palmolive
E-Z Children's Underwear, E-Z Mills, Inc.	R & B Dolls, Arranbee Doll Co.
Energine Cleaning, Lighter Fluid, Shoe White, Chas. H. Phillips	Remington Typewriters, Remington Rand
Eveready Radio Batteries & Flashlights, National Carbon	Revlon Cosmetic & Toiletries, Revlon Products
Falstaff Beer, Falstaff Brewing	Smith Bros. Cough Drops & Syrup, Smith Bros.
Four Way Cold Tablets, Grove Lab.	Spoolies, Professional Cutlers, Weaver Products
French Spaghetti Sauce, French Co.	Stokely Finest Canned Vegetables & Fruits, Stokely-Van Camp, Inc.
Giant Planer, Grant Co.	Texas Rice, Texas Rice Co.
Hacksaw, Grant Co.	Viceroy Cigarette, Brown & Williamson
Ironing Board Cover, Grant Co.	Vicks Medicated Cough Drops, Vick Medical
Silicone Ironing Board Covers, Magla Products	White Owl Cigars, General Cigar Co.
Kool Cigarettes, Brown & Williamson	Whitman's Chocolates, Whitman & Son
Manot House Coffee, McLaughlin & Co.	Windex, Drackett Co.
Max Factor Cosmetics, Sales Builders	Wishbone Salad Dressing, Kansas City
Morton's Frozen Foods, Morton Packing	Wishbone Salad Co.
	Wonderbread, Continental Baking

### Southwestern

Chrysler Cars, Chrysler Corp.	Prell Shampoo, Procter & Gamble
Gleem Toothpaste, Procter & Gamble	Tootsie Roll, Sweets Co.
Holsum Bread, Atlanta Baking	Wildroot Hair Oil, Wildroot Co.
Ivory Snow, Procter & Gamble	

## Rocky Mountain & West Coast

Air Transportation, Western Airlines	Old Spice Men's Shaving Lotion, Shulton, Inc.
Ballard Oven Ready Biscuit, Pillsbury Mills	Pepto-Bismal, Norwich Pharmaceutical
Bulova Watch & Radios, Bulova Watch Co.	Prestone, National Carbon
Dr. Lyon's Tooth Powder, Sterling Drug	Smith Bros. Cough Drops & Syrup, Smith Bros.
Four Way Cold Tablets, Grove Lab.	Stokely Finest Canned Veg. & Fruits, Stokely-Van Camp
Luden's Menthol Cough Drops, Luden's, Inc.	Wonder Bread, Continental Baking

## LEGIT

### 'Hunter' Aims Laughs, Barbs at H'wood, Sex

By BOB FRANCIS

I wish I could go along all the way with George Axelrod's new comedy, "Will Success Spoil Rock Hunter?" Axelrod, having hit the jackpot with his hilariously bawdy "Seven-Year Itch," has trained his sights again on sex with a capital "S" and a Hollywood background with a capital "H." Since he has a wonderful way with a verbal harpoon and little inhibition in heaving it, most of the time his fantasy-farce is extremely funny. A reporter can only hope that it isn't completely autobiographical.

Certainly a lot of rowdy fun can be derived from the notion that the devil in the person of a Hollywood agent is in the market for four souls via 10 per cent arithmetical progression, and that for no apparent good reason he latches onto a ninnyhammer, fan magazine reporter. It leaves the door wide open for belly laugh interludes excoriating Hollywood bedroom glamor, phony sentiment, Oscars and writers who sit on their behinds to draw their pay. In all, for a couple of acts, Axelrod makes quite a hilarious case of it.

#### Type Switch

However, about midway of his third stanza, presumably to tie up all the loose ends, the author switches to melodrama with romantic overtones, with the devil beguiled and right triumphant. It is more than something of a let-down. I am afraid, too, that much of the play's humor is dedi-

#### Reuben, Reuben

Marc Blitzstein came up in his new musical with the biggest surprise of the season. First-nighters apparently expected hilarious, hayseed jokes but were confronted by a watered-down Menotti-style folk opera. As the curtain came down the house was half empty. Many had left muttering incoherently. It is indeed sad that so much good individual performing, staging, choreography and music, together with an excellent production, should amount to so little.

Thru its central character, Eddie Albert, Reuben tries to express all the heartache of the world and winds up with all the elements of an Italian movie gone haywire. It takes Albert nearly three hours, dawdling thru bars, nightclubs, bridges and the psycho ward, to find out that his pop was wrong. There are little gems among this pile of slag, but it hardly seems that they'll shine brightly enough to attract customers.

Dewar.

#### The Carefree Tree

Phoenix Theater, New York  
The Phoenix Theater tees off its third season with a Chinese fantasy-fable, "The Carefree Tree." The Phoenix admits that it thrives on experiment—some good, some bad—but "Tree" can hardly be classified as a noble one.

Produced with considerable color, "Tree" leans heavily toward the Chinese theater school, replete with narrator, comedy property man et al, the sort of thing that years ago "The Yellow Jacket" accomplished once and for all. But currently, when author Aldyth Morris isn't being quaint, she is being coy, a combination hardly calculated for customer stimulation. I guess a war between dowager queens of North and South China is a terrible thing, until solved by grandmotherly affection for a mutual grandchild. I really don't care.

Such eminent players as Blanche Yurka, Edith Meiser, Larry Gates, Frederic Warriner, Janice Rule and Farley Granger are personally meritorious in these proceedings. Granger is making his local stage debut. But nobody can decorate "Tree" with any degree of enchantment.

Francis.

icated to people in the know on show business — a fault that has eventually hurt such offerings in the past. I have a hunch that future audiences will get lost on somewhat private jokes from time to time.

Actor-wise, it is great. Martin Gabel is delightful as the agent with infernal connections. The funniest scene in the play is his team up with Harry Clark in the reception of an Oscar award. Clark is also at his able best in a thinly disguised lampoon of a movie magnate. Orson Bean is just right as the no-talent reporter who sparks the proceedings, and Walter Matthau adds another fine stint as the playwright bemused with success (presumably Axelrod). In the glamor department, I can think of no one who could do it with sexier over or undertones than Jayne Mansfield.

"Hunter" is no "Itch," but it still has the potential to make a lot of people laugh. It ought to do right good at the Belasco.

#### Golden Slippers

City Center, New York  
With fairy tale settings and excellent performances thruout, Tchaikowsky's "Golden Slippers" made a happy operatic bow at the New York City Center Thursday (13).

Richard Cassilly, making his debut with the New York City Opera troupe, has a beautiful tenor voice coupled with an acting ability which was well displayed in the role of a young blacksmith bedeviled by his sweetheart and the devil alike.

Adding frosting to the gingerbread story, Ruth and Thomas Martin's colloquial English translation is delightful as well as completely understandable when sung, the latter always being a distinct blessing.

Only one slightly discordant note in an otherwise charming evening can be debited to the account of the male members of the ballet corps, who, amazingly enough, manage to make the Russian folk dances look listless. Holland.

#### Joyce Grenfell Requests the Pleasure

Bijou Theater, New York  
If you like Joyce Grenfell, you can have a hell of a time at the Bijou Theater. She drove an opening night crowd to sheer pandemonium. This reporter didn't share in the enthusiasm.

Miss Grenfell is an obviously well-bred British lady. Altho she boasts no particular voice, I suppose she may be termed a singing mime, since she has a flair for pleasant mimicry. Perhaps that is what I find fault with; she is too well bred to throw harpoons into the subjects of her satire. She picks various types of British ultra-bores and then pleasantly, very pleasantly, imitates them. The result, speaking personally, is that she is frequently boring, too. I

## NIGHT CLUB

### Moulin Tops Series of Toppers

By BOB SPIELMAN

It's become like a game with Frank Sennes, having each show top the preceding one at Hollywood's plush Moulin Rouge. This, the third in a two-year span, is no exception. It has by far the most elaborate staging, some top talent, and enough girls to keep a satyr happy.

Donn Arden produces, and has artfully meshed together startling special effects, a chorus line of 50 cuties dressed fit to make gaga eyes at, tasteful sets, and a number of featured dancers and singers into a revue that purports to

## BROADWAY SHOWLOG

Performances Thru October 8, 1955

### DRAMAS

A View From the Bridge	9-27,'55	23
Brides	3-24,'55	235
Cat on a Hot Tin Roof	10-5,'55	13
Diary of Ann Frank	4-21,'55	204
Inherit the Wind	10-10,'55	8
Joyce Grenfell Requests the Pleasure	9-20,'55	30
Marcel Marceau	8-17,'55	69
Skin of Our Teeth	10-11,'55	7
The Carefree Tree	10-15,'54	839
The Teahouse of the August Moon	10-3,'55	16
Tiger at the Gates	10-13,'55	4
Will Success Spoil Rock Hunter?	12-16,'54	350
Witness for the Prosecution	10-1,'55	17
The Young and Beautiful	10-2,'54	436

### MUSICALS

Comedy in Music	10-2,'54	747
Damn Yankees	5-5,'55	188
D'Oyle Carte	9-27,'55	23
Fanny	11-4,'55	23
Hear! Hear!	9-27,'55	27
Hear! Hear!	9-28,'55	21
Maurice Chevalier	5-13,'54	590
Pajama Game	1-27,'55	300
Plain and Fancy	2-24,'55	267
Silk Stockings	9-30,'54	436
The Boy Friend	9-26,'55	24
Island of Goats	10-4,'55	15
The Wooden Dish	10-6,'55	12

### CLOSED

A Day by the Sea	9-26,'55	24
Island of Goats	10-4,'55	15
The Wooden Dish	10-6,'55	12

### COMING UP

A Roomful of Roses	10-17,'55	
No Time for Sergeants	10-20,'55	

#### Lucienne de Lyle

Blue Angel, New York

Another French import makes a felicitous American debut. Lucienne de Lyle arrives with a reputation as one of France's top recording artists. I am not familiar with her records, but can testify that on the Blue Angel's podium she sings delightfully in a mixture of French and English and projects a modesty and warmth that are certain to win her a big following over here.

Also falling pleasantly on the ear is the vocalizing of chanteuse Teddy King. The gal is ingenious and has a nice way with a ballad. Comedy sector of the new bill is ably held down by Mort Sahl. The comic has a fast-talk routine that packs plenty of originality and laughs.

Return of Martha Davis and her slap-bass spouse is a certain Blue Angel crowd pleaser. When Miss Davis swings it to her own grand accompaniments and that virtuoso bull fiddle beats out the rhythm, you know you're listening to two top pros at work.

The whole combo adds up to a fine show. Francis.

longed to have her just once lift a lady-like skirt and roll off-stage on a pair of skates.

She is assisted by an exceptional dance trio, Beryl Kaye, Paddy Stone and Irving Davies, who fill in while she makes costume changes. The trio is quite sensational and could step into any of our top hotel rooms whenever this current stint is over. It may not be too long, for Miss Grenfell's charming talents are for a very special audience. Francis.

## NIGHT CLUB

### Reyes & Los Chavales Click in Persian Room

By BOB FRANCIS

The Persian Room has another fine show on the docket. Those kids from Spain, "Los Chavales de Espana," are back in town, all 11 of them, plus, of course, Manhattan-Latin Trini Reyes.

I first caught this instrumental-song-and-dance package at the Waldorf three years ago when they held sway on the roof for an entire summer. A year later they turned up at the Palace Theater to give Betty Hutton a lot of much needed help during her two-a-day regime at the house. In the current Plaza setting they are better than ever.

An all Spanish program can get to be a bore, save to the "ole" brigade, but these lads are so versatile that they never project a dragging moment. Not only do they switch from Spanish to French and English numbers at the drop of a hat, but they switch instruments with equal felicity. It is a treat to the ear to hear music played sweet for a change, and these lads are musicians with a capital "M." As for chorals and

solos, their showmanship is close to perfection.

I'm still not sure just who is who in the aggregation except, of course, the diminutive Senorita Reyes. I think it is Louis Tamayo who does such a splendid vocal with "Mam'selle de Paris," and Pepe Lara who scores similarly with "Granada." It may be the other way round. It doesn't matter. They're all great.

Senorita Reyes offers another sample of her virtuoso sapateados in a sizzling Flamenco number. She is a pint-sized ball of fire. Subsequently she adds a brief but delightful Castilian peasant routine. My only beef with the show is that she doesn't do more.

#### Henny Youngman, Helen Forrest

Biltmore Bowl, Los Angeles

Were it not for the cackling of a fem ringsider, Henny Youngman might just as well have moved his show to the marble halls of a Forest Lawn mausoleum. Not that Henny can't bat lines with the best of 'em, but selling gags in this room is akin to playing Russian roulette. Far better suited to the climes of a borst belt hostelry, Youngman's gags aged long before they were received by the audience.

Helen Forrest fares slightly better and displayed vocal qualities that made her the top chirp she is. She scored easily on such standards as "She's Funny That Way" and "Falling in Love," and marked her career as a band singer with a bit of special material tagged "Cavalcade." Toy and Wing, vet dance team, graced the floor to open the show, with Hal Derwin's ork backing.

Friedman.

#### Patrice Munsel

New Frontier Hotel, Las Vegas

Metopera soprano Patrice Munsel is about as unoperatic as one of her talents can get, in the New Frontier Hotel's Venus Room. Obviously designed to appeal to the less esthetic patrons, the act put on by Miss Munsel features sex, with which she is amply supplied, and more popular than classical selections. In fact, only one grand-operatic aria—"Thru City Streets" from La Boheme—does she warble, to the disappointment of longhair customers. The results, however, can hardly be better commercially, as the show is the most talked-of ever put on in Las Vegas by an opera singer.

Second spot is taken by the fine pantomimist, Gene Sheldon, while the opener is a musical trio, the Wilder Brothers, whose enameled saxophones remind the audience of bathroom fixtures. Oncken.

#### Gogi Grant

The Crescendo, Hollywood

On the brink of a promising career as the result of her click recording of "Suddenly There's a Valley," young Gogi Grant more than proved her mettle in her first Sunset Strip booking. The girl has a big voice, looks, charm and a wealth of poise to add to her lure. She's best on those big ballads which give her an opportunity to belt, and strangely enough has a voice quality faintly reminiscent of Judy Garland. More experience, better costuming and a larger repertoire are sure to see this girl rocket. The Robins (5) spoon rhythm and blues in superb fashion, while Dick Curtis, emcee and comic, falls way short of the mark with his material. Renee Touzet group cut the show and played for dancing. Friedman.

Highlights of the current act is the ancient burlesque gimmick; the runway into the audience, which brings down the house as it has always done in much less plushy theaters.

Always good for laughs is Jean Carroll in second spot, once more proving to be the top lady comic in her class. Opener is a pair of entertaining tumblers, the Marcellis.

Excellent chorus numbers are provided by the SaHarem Dancers. Music is by Cee Davidson and ork. Oncken.

#### Corbett Monica

Steuben's Vienna Room, Boston

Insulting the customers seems to pay off for this young comic who looks as tho he's on the way up. He opened in this mid-town 385-seater at the head of a floor show that is one of the most satisfactory all the way thru of any seen here. With a good voice for singing take-offs on Frank Sinatra, Billy Daniels and other celebs, Corbett Monica lulls the crowd into a jolly mood with some very fast gags and the story of his "rise to fame." His "Fishnet" and soap opera routine had the patrons forgetting their platters.

Singing emcee Don Dennis keeps a happy pace with banter and an effective presentation of "He," "Autumn Leaves" and "Love and Marriage." This personable gent could well do an act on his own. An exciting dance act, the Bob DeVoe Trio, one of whom is a talented red-haired ballerina, and a snappy tap and baton twirling stint by Billy Mahony complete a rewarding show. Dewar.

## RCA to Reorganize In Recording, Sales

New Exec Alignment Aimed at Stiffening Force to Meet Pop Singles Competition

NEW YORK, Oct. 15. — RCA Victor next week is expected to reorganize its recording and sales divisions with an eye to sharpening its teeth in the increasingly competitive pop singles field. In a new alignment of sales and recording execs, several key men will devote their undivided attention to pop singles, following a trend already indicated at the rival Capitol and Columbia diskeries.

Joe Carlton, head of pop artists and repertoire, will remain in that capacity, but will devote all of his attention to pop singles. Heretofore, nominally, he has been responsible for all non-classical recording. All pop singles activity will be directed by Bill Bullock, present manager of commercial sales and merchandise. Jack Burgess, present manager of domestic field sales, will be sales manager for singles. Seven field men will work on pop singles only, and seven on albums only.

Package recording and sales will be the exclusive province of George Marek, present director of artists and repertoire. Ed Welker will continue to handle pop album recording; Alan Rayes, Red Seal recording, and Bob Yorke, now merchandising manager, will be sales manager for all albums.

Bill Alexander, present over-all advertising manager, will serve as advertising and promotion manager for packed goods only, and Bernie Miller will handle similar chores for the pop singles division.

### Kanaga Top Boss

All operations apart from recording will be under the direction of

### SLEEPER?

## Orchestrions' Sound May Be 'New' for Pops

• Continued from page 1

sequently, Dot is testing audience reaction on the Maddox version in Cleveland this week, in a move to determine if the response to the dubbing was for real or just a freakish accident. If Dot decides the latter is the case then the Maddox side will be shelved.

Meanwhile, the actual sound track performance is being rushed out as a single disk by Columbia, which issued the original sound track album on the movie, but didn't include the orchestration portion on the LP. The sound track side is backed by "Pete Kelly's Blues," also played on the orchestration.

Lawrence Cook, one of the few remaining masters of the almost extinct piano roll art, cut the theme on an orchestration roll Wednesday (12) and the roll was air-mailed to Columbia staffer Lowell Frank on the Coast the next day, with finished recordings expected to be out on the market by the end of the week.

In order to hold its own deejay-play-wise with Dot and Mercury, Columbia also pressed several one-sided copies on "I Never Knew," which its distributors were instructed to make available to jockeys until the complete platter was ready.

Bourne Music, which publishes "I Never Knew," is overjoyed at the unexpected windfall and is going all out to push the song as a tune, in hopes that the orchestration-styled platters will spark some straight-performance waxings of the ballad—either in the form of reissues or new recordings.

Howard Letts, who, like Bullock and Marek, reports to Larry Kanaga, vice-president and operations manager of the RCA Victor Record Division.

The special singles concentration at the major companies, it is believed, has been cued by the strong showing in the field of a number of indie labels whose resourceful recording and marketing methods reportedly have caused some consternation in the major camps.

Columbia Records recently made a parallel move, bringing in Dick Linke to a newly created post as director of pop singles sales. Formerly he had specialized in pop singles promotion at Capitol. At Columbia also, the pop and classical album departments have functioned with some autonomy, while pop a.&r. head Mitch Miller has concentrated on pop singles production.

## Decca Adds Jazz, C.&W. Sets for Fall

NEW YORK, Oct. 15.—Decca Records, which debuted some 50 packages in its fall program, has been maintaining an accelerated schedule of LP production in all fields. New shipments to dealers include a series of 10-inch country and western dance packages and seven jazz sets. It will be recalled that the Archive Series, in the classical field, was also in addition to the fall package debut.

The Country and Western Dance-O-Rama sets, a project which c.&w. exec Paul Cohen has been working on for some time, total seven, with more to come. The artists are Bob Wills, Spade Cooley, Adolph Hofner, Tex Williams, Grady Martin, Billy Gray and the late Milton Brown. Most of the recordings are new, with the exception of the last-named, who was a Decca star 20 years ago and a pioneer in the field.

The new jazz packages, all 12-inch, include "Dixieland Clambake," by Joe Gumin; "The Hawk Talks," by Coleman Hawkins; "Blow Hot—Blow Cool," by Herbie Fields; "Jazz Studio 4," featuring 12 jazz names; "Blow Your Horn," with Bennie Green and Paul Quinichette; "Kansas City Memories," by Jay McShann, and "Satchmo Sings." Earlier this fall Decca re-

(Continued on page 18)

## BIG HOMEWARD TREND

# Small Town, Suburb Dealer Getting Old Customers Back

By BILL SIMON

NEW YORK, Oct. 15.—In these early weeks of the record-selling season, which tradesters predict will be the biggest in history, one important trend already may be charted: Small town and suburban dealers are getting their old customers back.

For the first time since the advent of LP, the bugaboo of the big city, mail-order price-cutters has shrunk to the point where it no longer represents a serious threat to the average small city merchant. The change is attributed by trade execs to the 1955 price reductions and to generally broader inventories carried by deal-

## SWIFT WRITES PODRES TUNE

NEW YORK, Oct. 15. — Allen Swift, known to millions as the voice of "Howdy Doody," "Mr. Bluster," etc., couldn't concentrate on his rehearsals when Brooklyn won the World Series. He reveled in the horn honking and in quick time came up with a timely song, "Johnny Podres Has a Halo Round His Head." Working with Horace Linsley, a lead sheet was delivered to Kermit Schaeffer and Jubilee recorded the ditty. Brooklyn reaction is reported stupendous.

## Merc. Chalks Up Biggest Kid Disk Sales Year

NEW YORK, Oct. 15. — Mercury Records is chalking up its biggest sales year in the children's record field this year, according to the label's sales veepee, Morry Price.

To date, Mercury's new fall promotion on its Childcraft and Playcraft lines has sparked a 62 per cent increase (both unit and dollar volume) over sales on the disks for the same period in 1954. The "Baker's Dozen" promotion, which still has two weeks to go, enables dealers to receive a dozen Childcraft or Playcraft platters (78's) for each 144 kidisks purchased on any speed.

The second phase of the cam-

(Continued on page 18)

## Haydn Society Adopts 2-Pack Album Versions

NEW YORK, Oct. 15.—Beginning with its November release, the Haydn Society will adopt a two-package policy on all new issues, with a \$1 price differential between standard and de luxe sets. The new Haydn approach will be basically similar to that pioneered by Angel Records and followed later by Westminster.

All new Haydn LP's will come in a factory-sealed, hard-cover package to carry a list price of \$4.98. This package, a double-fold job, will be factory-sealed and have copious liner notes. The identical disk, in a standard pack version, will list at \$3.98.

The new disks will all carry a "9000" designation. Many will hold newly recorded material, but in some cases etchings will be transferred to the new packages from catalog. Eighteen LP's are planned for release by the end of the year.

## Col. Club Now Set; Plans Move Ahead

Dealer Response Comes Thru; Frisco Reports in 85%; 12 Violators Warned

NEW YORK, Oct. 15.—The initial phase of the Columbia LP Record Club is now over and diskery executives consider the innovation "firmly established," with planning already under way for as far ahead as next September.

Launched in mid-August, the plan solicits mail-order club members, 80 per cent of which are sought thru dealer signings, according to original blueprints.

While no information as to the relative standing of dealer versus direct subscriptions was made available, Hal Cook, director of sales, this week said more than 4,000 dealers in all parts of the country have already forwarded "one or more" subs to club headquarters.

The best city from the point of view of dealer participation, said

Cook, is San Francisco, where 85 per cent of eligible retailers have sent in some club subscriptions. The worst is New Orleans, where only 45 per cent of the dealers have so far participated.

### Dealers Counted

Percentage calculations here were made with reference only to dealers considered normally active in the packaged records field. Strict singles outlets, or those doing only token album business, are not rated as potential club participants.

In New York City, and the immediate area, where opposition to the plan has been unusually vocal among a group of dealers, notably those affiliated with the Long Island Records Dealers' Association, co-operation among dealers generally has also been satisfactory, Cook asserted. Here, he said, about 58 per cent of the 322 dealers rated as eligible have sent in club subs.

Cook also reported that 12 retailers who engaged in advertising offering special inducements to prospective members, in violation of club rules, have been put on notice to discontinue these practices or forfeit their club certificates, without which club subs are not honored.

## Sunken-Faced LP Becoming Disk Standard

NEW YORK, Oct. 15. — LP's with raised rims and label areas, essentially similar to RCA Victor's Grave-Gard development, now appear more likely to become an eventual industry standard both here and abroad.

Victor introduced the process a year ago, and all releases since from the company feature Grave-Gard. Its prime function is to preclude abrasion of LP playing surfaces, particularly during shipment.

Capitol, which long had experimented with a similar development, has issued many LP's with the feature. Columbia is now be-

(Continued on page 18)

## Disorders Erupt At Granz Concert

SAN ANTONIO, Oct. 15.—Disorders which interfered with the performance of musicians and poor attendance posed a threat to the future appearance here of Norman Granz Jazz at the Philharmonic at the Municipal Auditorium.

A fight between two youths and an off duty policeman started after Granz twice took to the stage to tell the audience to quit smoking and once to demand that it desist from yelling and whistling during Ella Fitzgerald's series of songs. He threatened to halt the numbers if the noise continued.

### LP's FOR DJ's

## Angel to Offer Programming Subscriptions

NEW YORK, Oct. 15.—Angel Records next week will offer radio stations a special subscription service providing classical LP's for programming purposes only at less than cost. The pitch to broadcasters will make two plans available, one or both of which may be purchased.

The first plan provides a regular monthly service of four to six LP's, or 60 disks a year, for an annual fee of \$50. Current releases will be chosen for records supplied under this plan, and the selection of titles will be made by Angel execs. Initial shipments will be made in November.

If a station signs up later, it will be brought up to date with all records already shipped to Plan 1 subscribers. All subscriptions to this plan run out October 31, 1956, but carry an automatic renewal proviso unless canceled in writing by either party at least 60 days prior to that date.

The purpose of Plan 2 is to fill

(Continued on page 18)

## Plan Tributes To Gus Kahn

NEW YORK, Oct. 15. — Gus Kahn, the renowned tunesmith who died in 1941, is expected to receive a number of memorial tributes on his birthday, November 6. The Gus Kahn Music firm has retained promotion man Leonard Wolf to work in advance with deejays, planning all-Kahn programs and also to escort the clefter's widow around for personal appearances on such shows.

Kahn, whose career received the bio-flick treatment in "I'll See You in My Dreams," wrote dozens of all-time hits including such as "Love Me or Leave Me," "Josephine" and the newly revived "I Never Knew." (see separate story.)

Wolf this week also signed as promotion accounts Herb Shriner and the Modernaires.

shallow, representation of titles, and will make frequent exchanges.

### The War Horses

The dealer, then, doesn't have to tie up all of his money in quantity orders of war horses, because he knows that whenever he sells out, he can get more quickly from the distrib. Even distribes for the major labels, who frequently dictated minimum orders on plug albums, are now trying instead to encourage across-the-catalog display of pop, classical and jazz LP's.

Apparently this has not been a difficult idea to sell. As the companies vie with each other to produce more attractive colors,

(Continued on page 18)

## Columbia Policy To Speed LP Distribution

'Token' Shipments To Go Out Before Order to Cut Weeks

NEW YORK, Oct. 15.—Columbia Records has set a new procedural policy to speed early distribution of LP's and to limit "confusing" duplication of titles on EP issues.

Under the plan, now in effect, practically all new LP's released will be shipped in "token" allocations to distributors immediately upon availability. Previous practice has been to announce the albums and then await orders from distributors. Often, it was found, this former procedure delayed actual delivery to retail channels by as much as five or six weeks.

Both classical and pop LP's will be treated similarly under the new method. Only exceptions will be occasional special releases. But these will be few and far between, it was said. Columbia's fall package release was used experimentally to test the procedure, and it was reported to have checked out satisfactorily.

### EP Policy

To bring some order into the EP situation, the diskery has now adopted a standard policy for all new releases of the bonus donut platters. Where a duplication of LP material is involved, either a three-pocket exact duplicate, or three individual EP's will be released. No longer will both EP treatments be permitted, often the practice previously.

In the case of EP's which are unique in themselves as packages and have no LP counterpart, a separate numerical code will be used to identify the disks. All the latter will henceforth be tagged in the "B 2000" series.

## Venus Sues Mills Over 'Mary Lou'

NEW YORK, Oct. 15.—Venus Music, Inc., this week filed suit in Federal Court against Mills Music, Inc., asking that Mills be enjoined from destroying the plaintiff's renewal rights to the tune, "Mary Lou," written in 1926 by Abe Lyman, George Wagner and J. Russel Robinson. Suit asks that Mills be enjoined from claiming the renewal thru an assignment by Abe Lyman, and that Mills pay damages for having allegedly infringed under the Lyman assignment.

Venus claims that prior to the Lyman assignment to Mills, the three writers had assigned the renewal to Fred Fisher Music, and that Fisher had subsequently assigned it to Venus.

The song originally had been placed with Henry Waterson, Inc., in 1926 by the three writers. This firm published until 1931, then turned the copyright over to Mills. (Continued on page 18)

### PLENTY OF LOOT

## Cabot Adds Video to Wide Range of Music Activities

NEW YORK, Oct. 15.—There's still a lot of loot in the popular music business—if one's approach has vision and business sense. The latest to indicate the truth of this is Tony Cabot, who on October 21 takes over the musical direction of the Igor Cassini TV show on NBC.

Not counting the upcoming TV assignment, Cabot grosses about \$150,000 yearly providing a packaged music service for hotels, society parties and industrial shows. His net, of course, is considerably less, for he has to pay his musicians and other costs, but with the

## IKE'S GIFT ALSO FOR CAPITOL

NEW YORK, Oct. 15.—Capitol Records this week was happily basking in the reflected glory of President Eisenhower's October 14 natal day gifts.

The Chief of State's grandson, David, presented him with a record as a birthday present, and national wire stories Friday (14) revealed that the disk was "What It Was, Was Football," by Capitol's rural humorist Andy Griffith. Griffith, incidentally opens on Broadway Thursday (20) in "No Time for Sergeants." It's a Main Stem debut for Griffith, who has the top role in the legit version of the best-selling novel.

## Lombardo to Sever Pact With Decca

HOLLYWOOD, Oct. 15.—Confirming reports that Guy Lombardo would sever his pact with Decca Records (The Billboard, Oct. 15), Alan Livingston, vice-president in charge of artists and repertoire at Capitol Records, this week disclosed he had reached an agreement with the bandleader.

Livingston returned from two days of conferences at Las Vegas, where details of the pact were concluded.

The possibility also loomed here this week that Capitol will ink the Andrews Sisters. Firm already has Patty Andrews under contract, while Maxine and Laverne have not recorded since the trio disbanded. Girls are reportedly getting together again, with a firm offer from Las Vegas for 12 weeks at \$250,000 as a trio, in addition to a motion picture offer. A meeting among business managers of the sisters has been called to settle the issue.

### 10-INCH EP IS HERE

## Coast Diskery Starts Pressing on 3 Labels

PASADENA, Calif., Oct. 15.—The 10-inch 45 r.p.m. record, long a subject of industry speculation, has finally arrived, at least in limited application.

Bill McCall, local disk mogul, is releasing such platters under each of his three label imprints, 4-Star, Gilt-Edge and Big Town, covering the hillbilly, pop, and rhythm and blues fields respectively. At this point the donut-hole records are used solely for disk jockey distribution, to stimulate performances of tunes held in McCall's 4-Star publishing enterprise.

impetus of the TV show, Cabot expects his stock to take an upward bounce among the debs, dowagers and industrial executives who view the program. For five years (ending three months ago), Cabot packaged music shows for the Schine Hotel chain. His current hotel accounts are far flung, including the Hawaiian Room at the Lexington in New York and the Iboe Lele Hotel in Port-au-Prince, Haiti. He does the staging, supplies the talent, writes special music when the occasion requires, etc. He also investigates (Continued on page 18)

# BB Charts Show Pop Tunes Today Take Longer to Hatch

## Records May Take Two Months From Release Before Reaching Top Ten

By PAUL ACKERMAN

NEW YORK, Oct. 15.—The exposure pattern for pop records—the time elapsing between the release of the record and its success or failure at the consumer level—is changing.

Today records require much more time and exposure than they did several years ago. This is geographically borne out by a consideration of the new entries in this week's national best-selling chart in The Billboard.

In today's complicated pop record market, it may take as long as two months for a major artist on a major label to build enough strength to make the chart. Several years ago this was generally accomplished in two or three weeks; and, if such a disk did not make it in one month at the outside, the trade forgot about the record.

New records on this week's national best-selling chart include Nat (King) Cole's "Someone You

Love" on Capitol, Joni James' "You Are My Love" on M-G-M, Jo Stafford's "Suddenly There's a Valley" on Columbia, and Gale Storm's "I Hear You Knockin'" on Dot.

Cole's disk was released early in September and was reviewed in the September 17 issue of The Billboard. Joni James' disk was out early in September and was reviewed September 6. Stafford's Columbia disk hit the shelves at the end of August and was reviewed September 3. The Storm disk, too, was out early in September. Even granting that some artists traditionally build slow—as Nat Cole—the pattern is too persistent to doubt the validity of the conclusion that the length of exposure required today is at least twice, and often four times, as much as several years ago.

### Exceptions Occur

Exceptions, of course, continue to crop up. But their scarcity only points up the general trend. Outstanding recent exception was

## Audiorama in N. Y. Tops 1954 Exhibit

By REN GREVATT

NEW YORK, Oct. 15.—A wider variety than ever of finished hi-fi units, as well as hi-fi component elements, figure as the keynote of the seventh annual Audiorama, which opened here last Thursday (13). Sponsored by Audio Fair, Inc., the hi-fi show is being held at the Hotel New Yorker and played to a first day crowd reported to near 8,000. The second day (Friday) shaped up equally well in spite of bad weather.

Just about everything the audiophile could ever want or need is represented among the more than a score of separate types of items in the showcase. Indicative of the

stepped-up pace of the hi-fi industry is the fact that the 153 separate firms exhibiting comprise a 10 per cent increase over the exhibitor total at the 1954 show.

New items on display ranged from double-play tape to hi-fi do-it-yourself kits. ORRadio Industries plugged its new Irish double-play tape, making available for the first time 2,400 feet of tape on a seven-inch reel. Audio Artisans, Inc., brought out a new and simplified miniature preamplifier which occupies the space of a 35mm. camera. New amplifier units were also displayed for the first time by Stromberg-Carlson and General Electric.

### Electro-Voice

Electro-Voice had on view its new line of speaker enclosure do-it-yourself kits. Automatic Musical Instruments, Inc., long a pioneer in the manufacture and development of juke boxes, was on hand with a new line of completely assembled hi-fi radio-phono sets employing exponential horns. The sets include built-in radio, three-speed record change and attach-

(Continued on page 18)

### SAFETY TIPS

## RCA Takes Steps to Aid U. S. Youth

NEW YORK, Oct. 15.—RCA Victor, which has received a number of complaints from segments of the populace, including the clergy, concerning the literary content of "Black Denim Trousers," has taken a firm step to remove the onus of recklessness from American youth.

The diskery, which is pushing versions of the provocative saga by both Vaughn Monroe and Eddie Hill, has recorded a special LP disk side by Monroe of "Motorcycle Safety Tips." The warbler, a fervent cyclist himself, gives several little talks including one, "The motorcycle, properly handled, is the safest vehicle on the road."

The flip of this platter features Jaye P. Morgan introducing six current Victor pop sides and tying in with her Pageant magazine push. It's tagged "Pageant of Hits."

Copies of this LP will be sent out this week to Victor distributors, each of whom will be urged to place them with the three top stations in his territory.

Mitch Miller's Columbia etching of "Yellow Rose of Texas" which bounced into the best-selling charts in quick time.

Various reasons are given for the changing exposure pattern. As has been pointed out in these columns before, pop hits have been coming from all over, many of them spawned by new artists on indie labels. More material is being cut. Disk jockeys pride themselves on being hit makers and give strong exposure to promising young (Continued on page 18)

## Sesac Cancels Agreements With Harmonia

NEW YORK, Oct. 15.—Sesac this week stated that it had canceled its agreement with the Harmonia Publishing Company, having given notice in August. It was stated in the October 8 issue of The Billboard that Harmonia had "bolted." Ground of the cancellation of the contract, which still had three years to run, according to Sesac, was Harmonia's inactivity as a publisher.

Harmonia is owned by Kurt Jadassohn, former Sesac executive who is now associated with the Aberbach brothers in Affiliated Music Enterprises. This organization's monopoly charges against Sesac have been countered by the latter's charges of unfair competition and misrepresentation against Jadassohn and Affiliated Music Enterprises.

Sesac, now in its 25th year, claims it has 98 per cent of AM stations licensed and has already signed 80 per cent of TV outlets, since putting TV on a paying basis. Sesac states that in the past 10 years only three catalogs have been deleted from the Sesac repertory, while 52 new catalogs were added.

### TUNE ON TV

## 'Treasure' To Get Daily Soaper Plug

NEW YORK, Oct. 15.—The plug-a-song-on-TV stunt has gone stale lately, but NBC-TV will unveil a new twist on the aging gimmick next month, when it spotlights an across-the-board promotion for a new tune, "My Treasure," on its daily "Modern Romances" series (Monday thru Friday, 4:45-5 p.m.).

The daily soap opera drama, which completes a "continued" romantic story over a five-day period each week, will feature a script about a songwriter the week of November 14. The tune (penned by Sy Coben and Bill Templeton and published by Songsmiths) will (Continued on page 18)

## THIS ONE'S GOT TO BE TURKEY

NEW YORK, Oct. 15.—Mercury has signed a new singer tagged John Alden, and will introduce the "platter pilgrim's" first disk with the slogan, "Sing for Yourself, John." Mercury has a flair for signing artists with colorful monikers (e.g., high school canery, Dori Ann Gray). Alden's square title is Hank Barnett. If plans jell, Alden's initial platter appropriately will be released some time around the Thanksgiving holidays.

## Stapleton Draws Capitol Tex. Post

HOLLYWOOD, Oct. 15.—The appointment of Buck Stapleton as sales manager of the Dallas branch of Capitol Records Distributing Corporation was announced this week by Mike Maitland, sales manager of the company.

Concurrently, Maitland announced the appointment of Don Hassler as promotion manager of the Los Angeles branch, succeeding Stapleton.

Stapleton served as promotion manager here for the past two years, previously a salesman with Capitol for three years. Hassler formerly was a Chicago promotion man for the company.

## N. Y. Auditorama Tops 1954

• Continued from page 17

ments for tape recorders, for TV and for remoting music to other rooms.

More than three complete floors of the hotel were given over to exhibits which included showings of completely self-contained hi-fi units, assembled multi-unit systems, speakers and speaker systems, raw tape, pre-recorded monaural and binaural tapes, and tape recorders of all sizes and price ranges. On the component side, many other exhibits covered tun-

ers, needles, vacuum tubes, tone arms, preamplifiers and equalizers and microphones. Electronic organs and pianos, employing hi-fi sound systems, were also on view.

### Overseas Producers

A number of overseas producers were represented with displays calculated to penetrate the American market. Leading the parade of a half-dozen firms plugging English products was British Industries, Ltd., with other exhibitors representing Canada, Italy and Japan also on hand. In the latter case, the display of the Matsushita eight-inch speaker marks the initial move by a Japanese firm to obtain a slice of the American market.

Attempts at consumer education, meanwhile, took several directions. CBS-TV cameramen filmed a substantial amount of footage of the show Friday (14) for airing next week in New York on CBS' Bill Leonard show. Nationwide airing of the filmed material was in the works via syndication. Show execs also pointed out that their catalog, formerly distributed free, was pegged at \$1 per copy this year, and plans were in the works for national newsstand distribution of the publication.

The Auditorama is the third large scale hi-fi show in recent weeks, following similar operations in San Francisco and Chicago. It is understood that other shows are in the works in the near future for Boston and Philadelphia and, farther afield, in Mexico City and in various cities of Europe. The New York event closes Sunday (16).

## Plenty of Loot

• Continued from page 17

complaints as to service and advises on what music is best suited for the spot's geographical area.

### Society, Clubs

The society-club date end of the business is very lucrative, and Cabot services such toney clubs as Mountain Ridge, Woodmere, N.Y.; The Knolls, Boonton, N. J.; the Polo Ball at Boca Raton, Fla., etc. Nut for the average debutante party comes to \$3,000 and often runs to \$5,000, depending on distance out of New York. Biggest outfits in this field, of course, are Lester Lanin, Meyer Davis, Ruby Newman and Emil Coleman.

A rising field for enterprising musicians exists in industrial shows, shows for special campaigns, etc. Cabot, for instance, conducted the show last year for the Ford Motor Company at The Greenbrier, plush hotel in White Sulphur Springs, W. Va. He also wrote the score for an industrial film produced for The Greenbrier. He has done the shows for the American Pharmaceutical Association the last three years, including writing of special numbers which extolled the qualities of certain drug products.

Knowledge of the company's product—or the industry's slogan—is very important; ditto a knowledge of the foibles and tastes of executives, for all this is fodder for special song material. Cabot has also done the last three annual shows for the Cotton Manufacturers Association of America, and this past July he conducted the Bob Hope testimonial dinner at the Astor.

For the industrial shows, the nut is considerably more than at Society functions and often runs as high as \$10,000.

## Venus Sues Mills

• Continued from page 17

for the remainder of the original term.

Venus claims the renewal assignment from Fisher was made on May 20, 1953. Mills, the complaint charges, asserts it has a renewal claim based on the Lyman assignment, reportedly executed January 22, 1948.

Complaint alleges that Mills, acting under the Lyman assignment, has prevented the plaintiff from exercising its publishing and licensing rights and from collecting its full royalties from the American Society of Composers, Authors and Publishers.

## Berkshire New Pre-Recorded Tape Company

NEW YORK, Oct. 15. — New firm to enter the pre-recorded tape field this week is Berkshire Recorded Tapes, which plans to follow a three-pronged distribution drive in order to reach potential buyers. Located here, the company is headed by Julius Konins, formerly with Dubbings Corporation, which will handle tape duplication for Berkshire.

Berkshire's library will be drawn from several sources, but the bulk of its material is expected to come from Haydn Society masters, with which diskery Berkshire has made an exclusive tape-leasing deal. Other material will be selected from Urania. The latter deal, however, is non-exclusive.

Konins said distributors are being sought among photography, high fidelity and music-records suppliers. In each market one of each type will be solicited. In this city, however, the firm will handle distribution itself.

Reels just released carry three different price tags, depending on the playing time. The "Hi-Fi Supreme Series," consisting of seven-inch, 7½ i.p.s. reels, lists at \$6.95; the "Royal De Luxe," seven-inch reels at 3¾ i.p.s., and the "Extended De Luxe," on longer-playing Mylar tape at 3¾ i.p.s., at \$12.95. All reels are double track.

Berkshire is also offering a "highlights" reel at \$1.50 with short selections from current releases. A new "highlights" reel will be made available with each release.

## C.&W. Over Half of RCA Best-Sellers

NEW YORK, Oct. 15.—Eight of the 15 best-selling records at RCA Victor last week were by country and western artists. In the list of 25 best-sellers published by the diskery weekly for its distributors, 12 were c.&w. disks.

In this unprecedented showing of c.&w. as opposed to pop strength, warbler Eddy Arnold personally accounted for three of the top 15 and Jim Reeves for two.

Victor this week added impetus to its c.&w. push by shipping out 1,400 copies of a promotional LP which informally is called "The Lazy Disk Jockey Helper." This is a 10-inch disk with five tunes per side, each of which is gleaned from the recent best-seller list of c.&w. sides. A new edition will be shipped to the c.&w. "A" deejay list every four weeks.

## Decca Jazz, C&W

• Continued from page 16

leased another batch of jazz packages.

In conjunction with the country dance series, Decca has worked a tie-in with the Harmony Guitar Company of Chicago. A combination four-color display and record merchandiser for dealers has been put into production, illustrating the albums and plugging the Harmony guitar.

C.&w. deejays will also receive a special kit with the seven albums and suggested script material. The artists on the series will also use the Dance-O-Rama tag on their personal appearances.

## Mercury Chalks

• Continued from page 16

campaign (aimed at the consumer) will start early next month, when Mercury will issue 250,000 new catalogs of its small fry disks, in conjunction with a special co-op and factory-paid advertising campaign, plus new counter display units for dealers. Mercury's Eastern division director, Joe Martin, is heading the sales and promotion drive.

## Pops Take Longer to Hatch

• Continued from page 17

artists on small labels—all of which makes it rougher and more competitive for the established top names on the major labels. A big factor in the over-all pattern is the practice of diskeries to release more cover records.

All of this, it's pointed out, means that the disk jockey, the juke box operator, and eventually and primarily the public, must take a longer time to evaluate the different versions.

### Promotion Diffused

When the record buyer finally parts with his 89 cents he has already absorbed many musical impressions and has determined which one he likes best. But the hype and promotion which ultimately results in action at the point of sale has not been a concentrated one. It has been massive, but diffuse. It often has involved many labels, many artists.

Another element in the pop business has lessened the directness and concentrated quality of the plug. This is the fact that the pop field now derives so much of its material from other-than-traditional pop sources. So much of it is

rhythm and blues, for example. Pop deejays today are not only pop-conscious, they are also r.&b. conscious. The teen-ager is not only pop-conscious. He's r.&b. conscious too.

It all adds up to the fact that the race is more grueling than ever, and this happens to be more noticeable in the case of top artists on major labels. In a business full of uncertainties, even the kings are uneasy, and with every release they're in for a long, slow pull.

## MTNA Plans Five Regional Meets in '56

NEW YORK, Oct. 15. — The Music Teachers National Association will hold five divisional conventions in 1956 rather than one big national meet. These MTNA gatherings, like other educational conclaves, have been attracting an increasing number of exhibitors from the ranks of Tin Pan Alley publishers.

The line-up of the regional shows is Southern Division (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi and Tennessee), January 26-28 at the Atlanta-Biltmore Hotel, Atlanta; East Central Division (Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin) February 11-14 at the Claypool Hotel, Indianapolis; West Central Division (Colorado, Iowa, Kansas, Missouri, Nebraska and South Dakota) February 18-21 at Hotel Savery, Des Moines; Southwestern Division (Arkansas, New Mexico, Oklahoma and Texas) February 25-28 at the Hilton Hotel Albuquerque, N. M.; Western Division (Arizona, Montana, Oregon and Washington) March 3-6 at Phoenix College, Phoenix, Ariz.

## Custom Records Shows Process Called Sintering

NEW YORK, Oct. 15.—A new pressing process for the commercial production of quality records at greater manufacturing economies was publicly demonstrated Thursday (13) at New York's Audio Fair. The process has been under development for two years under the supervision of James A. Miller and K. R. Smith, vice-presidents of Custom Records, Inc.

Smith claimed that Custom's new sintering system eliminates surface noise to a greater extent than is normal in current production. Under the new process, pre-form blanks are fused or sintered from vinyl particles into the approximate size of the finished record. Because of the pre-form's pliability, it can be molded under less than one-quarter the pressure required in current systems, it was said.

No flow of plastic over the surface of the stamper, and hence practically no wear on stamper grooves was also claimed. Smith said he had pressed 10,000 disks from a single mother with no perceptible change in fidelity.

The firm is pressing 45 r.p.m. records for several small firms and production is already underway on several LP pilot units.

## Hampton to Start Up Again Nov. 18

NEW YORK, Oct. 15. — The Lionel Hampton band, which met with a serious bus accident in New Mexico last month, will resume work November 18. The leader had planned to go on with a Carnegie Hall Concert date today, but the medics decided to re-break his ankle and set it again, so the concert was finally canceled.

Six of the nine musicians hospitalized after the crash are out now, but the bus driver died, and the band's manager is still in critical condition.

## MYSTERY ORK

### EmArcy Launching Jazz Band

NEW YORK, Oct. 15.—Mercury Records is mapping a special promotion campaign on a "mystery band" to launch a new jazz outfit assembled by its subsidiary label Emarcay.

The band is headed by a name leader recently signed by Emarcay, and includes such top West Coast jazz musicians as trumpeter Maynard Ferguson. The "mystery" theme will be carried out for several weeks before the band's identity is finally revealed, with deejays invited to spin 50 "nameless" dubs by the group to scout consumer reaction.

Mercury has plugged its two house bands, David Carroll and Ralph Marterie, into the best selling category, and hopes to do a similar job on the new Emarcay outfit. However, the mystery band will only cut albums for Emarcay, and the emphasis will be on concert-styled jazz treatments rather than a dance beat. If the albums click, Mercury may release singles by the band on its own label.

## LP's for Deejays

• Continued from page 16

out a basic library from Angel catalog stock. Here, also, the fee is \$50, and 60 classical 12-inch LP's are furnished.

Stations which subscribe to both plans will be given, as a free bonus, a copy of the limited edition Walter Gieseking package containing all the Mozart works for solo piano on its 12 disks.

Records shipped to stations will be in the factory-sealed de luxe versions, with complete notes. In addition, special program aids will be supplied in the form of binder sheets giving timing, copyright clearance and pronunciation data.

For the first year of operation the subscription plan will be made available to a maximum of 200 stations, according to an Angel spokesman.

## Tune on TV

• Continued from page 17

be done on each of the five episodes, with a simulated recording session staged on the fifth show.

At the same time, M-G-M Records will push Connie Francis' waxing of the ditty, which will be in the stores the week the song is presented on the show. "Modern Romances" (narrated by actress Martha Scott) is based on stories which originally appear in the true love story magazine of the same name, so the tune and record should also garner some extra promotion on the newsstand level.

## 10-Inch EP

• Continued from page 17

agreed that it was a good move and would follow suit.

McCall's disk, said to be distributed to 1,500 deejays, holds four tunes on each face totaling about 11½ minutes of music. Pressed by Playson Plastics, they are currently being produced both by compression and injection mold processes, with the latter soon to be adopted for all. He claims a patent on features of the disk.

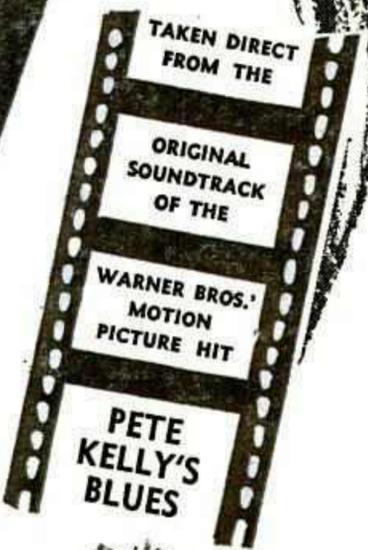
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 KELLY'S  
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 most unusual  
 new sounds  
 on records

**I NEVER  
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**PETE KELLY'S BLUES**

\*The Orchestron is a large music box like an elaborate barrel organ, with stops imitating orchestral instruments.

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# BMI Check List

OF New RECORD RATINGS  
BY THE TRADE PRESS

	Billboard	Cash Box	Variety
<b>ALRIGHT, OKAY, YOU WIN (Munson)</b> THE MODERNAIRES (Coral) COUNT BASIE ORCH. (Clef) BILL FARRELL (Mercury)	77 (Good) R&B Best Buy 75 (Good)	C+ (Good) C+ (Good)	Good
<b>BONNIE BLUE GAL (Hollis)</b> MITCH MILLER (Columbia) LAWRENCE WELK ORCH. (Coral)	Spotlight 79 (Good)	Disk of the Week	Excellent
<b>DEEP IN THE HEART OF TEXAS (Melody Lane)</b> FERKO STRING BAND (Media) JOE (Fingers) CARR (Capitol)	79 (Good) 73 (Good)	Best Bet	
<b>DOWN IN THE MEADOW (Trinity)</b> NORMAN LEYDEN ORCH. (Dot)	77 (Good)	C+ (Good)	
<b>HERE COMES THE TRAIN (Central Songs)</b> CLIFFIE STONE-BOB ROUBIAN (Capitol)	78 (Good)	B+ (Excellent)	
<b>IN LOVE (Arc)</b> DOROTHY COLLINS (Coral) MOONGLOWS (Chess)	78 (Good) R&B Spotlight	B (Very Good) R&B Award	Good
<b>KWELA-KWELA (Peer)</b> BILL HAYES (Cadence) BUDDY MORROW ORCH. (Wing)	30 (Excellent) 72 (Good)	Sleeper of the Week B (Very Good)	Very Good Very Good
<b>LOVE, LOVE, LOVE (Babb)</b> JOHNNIE RAY (Columbia) WEBB PIERCE (Decca)	75 (Good) C&W Best Buy	B (Very Good) C&W Bullseye	
<b>MEMORIES ARE MADE OF THIS (Moniclar)</b> MINDY CARSON (Columbia)	79 (Good)	Best Bet	Excellent
<b>NIGHT TRAIN (Pamlee)</b> ERNE ENGLUND (Cadence)	75 (Good)	Best Bet	
<b>PEPPER HOT BABY (Sheldon)</b> GISELE MACKENZIE ("X") JAYE P. MORGAN (Victor)	78 (Good) Spotlight	Disk of the Week Disk of the week	Excellent Excellent
<b>THE RICHEST MAN (Showcase)</b> EDDY ARNOLD-HUGO WINTERHALTER ORCH. (Victor)	Spotlight	C&W Bullseye	
<b>RING DANG DOO (Pinelawn)</b> CHUCK WILLIS (Okeh) RALPH MARGERIE ORCH. (Mercury)	R&B Spotlight 76 (Good)	R&B Excellent B (Very Good)	
<b>SLAM! BAM! (E. B. Marks)</b> THE CREWCUTS (Mercury)	76 (Good)	Disk of the Week	Best Bet
<b>THAT'S THE CHANCE I'VE GOT TO TAKE (Hill &amp; Range)</b> GISELE MACKENZIE ("X")	76 (Good)	Disk of the Week	Good
<b>YALLER YALLER GOLD (Wonderland)</b> FESS PARKER (Columbia) GARY CROSBY (Decca) SONS OF THE PIONEERS (Victor) LOU MONTE (Victor) MIKE STEWART (Hansen)	Spotlight 75 (Good) 76 (Good) 72 (Good) 70 (Good)	Best Bet B (Very Good) B+ (Excellent) B (Very Good) B (Very Good)	Good

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

"TWINKLE TOES" and the Crew Cuts  
RETURN BIGGER THAN EVER THIS CHRISTMAS ON MERCURY RECORD #70491  
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"SUDDENLY THERE'S A VALLEY"  
Recorded by Gogi Grant  
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"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.

# MUSIC AS WRITTEN

## SEECO REACTIVATES DAWN R.&B. LABEL . . .

Seeco Records, Latin-American specialty house, this week is reactivating its rhythm and blues subsidiary label, Dawn Records. Paul Livert, an independent producer, has been retained to handle recording and promotion. The first releases feature Livert and the Dawn All-Stars, with vocals by Harriet Kaye and Doc Palmer. Dawn had been dormant for the past year.

## HALEY-SNOW UNIT BIG IN MIDWEST . . .

Bill Haley and the Comets, coupled with Hank Snow and His Rainbow Ranch Boys, drew a series of strong attendance figures this week. The combined rhythm & blues-country & western package drew over 6,000 Monday (10) in Omaha, 4,500 Tuesday (11) at the Nebraska University Auditorium in Lincoln, and 6,000 Wednesday (12) at the Municipal Auditorium, Topeka, Kans. Haley got a guarantee of \$10,500 for the seven days. Show was booked by Jolly Joyce under the auspices of Col. Tom Parker.

## PHONOTAPES ISSUES FIRST SAMPLER REEL . . .

Phonotapes, Inc., pre-recorded tape producer, has issued its first sampler reel offering excerpts from its growing catalog. The sampler, taped at 3 3/4 i.p.s., lists at \$1.50. Selections feature literary, folk and language material and will be promoted primarily at the educational market.

## BRANDT OFFICE HANDLING WMGM . . .

The Alan (Bud) Brandt public relations office has been engaged to handle exploitation for WMGM, New York, it was announced by Jo Ranson, publicity director. Brandt will co-ordinate his efforts with Ranson's office. Signing of Brandt is another step in station expansion since 1954 when Arthur Tolchin was named director of the Loew's, Inc. affiliate.

## 'ROCK THAT BEAT' IS FIRST GROOVE LP . . .

Groove Records, RCA's subsidiary rhythm and blues label, has cut its first 12-inch LP, a rock and roll-jazz collection entitled "Rock That Beat." It will ship to distributors the second week of November, but plugging will begin well in advance as Groove execs Ray Clark and Bob Rolontz hit the road next week. The two groups involved are Boots Brown and His Blockbusters and Dan Drew and His Daredevils, both of which, it is rumored, consist of well-known East and West Coast jazzmen.

## WMGM REPORTS BIG RESPONSE ON C&W . . .

In line with the growing country and western trend in the pop record field today, Manhattan indie radio Station WMGM reports a considerable increase in fan mail for its early morning c.&w. deejay show, "Barnyard Jamboree." The program, emceed by Bill Edmonds, is broadcast every morning from 5 to 6 a.m. It was originally a half-hour airtel, but the increased interest in c.&w. wax prompted WMGM to extend its time to an hour last May.

## RCA ITALIANS TO FETE NILLA PIZZI . . .

Nilla Pizzi, RCA Victor's Italian thrush, will be introduced to the local trade Tuesday (18) at a cocktail party to be held at Leone's. Hosting the affair will be all of the domestic Victor artists of Italian ancestry who happen to be in this part of the country on that date. These will include Lou Monte, Terri Stevens, June Valli, Toni Arden, Tony Alamo, Tony Scott, Ezio Pinza (if he is out of the hospital by then) and, as an added starter, Jaye P. Morgan Baiano, who is "Italian" by marriage.

## WCPO USES TV, RADIO FOR BINAURAL EFFECT . . .

"Cincinnati Sings," local TV Saturday night airtel, featuring local soloists and choruses, boasts a

"first." Using the facilities of both WCPO-TV and WCPO radio, the music is, in effect, broadcast on a binaural system. Altho not new (experiments have been done using FM and AM), it's believed this is the first simultaneous use of TV and radio sound channels. Viewer reaction to the experiment is reportedly highly favorable.

## UNIQUE TO ISSUE 1ST LP SET IN NOV. . . .

Unique Records, the Joe Leahy-directed diskery, will issue its first LP set around November 1. This will be followed by two more editions on January 1. The first LP will feature Lee Sullivan singing and Ted Malone narrating in a collation of old-time songs. The January issues will be a vocal set by Jack Carroll and an instrumental collection by Leahy himself. Unique has just signed vocalist Danny Scholl, who formerly cut for RCA Victor and for National.

## 'KIDS AT CHRISTMAS' CONTEST BY M-G-M . . .

M-G-M Records set a new promotion this week, calculated to get strong disk jockey exposure for an upcoming Betty Madigan record release. Promotion involves a listener contest. Each time the jockey spins the platter, listeners are invited to send a 25-word statement based on the song's title, "We're All Kids at Christmas" because. . . . A committee of trade paper and record editor judges will name a single winning entry. Winning writer gets an all-expense, 10-day vacation for two to Key West, Fla. The same prize will go to the jockey whose listener wins the contest.

## GATES RESTING AFTER HEART ATTACK . . .

George Gates, Coral Records' artist and repertoire topper in Hollywood, was stricken with a heart attack on the Coast this week (12). He is reported out of danger and resting comfortably at Midway Hospital, Los Angeles. It is expected he will be inactive for at least eight weeks.

## New York

The Don Elliott Quartet will play a return engagement at the Loop Lounge, Cleveland, starting Monday (17). . . . Thrush Jerri Southern opened at Birdland Thursday (13) for two weeks. Lester Young and Terry Gibbs, with their respective combos, are on the same bill. The same night, pianist Billy Taylor and His Trio opened at the Composer Room. That booking is for three weeks.

The Herbie Mann-Sam Most Quintet has been held over at the Club Bohemia in the Village for another two weeks. On Thursday (20), the Randy Weston Trio will replace the George Wallington unit as house band. Meanwhile, the Bohemia has inaugurated Sunday afternoon jam sessions, and Tony Scott was set as repeat headliner for October 16. The club, incidentally, was the "classroom" for one of Prof. Marshall Stearns' New School Jazz Studies field trips last week. Fifty students attended.

For the first time in its history, the Waldorf-Astoria's Peacock Alley is featuring two orks nightly except Sundays. Alternating will be pianist Cy Coleman and his trio and Jozsi Ribari, Viennese violinist, and his group. . . . The Chordettes are on a three week, country-wide deejay tour. . . . Bing Crosby has a new theme for his CBS radio five-nighter. The tune is "Something in Common," written for the groaner by Johnny Burke and Jimmy Van Heusen.

James S. Cohan, formerly merchandise manager for the General Electric Supply Company, has been appointed to the same post for Krich-New Jersey, Inc., Northern New Jersey distributor for RCA Victor. . . . Joni James opened a two-week Chicago Theater stint Friday. . . . Billy Eckstine is doing a one-month stand at San Francisco's Fairmont Hotel. . . . Alan Dean will guest for two weeks on NBC Chicago's "For Adults Only." Thomas Brusk has resigned his

post as executive vice-president of Plymouth-Remington to enter the record business in Europe. He leaves for the Continent this week.

## Hollywood

Dootsie Williams, president of Dootone Records, off on a disk jockey-distributor tour covering El Paso, Dallas, Houston, St. Louis and Chicago. . . . Pony Sherrill and Phil Moody writing the music for the new show opening at the Desert Inn, Las Vegas, October 25. . . . Bobby Short Trio follows Nellie Lucher into the Castle Restaurant November 4. . . . Gordon MacRae signed for three guest shots on the "Colgate Variety Hour," NBC-TV. . . . Dinah Shore has been named woman of the year by the Crestview Lodge of B'nai B'rith. . . . Al Jarvis wound up his 14-month-long dance contest this week. . . . Eddie Gray and the Commanders start their first Hollywood Palladium stint October 19 for three weeks. . . . Howard Fenton and Gene Bone have written "Say Yes to Love" for Hildegard, who will introduce the number during her current Eastern tour. . . . Doc Berger in town visiting with the disk jockeys last week promoting the song "He." . . . L. Wolfie Gilbert, Coast chairman of ASCAP, heads to New York for a board meeting there this week. . . . Buddy DeFranco inked for two weeks at the House of Jazz, Phoenix. . . . Guy Ward, Marquee Records' sales manager, sending disk jockeys a conversion table courtesy of Japan Air Lines to promote the firm's "Japanese Farewell Song" just released. . . . Lee Parker, M & M Records, inked singer Jymee Shore to a term recording contract this week. Chirp is featured on the Pinky Lee tele-show.

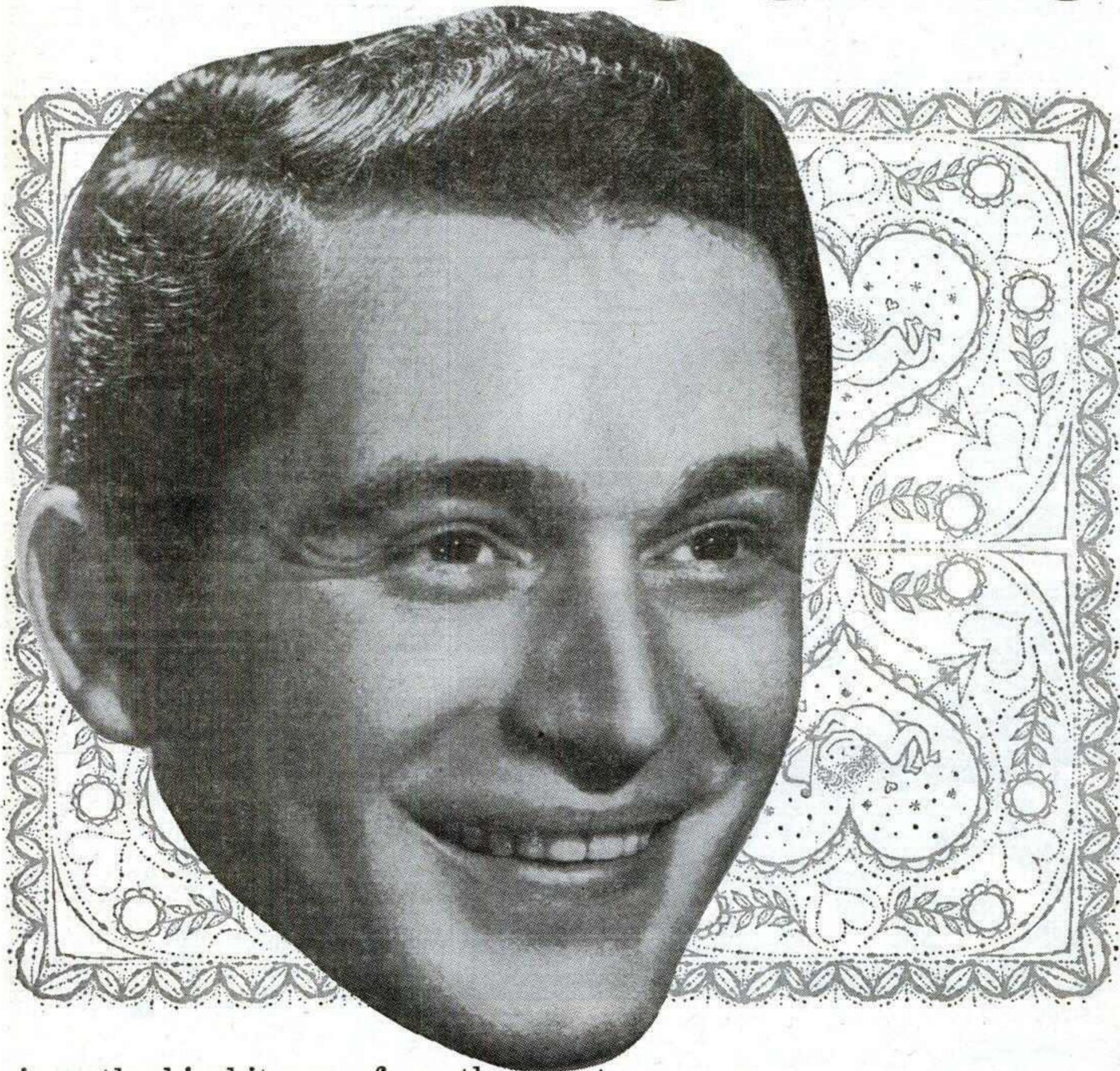
From The 20th Century Fox Cinemascope Production  
**LOVE IS A MANY-SPLENDORED THING**  
MILLER MUSIC CORPORATION

**Angel Bells**  
MILLS MUSIC, INC.

a big one . . .  
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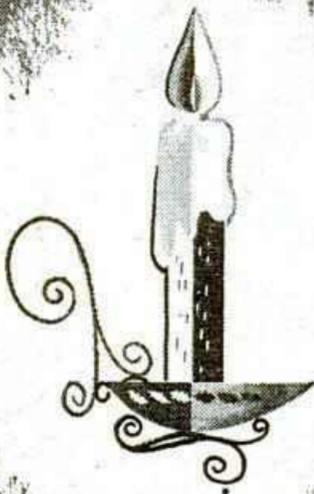
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# THE ORIGINAL VERSION

Bustin' for a Hit Coast to Coast!

# BURN THAT CANDLE

*And*  
oh, my darlin'



RECORDED BY

# The Cues

CAPITOL 3245



## Dealer Group To Check on Rack-Jobbing

HOLLYWOOD, Oct. 15. — Officially chartered as the Association of Recorded Music Dealers of Southern California, the young tho determined disk dealers group last week moved for a group inquiry of rack-jobbing selling practices, terming the recent entry of Handy-Spot Company as one of the "primary dilemmas currently facing record dealers."

Adoption of the constitution of the non-profit group, and election of officers were the main channels of business at a meeting here last week. Norty Beckman, Norty's Music, was named chairman of the the association, with Jerry Johnson, House of Sight & Sound, elected vice-chairman.

Other officials are Eleanor Roycroft, Southern California Music Company, corresponding secretary; Frank Tucker, Tucker's Music Shop, recording secretary; Moe Arbeitel, Eastern-Columbia, treasurer, and Jack Day, Music by Day, sergeant at arms.

Members of the board are expected to meet with the representatives of the major record companies shortly on the subject of rack-jobbing. In addition, an open luncheon to which all members and local record distributors will be invited was laid before the board.

## ABC-Par Aims 80 for Nov. 10

NEW YORK, Oct. 15. — ABC-Paramount has recorded more than 80 sides in the last six weeks, pointing toward November 10 as a release date for the label's first disks.

Meanwhile, President Sam Clark reports the signing of Marguerite Piazza, ex-Met and "Show of Shows" canary. Altho Miss Piazza is primarily known for her operatic talents, Clark said her ABC-Par platters will basically present the thrush as a pop vocalist.

The 80 sides recorded by Am-Par's artist and repertoire chief Sid Feller and associate a.&c.r. director Don Costa were cut by Alec Templeton, the Trio Shmeed, Annette Warren, the Rover Boys, Dick Duane, country and western warbler Rex Trailer, jazz trombonist Urbie Green, jazz pianist-singer Bobby Scott, Miss Piazza and Sid Feller and his orchestra.

## Maltby to Open at N.Y. Statler Nov. 4

NEW YORK, Oct. 15. — Richard Maltby and his band will open at the Cafe Rouge at the Hotel Statler here November 4, marking Maltby's first local appearance at a nitery. The date is a four-week booking, with an option for five additional weeks.

Meanwhile, Maltby is on a 16-day tour of one-nighters in the Midwest. Associated Booking has set several college dates for the tour, and the Statler hopes to draw a big college crowd during Maltby's stay.

## Alexander, Jovien Pact in Works

HOLLYWOOD, Oct. 15. — A reciprocal agreement between agents Willard Alexander and Harold Jovien is currently being worked out, whereby each other's clients will be represented on both the East and West Coast.

Tho no papers have yet been inked, Alexander has already acted in behalf of two of Jovien's attractions, singers Jeri Southern and Mat Dennis.

Final details of the agreement are expected to be concluded sometime this month, Jovien disclosed.

## N. Y. 'OPRY'

### Palace Books C.&W. Show

NEW YORK, Oct. 15. — Roy Acuff and his 15-act "Grand Ole Opry" troupe out of Nashville have been booked into the Palace Theater here the week of November 4. This will mark the first time in the house's long history as the nation's vaude hub that an all-country and western show has been booked.

Reportedly, the package, which stars Johnny and Jack, Kitty Wells and Acuff, goes in with the house's all-time high guarantee for a four-a-day.

Also, this booking represents the first major country package to hit New York City proper since another "Grand Ole Opry" presentation laid a classic bomb several years ago at the swank Astor Roof. Since that time, however, the entire Metropolitan areas has been afflicted with a moderate, but acute, case of hillbilly fever (The Billboard, October 15). Similar c.&w. packages have been doing capacity business for some months just across the river in such New Jersey locations as Frank Daley's Meadowbrook, and more recently at the Terrace Ballroom in Newark.

Tradesters since have attributed the Astor flop to the high prices and citified formality traditional at the spot.

## Emerson Moves Into Tape Field

NEW YORK, Oct. 15. — Emerson Radio & Phonograph Corporation is making its initial move into the tape recorder field. The firm is slated to begin shipment next week of a two-speed portable model in a green simulated leather case that will retail for slightly under \$200. The company expects to follow thru later with a complete line of tape units.

The recorders, which will be made to Emerson's specifications by outside firms, represent another step in the firm's policy of expansion and diversification, according to Benjamin Abrams, president.

## Les Brown Band Booked for 28 1-Night Stands

NEW YORK, Oct. 15. — Les Brown and his orchestra will play 28 consecutive one-nighters at colleges and private dates thru the South, Southwest and Midwest from November 16 to December 17. At the same time, Capitol has scheduled the release of Brown's first album for the label.

The LP, tagged "College Classics," spotlights 12 favorite alma mater songs, and Brown will participate in special promotion on the package, in conjunction with the one-nighters. Associated Booking is setting Brown up on a similar tour of college dates for next February.

Brown and his orchestra (making the entire tour by chartered plane) open in Midland, Tex., November 16. The rest of the dates are scattered thru Texas, Georgia, North Carolina, Alabama, Virginia, Florida, Mississippi, Louisiana, Indiana, Illinois, Kansas and Missouri, with Brown returning to California December 17.

## Mercury Diskery Signs Geo. Auld

HOLLYWOOD, Oct. 15. — Mercury Records last week inked veteran tenor saxophonist George Auld to a dual recording contract, with Auld slated to cut jazz albums for Emarcy Records and pop singles for the parent company.

Pact was inked by repertoire staffer Bobby Shad, here last week for a lengthy schedule of recording sessions.

# A Sure-Fire Combination!

# Perry Como

SINGS

# THE ROSE TATTOO



MUSIC BY HARRY WARREN • WORDS BY JACK BROOKS

Paramount Pictures presents  
 Hal Wallis' Production  
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**THE ROSE TATTOO**  
 Starring  
 BURT LANCASTER • ANNA MAGNANI  
 in VISTAVISION  
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FIRST IN RECORDED MUSIC



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Review Spotlight on . . .

ALBUMS

Popular

GROFE: HUDSON RIVER SUITE (1-12")—Andre Kostelanetz and his orchestra. Columbia CL 763

Here is literally an entire program showing Kostelanetz at his imaginative and versatile best. The lead off item—occupying all of side one—is the Ferde Grofe opus. The work is in five sections which depict various moods of the river, characterizations of Hudson legends, and tone pictures of "Albany Night Boat," and "New York," the latter two containing a number of sound effects to enliven the realism of the mood. On the flip are found other short works including "The Cambodian Suite," composed by a royal prince of Cambodia. The whole package sparkles with excitement and should be another big popular favorite.

THE SOUNDS OF CHRISTMAS (1-12")—The Three Suns. RCA Victor LPM 1132

Here is a timely package, and dealers with an eye to the Christmas season should stock it. The Three Suns, with a string orchestra con-

ducted by Marty Gold and Sid Ramin, do the traditional anthems and carols as well as such relatively modern songs as "Winter Wonderland" and "Rudolph." It is a well-produced package, musically. The artwork on the cover lends itself to display and gift purposes.

Jazz

JAZZ OF TWO DECADES (1-12")—EmArcy DEM 2

Here's another in the string of 98-cent sampler disks that have proven to be great traffic builders for dealers. Like the Columbia "I Like Jazz" disk, this should help educate a large new clientele to jazz in all of its varieties. One side here contains older performances once listed in the Keynote and National catalogs, while the flip features contract artists with the Mercury subsidiary label. Altho this lacks some of the older, glamorous names there's a lot of jazz artistry here, especially in modern styles, including displays on such new giants as Clifford Brown, Lennie Tristano and even the brand new, but legendary "Cannonball" on alto sax. Load up while you can!

Reviews and Ratings of New Classical Releases

PAGANINI: CONCERTO NO. 4 IN D MINOR; CONCERTO NO. 1 (1-12")—Arthur Grumiaux, Violin; Lamoureux Concerts Orchestra; Franco Gallini, Cond. Epic LC 3143

The number four is a recently rediscovered concerto that bears the unmistakable stamp of its composer and is replete with flowing Italian melody and virtuoso effects. Stimulating listening throughout, it will, in this first recording, figure as a must in the buying calculations of all true fiddle fanciers. Grumiaux performs it with wonderful verve, and the recorded sound is unusually faithful. Flip holds the familiar "D Major Concerto" and it is given a routine, somewhat labored reading by Herman Krebbers and the Hague Philharmonic.

BRAHMS: SYMPHONY NO. 4 (1-12")—Detroit Symphony; Paul Paray, Cond. Mercury MG 50057

There's formidable competition for this set from virtually every big name conductor and ork. However, this is a clean, musically and beautifully recorded performance that can stand up with most. Naturally, more familiar names will be easier to sell, and most connoisseurs will seek out the special qualities of a Walter or Toscanini performance.

VERDI: DON CARLO (3-12")—Boris Christoff, Bass; Orchestra and Chorus of the Rome Opera House; Gabriele Santini, Cond. RCA Victor LM 6124

"Don Carlo" has never been the most popular of operas, but its dramatic and musical vitality occasion repeated revival. The part of Philip II is an outstanding characterization in the repertoire of Christoff, one of the great actor-singers of the present day. None of the other singers rise to Christoff's height, but as a group, they give excellent support and hew to a high standard. Only competition is an older Cetra set, which, though good, will not be a serious commercial rival. A fancy booklet, with photos and complete English-Italian libretto, is included.

MOZART: COMPLETE WORKS FOR SOLO PIANO, ALBUMS 2 AND 3 (2-12")—Walter Gieseking, Piano. Angel 35069, 35070

Angel continues the individual issue of disks originally offered in the complete limited edition of many months back. Critically all has already been said about these finely engineered disks that needs saying. But new commercial life faces them now and they should bring good revenue to many stores doing classical business. Album number two contains the Sonatas number 4 and 11, the "Fantasia in D Minor," and others; album number three holds the Sonatas number 2 and 8, plus other works. Necessary merchandise with long-term potential.

BACH ORGAN MUSIC, VOLUMES 4, 5 AND 6 (3-12")—Albert Schweitzer, Organ. Columbia SL 223

Another three LP's in the comprehensive survey of Bach organ music by the Bach authority and great humanitarian. Schweitzer's name is enough to hand this package extra appeal among a wide segment of the record collecting public. No brilliant playing here, but thoughtful and introspective communing with the music by an aged and greatly respected world figure, plus good sound. It has been frequently proven that good organ sets sell extremely well, and this should be no exception. Preludes and fugues, chorale preludes and extended works, notably the "Passacaglia and Fugue in C Minor," are included.

ARIAS AND DUETS FROM "RIGOLETTO" (1-12")—Mattiwilda Dobbs, Soprano; Rolando Panerai, Baritone. Angel 35095

Three excerpts from "Rigoletto," including the showpiece "Caro Nome," present Miss Dobbs with far greater sympathy than her earlier song recital LP. By any standards she now assumes major artist status. Panerai, too, is in top form. One side offers assorted soprano arias, including "Hymn to the Sun" from "Le Coq d'Or"; the Gavotte from "Mignon," and selections from "Lakme" and "La Sonnambula." Orchestral support is by the Philharmonia under Alceo Galliera. Strong sales to vocal enthusiasts.

BEETHOVEN: PIANO CONCERTO NO. 1; MOONLIGHT SONATA (1-12")—Geza Anda, Piano; Philharmonia Orchestra; Alceo Galliera, Cond. Angel 35248

Anda's playing of the concerto is vigorously assertive, with a fine display of wide-ranging colors and dynamics, and yet without losing the charm of this early Beethoven creation. Competitively, this recording stands on at least an even par with those of other young pianists like Badura-Skoda and Gulda, but has yet a way to go to beat an old-timer like Serkin. Commercial plus value is given by filling out the second side with the "Moonlight" Sonata—and also by the clean sound.

GREAT OPERATIC SCENES (1-12")—Paul Schoeffler, Bass; Vienna State Opera Orchestra; Felix Prohaska, Cond. Vanguard VRS 469

A judicious selection of arias from operas with which Schoeffler has been long associated—and will be long remembered. Admittedly no longer in his prime, he still sings circles around most younger basses, particularly those in the Wagnerian department. Who today can sing "Wotan's Farewell" or the "Fliedermotiv" of Hans Sachs with the authority and vocal mastery that Schoeffler still shows here. Also included are arias from "Parsifal" and three in Italian from "L'Africaine," "Simon Boccanegra," and

"I Vespri Siciliani." A true collectors item.

VIVALDI: CONCERTOS IN A AND D MINOR; LEO: CONCERTO IN D; SACCHINI: OVERTURE, EDIPO A COLONO (1-12")—Scazzati Orchestra; Franco Caraccholo, Director. Angel 35254

This splendid ensemble, already heard in an earlier disk collection, does a fine job with the Vivaldi works, making the music attractively alive. The Leo and Sacchini works have a more academic interest; they round out the program with the touch of novelty and should exert some draw on those curious for direct experience with 18th Century rarities. Recording has outstanding presence.

TCHAIKOVSKY: ALBUM FOR THE YOUNG (1-12")—Ania Dorfmann, Piano. RCA Victor LM 1856

The composer's "Album for the Young" comprises, in his own words, "twenty-four easy pianoforte pieces." They are the kind of melodies the young student might be assigned by his teacher and Miss Dorfmann interprets them in a delightfully simple style. Other works in this package are the Schumann "Album for the Young" and five excerpts from Tchaikovsky's suite for piano, "The Seasons." Both of the latter are more advanced.

HAYDN: MISSA SOLEMNIS IN D MINOR ("Lord Nelson Mass") (1-12")—Vienna Akademie Kammerchor; Vienna State Opera Orchestra; Mario Rossi, Cond. Vanguard VRS 478

Recorded once before, but not in such a convincing and stimulating performance as this, and without this disk's impressive sound. The score has immediate appeal, and the soloists, paced by soprano Teresa Stich-Randall, handle their difficult parts magnificently. Fine prospects in its class.

SAMUEL MAYES—CELLO: BREVAL: SONATA IN G; HAYDN: SONATA IN C; JETC. (1-12")—Susan Pearlman, Cello; Joseph de Pasquale, Viola; Sherman Walt, Bassoon. Boston B-210

All of the music on this disk is new to the LP catalog, and without exception it's rewarding, if never earth-shaking. Mayes, the solo cellist of the Boston Symphony, is featured in all selections, and where he's well recorded he displays a beautiful sound and good conception. Unfortunately, the balance is not good on all. Miss Pearlman and the other collaborators are first-rate. Music connoisseurs will enjoy these "discoveries," but hi-fi addicts had better look elsewhere.

Satchmo Hits Scandia Peak

COPENHAGEN, Denmark, Oct. 15.—Louis Armstrong's Scandinavian tour, which started in Stockholm, Sweden, on Sunday (2) and ended at Odense, Denmark, on Friday (14), has probably been one of his biggest and most successful. Without complete reports from some of the smaller cities played, it is known that most, or all, of his concerts were sold out in advance, and in at least two cities (Oslo, Norway, and here), extra concerts were arranged for.

In 14 days 10 cities were played and at least 30 concerts given, plus platter autographing and other side events. Norway had the Oslo date; six cities, Stockholm, Orebro, Vaxjo, Lund, Boras and Gothenburg, were played in Sweden, and three cities, Copenhagen, Odense and Aarhus, were played in Denmark.

Every night two concerts were given, and in most of the places Armstrong had to make one or more separate personal appearances. He spent part of one afternoon here autographing records in a department store.

Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler). . . . . RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
3. TCHAIKOVSKY: SWAN LAKE, ACTS 2 AND 3—NBC Symphony (Stokowski) . . . . . RCA Victor LM 1984
4. RAVEL: DAPHNIS ET CHLOE—Boston Symphony (Munch) . . . . . RCA Victor LM 1893
5. BRAHMS: VIOLIN CONCERTO—Heifetz, Chicago Symphony (Reiner) . . . . . RCA Victor LM 1903
6. PUCCINI: MADAME BUTTERFLY—de Los Angeles, Rome Opera Orchestra (Gavazzeni) . . . . . RCA Victor LM 6121
7. VERDI: AIDA SUITE—Kostelanetz Orchestra. Columbia CL 755
8. BERLIOZ: SYMPHONIE FANTASTIQUE—Boston Symphony (Munch) . . . . . RCA Victor LM 1900
9. TCHAIKOVSKY: SYMPHONY NO. 6 ("Pathetique")—Boston Symphony (Monteux) . . . . . RCA Victor LM 1901
10. GERSHWIN: RHAPSODY IN BLUE; PIANO CONCERTO IN F—Katchen, Mantovani Orchestra . . . . . London LL 1262
11. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
12. GILBERT & SULLIVAN: THE MIKADO—D'Oyly Carte Company . . . . . London LLP 189/90
13. TOSCANINI OMNIBUS—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6026
14. IBERT: ESCALES; RAVEL: BOLERO; LA VALSE; PAVANE; DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4983
15. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE AND EROS—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
16. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
17. COLORATURA-LYRIC—Maria Callas . . . . . Angel 35233
18. J. STRAUSS: WALTZES—Kostelanetz Orchestra . . . . . Columbia CL 805
19. DVORAK; SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
20. RACHMANINOFF: PIANO CONCERTO NO. 2—Pennario, St. Louis Symphony (Golschmann) . . . . . Capitol P 8302

"The Art of Andres Segovia," listed in October 15 issue under "Classical Possibilities," was incorrectly labeled. The credit should have read Decca DL 9795.

Reviews and Ratings of New Popular Albums

DANCING IN THE DARK . . . . . 78 Carmen Cavallaro, Piano (1-12") Decca DL 8120

Dancers, lovers and those who just plain admire a flawless piano technique will enjoy this newest Cavallaro package. A dozen popular standards, commonly associated with the mood of romance, are given sparkling, bubbling treatment. Standard rhythm accompaniment keeps things moving nicely on the likes of "The Very Thought of You," "Cocktails for Two," "Smoke Gets in Your Eyes" and "Alone Together," while a string ensemble is moved in for others like "Falling in Love With You," and "September Song." Fine listening.

ROGER WILLIAMS: IT'S A BIG, WIDE, WONDERFUL WORLD . . . . . 77 (1-12") Kapp KL 1008

Here's a really tasteful album of piano music. Williams, classically-trained, brings a wealth of technical facility and musical understanding to his performance. Some of the numbers have been arranged by Williams for two pianos, and these he has done via double track recording. The tunes are a wide-ranging, wonderful selection including "Sorrento," "St. Louis Blues," "April in Portugal," "I Love Paris," "It's a Big, Wide, Wonderful World"—13 in all. Williams' current hit of "Autumn Leaves" will help stimulate sales.

LET'S ALL SING A SONG FOR CHRISTMAS . . . . . 76 Dennis James (1-12") Kapp KL 1009

With a pleasantly folksy touch, James introduces the chorus here and explains that we should all join in and make it a nice happy community sing. After a few of the numbers, James reappears to recite "The Night Before Christmas." A flock of the favorite carols are here as well as many of the pop type Christmas items. "White Christmas," "Rudolph," etc., that have become established standards. Liner carries an attractive cover featuring one of those old-fashioned, woodcut "family around the tree" scenes which should help the package enjoy a healthy sale in the weeks to come.

BIG DANCE TONIGHT . . . . . 74 Jerry Gray and his Ork (1-12") Decca DL 8101

While much of the material in this album has been previously available on 78 r.p.m., this is nevertheless a good collection of fox trots, all with a dependable beat. Material includes "Darktown Strutters Ball," "Thou Swell," "Jurame," "Off Limits," "The Way You Look Tonight," "Champagne Boogie," etc.

THE MUSIC OF JEROME KERN . . . . . 72 Regent Light Opera Company; Leonard Joy, Cond. (1-12") Camden CAL 243

For the show-tune fanciers, this set

of shellac transfers makes attractive enough listening. It's a bundle of tunes—some readily identifiable and others that take a bit of remembering—from the pen of the late Broadway hitmaker. A brace of memorable shows are represented, like "The Cat and the Fiddle," "Roberta," "Music in the Air," "Showboat" and "Sally" and there's pleasant vocalizing from unbilled soloists.

MUSIC A LA CARTE . . . . . 71 World Symphony Orchestra (1-12") Request RLP 10028

The inspiration for each of the 10 tunes on this album is a well-known dish, typical of a people or country. The gastronomic specialties thus delineated include "Baklava," "Smorgasbord," "Fondue," "Blintzes," "Irish Stew," etc. It all adds up to a package of some novelty interest and has, of course, a Continental touch.

A LETTER TO LAURA . . . . . 70 Vic Schoen and his Ork (1-12") Decca DL 8132

This package contains 13 fox trots, including "Laura," "I Love My Love," "You Are Too Beautiful," etc. Orchestration are lush and the tempo is leisurely and relaxed. There are vocals by Sue Allen, Bill Thompson and the Notables.

AMERICAN FOLK SONGS . . . . . 69 John Jacob Niles (1-12") Camden CAL 245

The name of Niles ranks high among folk singers and this entry should move lots of copies to the market. The transfers from shellac include 14 ditties, some relatively unfamiliar, but others of perennial appeal like "Black Is the Color." Camden has dressed the package in a more attractive cover than usual, which should help stimulate impulse buying.

Jazz

KITTY WHITE . . . . . 76 (1-12") EmArcy MG 36020

A many-angled view of a top-drawer jazz thrush that the West Coast has been hoarding these many years. Kitty White will be quite a discovery to the rest of the country after they get the "message" of her first LP. Her rich, low voice with its husky tenor-sax-like delivery is kept in magnificent control. "With the Wind and the Rain in Your Hair," her style is seen at its most characteristic—and best. The outstanding work of the well-known instrumentalists backing her will give added sales impetus to this excellent album. Could be a strong seller.

WILLIE (THE LION) SMITH . . . . . 75 (1-10") Urania UJLP 1004

Many of the colorful jazz personalities are available on disks pressed from ancient masters. Not so Willie

(Continued on page 47)

JUKE BOX WRAP-UP

Chicago and New York music operator associations hold annual banquets, pull record crowds, disk artists including Georgia Gibbs, Teresa Brewer, Les Paul and Mary Ford, Al Hibbler, Mitch Miller, Frankie Laine, Mindy Carson, the Hilltoppers, Karren Chandler and dozens of others; disk jockeys and top-name orchestras. Events staged at Waldorf-Astoria and Suburban Country Club outside Chicago.

Music Operators of America's first nationwide radio show, "National Juke Box," gets under way via some 350 ABC broadcasting stations throughout the country. Ops pick Mitch Miller's "Yellow Rose of Texas" the juke box hit tune of the week, also select regional top tunes and hunch tunes.

Outline 6-point program for MOA executive meeting scheduled in Chicago November 8-10. Key topics to be aired include the organization's third Performance Rights Society, future plans for its national radio show, the 1956 operator convention and a national tax council for all music operators.

For full details on these stories see Music Machines department on page 73.



# KICKING OFF FOR BIG FALL SALES!

**8 Great New Albums  
For Every Musical Taste!**

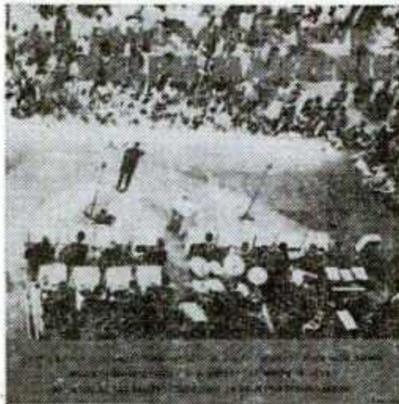
## 4 SENSATIONAL HOT POP RELEASES



**CrewCuts Go Long Hair**  
**CREWCUTS**

Carmen's Boogie	The Urge
Here	Mostly Martha
Red Hot Serenade	Tonight Love
When When When	I'm Always Chasing
Full Set Of	Rainbows
Everything	Mambo And You
Till The End Of Time	On The Isle Of May

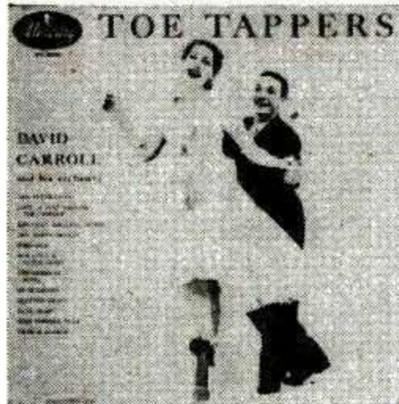
MG 20067



**Dance Band In Town**  
**RALPH MARGERIE**

Castle Rock	The Moon Is Blue
September Song	Tenderly
Beautiful Ohio	Stompin' At The
Alice Blue Gown	Savoy
Alone	Boulevard Of Broken
Once In A While	Dreams
Perdido	Diane

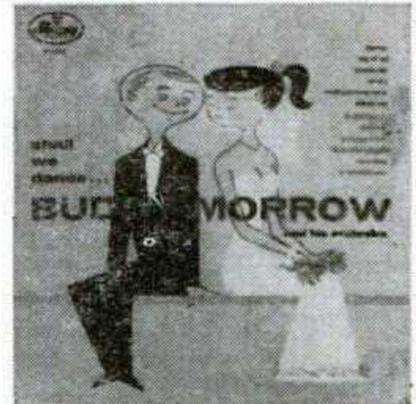
MG 20066



**Toe Tappers**  
**DAVID CARROLL**

Red Petticoats	It's Only A Paper Moon
Love Is Just Around	The Cuddlin' Song
The Corner	At Sundown
Runaway Rocking	Scatter-Brain
Horse	Blue Moon
Get Happy Boogie	Miss Powder Puff
Corn silk	Twin 88 Boogie

MG 20064



**Shall We Dance**  
**BUDDY MORROW**

Intermezzo	Blue Prelude
Body And Soul	We'll Be Together
Melancholy Baby	Again
Let's Do It	I Found A Million
Something To	Dollar Baby
Remember You By	That Old Feeling
September Song	Too Marvelous For
The Touch Of Your Lips	Words

MG 20062

## 4 GREAT NEW EMARCY JAZZ HI-FI RECORDS



**Maynard Ferguson And His Octet**  
**MAYNARD FERGUSON**

Finger-Snappin'	20, Rue De Madrid
My New Flame	Super-G
Autumn Leaves	What Was Her Name?
Inter-Space	Yeah

MG 36021



**Kitty White**  
**KITTY WHITE**

Sky Lark	With Every Breath
Among My Souvenirs	I Take
If You Were Mine	Let's Go Around
So Many Beautiful	Together
Men (So Little	Softly
Time)	Porgy
With The Wind And The	See Saw
Rain In Your Hair	Out Of This World

MG 36020



**The Gellers**  
**HERB GELLER**

Araphoe	Blues In The Night
Come Rain Or Come	I've Got A Feeling
Shine	I'm Falling
If I Were A Bell	Patterns
The Answer Man	Heather On The Hill
Love	Bewitched
Two Of A Kind	Supper time

MG 36024



**Ralph Gari**  
**RALPH GARI**

Happy Daze	The Way You Look
Kali	Tonight
Fourth Dimension	I've Got You Under
Nocturne	My Skin
Transition	That Old Black
Fine And Dandy	Magic
Dancing In The Dark	Thou Swell

MG 36019



RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY &amp; WESTERN, RHYTHM &amp; 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 12

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</b>		<b>1 12</b>	<b>6. Shifting, Whispering Sands</b>		<b>7 6</b>
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. Tubbs, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.			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.		
<b>2. Love Is a Many-Splendored Thing</b>		<b>2 9</b>	<b>7. Ain't That a Shame</b>		<b>5 15</b>
By Sammy Fain & Paul Francis Webster—Published by Miller (ASCAP) BEST SELLING RECORD: Four Aces, Dec 29625 RECORDS AVAILABLE: 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 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.		
<b>3. Autumn Leaves</b>		<b>3 9</b>	<b>8. Wake the Town and Tell the People</b>		<b>6 12</b>
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 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.		
<b>4. Seventeen</b>		<b>4 12</b>	<b>8. Suddenly There's a Valley</b>		<b>9 7</b>
By Young-Gorman & Bennett—Published by Lois (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15386; B. Bennett, King 1470. RECORDS AVAILABLE: R. Draper, Mercury 70651; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.			By C. Meyer & B. Jones—Published by Warman-Hill & Range (BMI) BEST SELLING RECORD: G. Grant, Sra 10003; J. Stafford, Col 40559. RECORDS AVAILABLE: P. Andrews, Cap 3228; K. Armen, M-G-M 12078; J. LaRosa, Cadence 1270; M. Lynn, Vic 47-6257; Mills Brothers, Dec 29686. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
<b>5. Moments to Remember</b>		<b>8 7</b>	<b>10. Bible Tells Me So</b>		<b>9 12</b>
By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.			By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: Don Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; Coronets, Groove 0116; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Qt., Vic 20-6218; R. Young, Dec 29615.		
<b>Second Ten</b>					
<b>11. He</b>		<b>13 5</b>	<b>16. My Bonnie Lassie</b>		<b>19 5</b>
By Richard Mullan & Jack Richards—Published by Avas (BMI) RECORDS AVAILABLE: K. Armen, M-G-M 12078; A. Hibbler, Dec 29660; McGuire Sisters, Coral 61501.			By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames-Brothers, Vic 20-6208.		
<b>12. Longest Walk</b>		<b>12 10</b>	<b>17. Only You</b>		<b>22 4</b>
By Eddie Pola-Fred Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.			By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: Platters, Mercury 70633; L. Dee, Wing 90015. ELECTRICAL TRANSCRIPTION: Barbara Carroll, Standard.		
<b>13. Tina Marie</b>		<b>11 11</b>	<b>17. Rock Around the Clock</b>		<b>15 22</b>
By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David LeWinter Ork, Standard.			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		
<b>14. Black Denim Trousers</b>		<b>16 5</b>	<b>19. I Want You to Be My Baby</b>		<b>18 8</b>
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 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.		
<b>15. Maybellene</b>		<b>14 10</b>	<b>19. At My Front Door</b>		<b>21 2</b>
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.			By J. Moore & E. Abner—Published by Tolle (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147.		
<b>Third Ten</b>					
<b>21. You Are My Love</b>		<b>27 3</b>	<b>25. Gum Drop</b>		<b>24 10</b>
By Nabbie—Published by Jubilee (ASCAP) RECORD AVAILABLE: J. James, M-G-M 12066.			By Rudy Toombs—Published by Toombs (BMI) RECORDS AVAILABLE: Crew Cuts, Mercury 70668; Gum Drops, King 1496; O. Williams, DeLuxe 6090; Mills Brothers, Dec 20686.		
<b>22. Song of the Dreamer</b>		<b>19 11</b>	<b>27. Same Ole Saturday Night</b>		<b>24 5</b>
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.			By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3154. ELECTRICAL TRANSCRIPTION: Russ Carlyle, Standard.		
<b>22. Hard to Get</b>		<b>17 18</b>	<b>27. I'll Never Stop Loving You</b>		<b>22 15</b>
By Jack Segal—Published by Witmark (ASCAP) RECORD AVAILABLE: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Blade, Standard.			By Kahn and Bradsky—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.		
<b>24. Someone You Love</b>		<b>- 1</b>	<b>29. Love and Marriage</b>		<b>- 1</b>
By Steven Michael—Published by Bradshaw (BMI) RECORD AVAILABLE: N. (King) Cole, Cap 3234.			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		
<b>25. I Hear You Knockin'</b>		<b>30 3</b>	<b>30. Hummingbird</b>		<b>26 15</b>
By David Bartholomew—Published by Commodore (BMI) RECORDS AVAILABLE: G. Storm, Dot 15412; S. Lewis, Imperial 5356.			By Don Robertson—Published by Ross Jungnickel (ASCAP) RECORDS AVAILABLE: Chordettes, Cadence 1267; F. Laine, Col 40506; R. Maddox, Col 21419; L. Paul & M. Ford, Cap 3165; Don & Lou Robertson, Epic 9110. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		

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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



# Buyboard

## TOP HITS FOR TOP SALES

(LISTED ALPHABETICALLY)

### Top Sellers—POPULAR

AMUKIRIKI (The Lord Willing) MAGIC MELODY . . . . .	Les Paul & Mary Ford . . . . .	3248
BLACK DENIM TROUSERS AND MOTORCYCLE BOOTS SOME NIGHT IN ALASKA . . . . .	The Cheers . . . . .	3219
A BLOSSOM FELL IF I MAY . . . . .	Nat "King" Cole, Four Knights . . . . .	3095
DAY BY DAY HOW CAN I TELL HER . . . . .	Four Freshmen . . . . .	3154
FAIRY TALE SAME OLD SATURDAY NIGHT . . . . .	Frank Sinatra . . . . .	3218
IN NAPOLI I LIKE THEM ALL . . . . .	Dean Martin . . . . .	3238
LOVE AND MARRIAGE THE IMPATIENT YEARS . . . . .	Frank Sinatra . . . . .	3260
SOMEONE YOU LOVE FORGIVE MY HEART . . . . .	Nat "King" Cole . . . . .	3234

WAKE THE TOWN AND TELL THE PEOPLE I'LL NEVER STOP LOVING YOU . . . . .	Les Baxter . . . . .	3120
THE YELLOW ROSE OF TEXAS ROCK AROUND STEPHEN FOSTER . . . . .	Stan Freberg . . . . .	3249

### Top Sellers—COUNTRY & HILLBILLY

DEAR MISTER BROWN I'LL BE HERE FOR A LIFETIME . . . . .	Ferlin Huskey . . . . .	3233
GO BACK YOU FOOL ALL RIGHT . . . . .	Faron Young . . . . .	3169
I THOUGHT OF YOU BEAUTIFUL LIES . . . . .	Jean Shepard . . . . .	3222
A SATISFIED MIND TAKE POSSESSION . . . . .	Jean Shepard . . . . .	3118
WESTPHALIA WALTZ RED SKIN GAL . . . . .	Hank Thompson . . . . .	3235

NEW NEW

*What a Song! What a Sound!*



*It's a new hit by*

# "TENNESSEE" ERNIE FORD

# SIXTEEN TONS

You Don't Have To Be A Baby To Cry

Record No. 3262

*Capitol's newest singing sensation*

# MARGIE RAYBURN



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

Record No. 3273

# ELLA MAE MORSE

*Sing-ing-ing-ing in top form*



SING-ING-ING-ING  
WHEN BOY KISS GIRL  
(It's Love)

Record No. 3263

# MICKI MARLO

*From Guys And Dolls*



PET ME, POPPA

(From the Samuel Goldwyn Motion Picture "Guys And Dolls")

b/w Like I Loved Nobody Before

Record No. 3266

# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending October 12  
**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	Last Week	Weeks on Chart
<b>1. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces</b> .....	2	8
Shine On, Harvest Moon—Dec 29625		
<b>2. AUTUMN LEAVES (ASCAP)—R. Williams</b> .....	3	10
Take Care (BMI)—Kapp 116		
<b>3. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller</b> .....	1	12
Blackberry Winter (BMI)—Col 40540		
<b>4. MOMENTS TO REMEMBER (ASCAP) Four Lads</b> .....	4	8
Dream On, My Love, Dream On (ASCAP)—Col 40539		
<b>5. SHIFTING, WHISPERING SANDS (BMI) (PARTS I &amp; II)—B. Vaughn</b> ....	7	5
Dot 15409		
<b>6. AIN'T THAT A SHAME (BMI)—P. Boone</b> .....	5	15
Tennessee Saturday Night (BMI)—Dot 15377		
<b>7. BIBLE TELLS ME SO (ASCAP)—D. Cornell</b> .....	8	7
<b>LOVE IS A MANY-SPLENDORED THING—Coral 61467</b>		
<b>8. TINA MARIE (ASCAP)—P. Como</b> ....	6	10
Fooled (ASCAP)—Vic 20-6192		
<b>9. SHIFTING, WHISPERING SANDS (BMI)—R. Draper</b> .....	13	4
Last Frontier (ASCAP)—Mercury 70696		
<b>10. ONLY YOU (BMI)—Platters</b> .....	14	4
Bark, Battle and Ball (BMI)—Mercury 70633		
<b>11. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond</b> .....	11	11
You're in Love With Someone (ASCAP)—Coral 61476		
<b>12. HE (BMI)—A. Hibbler</b> .....	12	4
Breeze (ASCAP)—Dec 29660		
<b>13. BLACK DENIM TROUSERS (BMI)—Cheers</b> .....	9	5
Some Night in Alaska (BMI)—Cap 3219		
<b>14. SEVENTEEN (BMI)—Fontane Sisters</b> ....	10	9
If I Could Be With You (ASCAP)—Dot 15386		
<b>15. MY BONNIE LASSIE (ASCAP)—Ames Brothers</b> .....	19	3
So Will I (BMI)—Vic 20-6208		
<b>16. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter</b> .....	16	11
I'll Never Stop Loving You (ASCAP)—Cap 3120		
<b>17. SUDDENLY THERE'S A VALLEY (BMI)—G. Grant</b> .....	20	3
Love Is (BMI)—Era 1003		
<b>18. LONGEST WALK (ASCAP)—J. P. Morgan</b> .....	21	7
Swanee (ASCAP)—Vic 20-6182		
<b>19. MAYBELLENE (BMI)—C. Berry</b> .....	17	10
Wee Wee Hours (BMI)—Chess 1604		
<b>20. SOMEONE YOU LOVE (BMI)—Nat (King) Cole</b> .....	—	1
<b>FORGIVE MY HEART (ASCAP)—Cap 3234</b>		
<b>21. AT MY FRONT DOOR (BMI)—El Dorados</b> .....	23	2
What's Buggin' You, Baby (BMI)—Vee Jay 147		
<b>22. YOU ARE MY LOVE (ASCAP)—J. James</b> .....	—	1
I Lay Me Down to Sleep (BMI)—M-G-M 12066		
<b>23. SUDDENLY THERE'S A VALLEY (BMI)—j. Stafford</b> .....	—	1
Night Watch (BMI)—Col 40559		
<b>24. SEVENTEEN (BMI)—B. Bennett</b> .....	15	16
Little Old You-All (BMI)—King 1470		
<b>25. ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> .....	18	24
Thirteen Women (BMI)—Dec 29124		
<b>25. I HEAR YOU KNOCKIN' (BMI)—G. Storm</b> .....	—	1
Never Leave Me (ASCAP)—Dot 15412		

**DEALERS AND OPERATORS . . .**  
**Top Ten Tunes Poster**  
*is on page 32*  
**Tomorrow's Hits . . . Today**  
**Poster is on page 36**

## • THIS WEEK'S BEST BUYS

### LOVE AND MARRIAGE (Barton, ASCAP)—Frank Sinatra—Capitol 3260

Since Sinatra's TV appearance, this record has been selling steadily and at an ever increasing pace. Boston and New York now rate the disk among their top 10, and it is also reported to be a strong seller in Los Angeles, Providence, Philadelphia, Buffalo, Pittsburgh, Atlanta, St. Louis and Cleveland. Flip is "The Impatient Years" (Barton, ASCAP). A previous Billboard "Spotlight" pick.

### CROCE DI ORO (Shapiro-Bernstein, ASCAP)—Patti Page—Mercury 70713

The thrush is moving out with this disk in a big way, indications being that this will be her biggest record in recent months. Best commercial reports come from Philadelphia,

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

Baltimore, Pittsburgh, Milwaukee, Providence, Cleveland, St. Louis and Durham. In some cities, the Joan Regan version of this tune is also seeing good action. Flip of the Page disk is "Search My Heart" (Berkshire, BMI). A previous Billboard "Spotlight" pick.

### DOGFACE SOLDIER (Shawnee, ASCAP)—Russ MORGAN—Decca 29703

This tune, featured in the film "To Hell and Back," is getting a send-off that smacks a bit of "Honey Babe." With the pic still in the early part of its run, this record figures to keep on building far beyond the already substantial proportions it has achieved. New York, Providence, Philadelphia, Los Angeles, Cleveland, Detroit, Milwaukee, St. Louis, Baltimore and Cincinnati are among the cities indicating excellent sales reaction this past week. Flip is "Don't Cry, Sweetheart."

## • Most Played in Juke Boxes

For survey week ending October 12  
**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	Last Week	Weeks on Chart
<b>1. YELLOW ROSE OF TEXAS (ASCAP)—M. Miller</b> .....	1	10
Blackberry Winter (BMI)—Col 40540		
<b>2. AIN'T THAT A SHAME (BMI)—P. Boone</b> .....	2	15
Tennessee Saturday Night (BMI)—Dot 15377		
<b>3. LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces</b> .....	4	5
Shine On, Harvest Moon (ASCAP)—Dec 29625		
<b>4. SEVENTEEN (BMI)—Fontane Sisters</b> ....	5	10
If I Could Be With You (ASCAP)—Dot 15386		
<b>5. YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond</b> .....	6	9
You're in Love With Someone (ASCAP)—Coral 61476		
<b>6. AUTUMN LEAVES (ASCAP)—R. Williams</b> .....	3	6
Take Care (BMI)—Kapp 116		
<b>7. MAYBELLENE (BMI)—C. Berry</b> .....	8	8
Wee Wee Hours (BMI)—Chess 1604		
<b>8. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter</b> .....	11	6
I'll Never Stop Loving You (ASCAP)—Cap 3120		
<b>9. LONGEST WALK (ASCAP)—J. P. Morgan</b> .....	7	9
Swanee (ASCAP)—Vic 20-6182		
<b>10. ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> .....	9	19
Thirteen Women (BMI)—Dec 29124		
<b>11. SEVENTEEN (BMI)—B. Bennett</b> .....	12	9
Little Old You-All (BMI)—King 1470		
<b>12. TINA MARIE (ASCAP)—P. Como</b> ....	10	8
Fooled (ASCAP)—Vic 20-6192		
<b>13. HARD TO GET (ASCAP)—G. MacKenzie</b> .....	13	16
Boston Fancy (BMI)—X 0137		
<b>14. BIBLE TELLS ME SO (ASCAP)—D. Cornell</b> .....	16	5
Love Is a Many-Splendored Thing (ASCAP)—Coral 61467		
<b>15. WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson</b> ....	14	6
Hold Me Tight (ASCAP)—Col 40537		
<b>16. SHIFTING, WHISPERING SANDS—(PARTS I &amp; II) B. Vaughn</b> .....	15	3
Dot 15409 (BMI)		
<b>17. MOMENTS TO REMEMBER (ASCAP)—Four Lads</b> .....	19	2
Dream On, My Love, Dream On (ASCAP)—Col 40539		
<b>18. AIN'T THAT A SHAME (BMI)—Fats Domino</b> .....	17	5
La La (BMI)—Imperial 5348		
<b>19. HUMMINGBIRD (ASCAP)—L. Paul &amp; M. Ford</b> .....	18	13
Goodbye, My Love (ASCAP)—Cap 3165		
<b>19. SUDDENLY THERE'S A VALLEY (BMI)—C. Grant</b> .....	20	2
Love Is (BMI)—Era 1003		
<b>19. SONG OF THE DREAMER E. Fisher</b> .....	—	5
Don't Stay Away Too Long (ASCAP)—Vic 20-6196		
<b>19. SHIFTING, WHISPERING SANDS (BMI)—R. Draper</b> .....	—	1
Last Frontier (ASCAP)—Mercury 70696		

## • Most Played by Jockeys

For survey week ending October 12  
**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	Last Week	Weeks on Chart
<b>1. LOVE IS A MANY-SPLENDORED THING—Four Aces</b> .....	1	9
Shine On, Harvest Moon (ASCAP)—Dec 29625		
<b>2. YELLOW ROSE OF TEXAS—M. Miller</b> .....	2	12
Blackberry Winter (ASCAP)—Col 40540		
<b>3. MOMENTS TO REMEMBER—Four Lads</b> .....	4	6
Dream On, My Love, Dream On (ASCAP)—Col 40539		
<b>4. AUTUMN LEAVES—R. Williams</b> ....	3	7
Take Care (ASCAP)—Kapp 116		
<b>5. SHIFTING, WHISPERING SANDS—(PARTS I &amp; II) B. Vaughn</b> .....	8	5
Dot 15409 (BMI)		
<b>6. YELLOW ROSE OF TEXAS—J. Desmond</b> .....	10	10
You're in Love With Someone (ASCAP)—Coral 61476		
<b>7. BLACK DENIM TROUSERS—Cheers</b> .....	11	3
Some Night in Alaska (BMI)—Cap 3219		
<b>8. AIN'T THAT A SHAME—P. Boone</b> ....	6	24
Tennessee Saturday Night (BMI)—Dot 15377		
<b>9. LONGEST WALK—J. P. Morgan</b> ....	12	10
Swanee (ASCAP)—Vic 20-6182		
<b>10. TINA MARIE—P. Como</b> .....	5	10
Fooled (ASCAP)—Vic 20-6192		
<b>11. SEVENTEEN—Fontane Sisters</b> .....	7	10
If I Could Be With You (BMI)—Dot 15386		
<b>12. WAKE THE TOWN AND TELL THE PEOPLE—L. Baxter</b> .....	9	11
I'll Never Stop Loving You (ASCAP)—Cap 3120		
<b>13. HE—A. Hibbler</b> .....	16	2
Breeze (BMI)—Dec 29660		
<b>14. SUDDENLY THERE'S A VALLEY—J. Stafford</b> .....	18	2
Night Watch (BMI)—Col 40559		
<b>15. SUDDENLY THERE'S A VALLEY—G. Grant</b> .....	14	4
Love Is (BMI)—Era 1003		
<b>16. YELLOW ROSE OF TEXAS—S. Freberg</b> .....	—	1
Rock Around Stephen Foster (ASCAP)—Cap 3249		
<b>17. I WANT YOU TO BE MY BABY—G. Gibbs</b> .....	—	3
Come Rain or Come Shine (BMI)—Mercury 70685		
<b>18. MY BONNIE LASSIE—Ames Bros.</b> ....	15	4
So Will I (ASCAP)—Vic 20-6208		
<b>19. SOMEONE YOU LOVE—Nat (King) Cole</b> .....	—	1
Forgive My Heart (BMI)—Cap 3234		
<b>20. YOU ARE MY LOVE—J. James</b> .....	—	1
I Lay Me Down to Sleep (ASCAP)—M-G-M 12066		

# It's 'Sound' That Sells!

We're Selling and Shipping the Catchiest  
"Sound" Record Ever Made

featuring the CLARINOLA

## "I NEVER KNEW"

The Shooting Scene From "Pete Kelly's Blues"

AND

## "SKATERS WALTZ"

# JAN AUGUST

MERCURY 70726



**STRETCH YOUR PROFITS**



**With these M-G-M HITS!**

**Billboard Best Buy**

**JONI JAMES**  
**YOU ARE MY LOVE**  
and I LAY ME DOWN TO SLEEP

ORCH. & CHORUS CONDUCTED BY DAVID TERRY

MGM 12066 78 rpm K 12066 45 rpm

THE ONLY INSTRUMENTAL VERSION

**DAVID ROSE**  
and his Orchestra

**LOVE IS A MANY-SPLENDORED THING**

and

**YOU AND YOU ALONE (Gelsomina)**

MGM 30883 78 rpm K 30883 45 rpm

**ART MOONEY** and his Orchestra

**GIVE ME A BAND AND MY BABY**

**THE GIRL I LEFT BEHIND ME**

MGM 12073 78 rpm K 12073 45 rpm

**RAY CHARLES SINGERS**

**AUTUMN LEAVES**      **EARLY AUTUMN**

MGM 12068 78 rpm K 12068 45 rpm

**BETTY MADIGAN**

**THERE SHOULD BE RULES**  
(Protecting Fools Who Fall in Love) and

**STRANGERS**

MGM 12094 78 rpm K 12094 45 rpm

**JOE LIPMAN** and his Orchestra

**DOG FACE SOLDIER**      **STREET SCENE**

MGM 12102 78 rpm K 12102 45 rpm

**SAM (THE MAN) TAYLOR**

**DON'T TAKE YOUR LOVE FROM ME**      **AS TIME GOES BY**

MGM 12065 78 rpm K 12065 45 rpm

**HOT ALBUMS**



**JONI JAMES**  
**WHEN I FALL IN LOVE**

MGM EP X326  
X1160 45 rpm  
LP E3240 33 1/2 rpm



**THE RAY CHARLES SINGERS**

**AUTUMN NOCTURNE**

E3145 12-Inch L.P.  
X271 45 rpm extended play  
X1123 45 rpm extended play

**DEBBIE REYNOLDS**

**(LOVE IS) THE TENDER TRAP**      **CANOODLIN' RAG**

MGM 12086 78 rpm  
K 12086 45 rpm

**JAMES BROWN**

**THE WHITE BUFFALO**

and

**IT'S LONESOME OUT TONIGHT**

MGM 12080 78 rpm  
K 12080 45 rpm

**ROBBIN HOOD**

**DANCIN' IN MY SOCKS**

and

**HAPPY IS MY HEART**

MGM 12046 78 rpm  
K 12046 45 rpm

**AUDREY WILLIAMS**

**LITTLE BOSEPHUS (HANK WILLIAMS) JR.**      **WINDOWS OF THE PAST**

MGM 12082 78 rpm  
K 12082 45 rpm

**HANK WILLIAMS**

**SOME DAY YOU'LL CALL MY NAME**      **THE FIRST FALL OF SNOW**

MGM 12077 78 rpm  
K 12077 45 rpm

**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**• Territorial Best Sellers**

For survey week ending October 12

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 Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. He, A. Hibbler, Dec.
4. Someone You Love Nat (King) Cole, Cap.
5. Suddenly There's a Valley J. Stafford, Col.
6. Moments to Remember, Four Lads, Col.
7. Yellow Rose of Texas, M. Miller, Col.

**Baltimore**

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Autumn Leaves, R. Williams, Kap.
3. Moments to Remember, Four Lads, Col.
4. Yellow Rose of Texas, J. Desmond, Cor.
5. He, A. Hibbler, Dec.
6. At My Front Door, P. Boone, Dot
7. My Bonnie Lassie, Ames Brothers, Vic.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. Bible Tells Me So, D. Cornell, Cor.
10. Shifting, Whispering Sands R. Draper, Mer.

**Boston**

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Autumn Leaves, R. Williams, Kap.
4. Moments to Remember, Four Lads, Col.
5. He, A. Hibbler, Dec.
6. My Bonnie Lassie, Ames Brothers, Vic.
7. Bible Tells Me So, D. Cornell, Cor.
8. Love and Marriage, F. Sinatra, Cap.
9. Tina Marie, P. Como, Vic.
10. Black Denim Trousers, Cheers, Cap.

**Buffalo**

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. I Want You to Be My Baby G. Gibbs, Mer.
4. Bible Tells Me So, D. Cornell, Cor.
5. My Boy Flat-Top, D. Collins, Cor.
6. He, A. Hibbler, Dec.
7. Tina Marie, P. Como, Dot
9. Yellow Rose of Texas, M. Miller, Col.
10. You Are My Love, J. James, M-G-M

**Chicago**

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. Moments to Remember, Four Lads, Col.
5. Shifting, Whispering Sands, R. Draper Mer.
6. Only You, Platters, Mer.
7. Suddenly There's a Valley, G. Grant Era
8. Rememb'ring, P. L. Hayes & M. Healy Col.
9. Seventeen, B. Bennett, Kng.
10. Tina Marie, P. Como, Vic.

**Cincinnati**

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

**Cleveland**

1. At My Front Door, El Dorados, VJ
2. Autumn Leaves, R. Williams, Kap
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Yellow Rose of Texas, M. Miller, Col.
5. Shifting, Whispering Sands, B. Vaughn Dot
6. Only You, Platters, Mer.
7. I Hear You Knockin', G. Storm, Dot
8. Moments to Remember, Four Lads, Col.
9. He, A. Hibbler, Dec.
10. It's Obdacious, B. Johnson, Mer.

**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. At My Front Door, El Dorados, VJ
5. Black Denim Trousers, Cheers, Cap.
6. Suddenly There's a Valley Mills Brothers, Dec.

**Denver**

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Shifting, Whispering Sands, R. Draper Mer.
3. Suddenly There's a Valley J. Stafford, Col.
4. Moments to Remember, Four Lads, Col.
5. Yellow Rose of Texas, M. Miller, Col.
6. Autumn Leaves, R. Williams, Kap
7. Day by Day, Four Freshmen, Cap.

**Detroit**

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

**Kansas City**

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

**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. Suddenly There's a Valley G. Grant, Era
5. Black Denim Trousers, Cheers, Cap.
6. Tina Marie, P. Como, Vic.
7. Longest Walk, J. P. Morgan, Vic.
8. Seventeen, Fontane Sisters, Dot
9. Moments to Remember, Four Lads, Col.
10. Yellow Rose of Texas S. Freberg, Cap.

**Milwaukee**

1. Autumn Leaves, R. Williams, Kap
2. Shifting, Whispering Sands R. Draper, Mer.
3. Moments to Remember, Four Lads, Col.
4. You Win Again, Paulette Sisters, Cap.
5. Yellow Rose of Texas, M. Miller, Col.
6. Black Denim Trousers, Cheers, Cap.
7. Only You, Platters, Mer.
8. Gum Drop, Crew Cuts, Mer.
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. Tina Marie, P. Como, Vic.

**Mpls.-St. Paul**

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands B. Vaughn, Dot
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Yellow Rose of Texas, J. Desmond, Cor.
5. I Hear You Knockin', G. Storm, Dot
6. Moments to Remember, Four Lads, Col.
7. Yellow Rose of Texas, M. Miller, Col.
8. Bible Tells Me So, D. Cornell, Cor.
9. Black Denim Trousers, Cheers, Cap.
10. Seventeen, Fontane Sisters, Dot

**New Orleans**

1. Only You, Platters, Mer.
2. Yellow Rose of Texas, M. Miller, Col.
3. Autumn Leaves, R. Williams, Kap
4. He, A. Hibbler, Dec.
5. Moments to Remember, Four Lads, Col.
6. Maybelle, C. Berry, Chs.
7. As I Live and Breathe, F. Verna, Dec.
8. Love Is a Many-Splendored Thing Four Aces, Dec.
9. Wake the Town and Tell the People L. Baxter, Cap.
10. Tina Marie, P. Como, Vic.

**New York**

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

**Philadelphia**

1. Autumn Leaves, R. Williams, Kap
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Yellow Rose of Texas J. Desmond, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Moments to Remember, Four Lads, Col.
6. He, A. Hibbler, Dec.
7. Bible Tells Me So, N. Noble, Wng.
8. Paper Roses, L. Dec, Wng.
9. Wake the Town and Tell the People M. Carson, Col.
10. Suddenly There's a Valley G. Grant, Era

**Pittsburgh**

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Black Denim Trousers, Cheers, Cap.
3. Yellow Rose of Texas, M. Miller, Col.
4. At My Front Door, El Dorados, VJ
5. Come Home, B. Johnson, Kng.
6. Forgive My Heart, N. (King) Cole, Cap.
7. Autumn Leaves, R. Williams, Kap
8. Moments to Remember, Four Lads, Col.
9. Shifting, Whispering Sands R. Draper, Mer.
10. He, McGuire Sisters, Cor.

**St. Louis**

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. He, A. Hibbler, Dec.
5. Tina Marie, P. Como, Vic.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. Bible Tells Me So, D. Cornell, Cor.
8. Longest Walk, J. P. Morgan, Vic.
9. Moments to Remember, Four Lads, Col.
10. When All the Streets Are Dark S. Smith & the Redheads, Epl.

**San Francisco**

1. Yellow Rose of Texas, M. Miller, Col.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Tina Marie, P. Como, Vic.
4. Seventeen, Fontane Sisters, Dot
5. Autumn Leaves, R. Williams, Kap.
6. Ain't That a Shame, P. Boone, Dot
7. Rock Around the Clock, B. Haley, Dec.
8. Wake the Town and Tell the People L. Baxter, Cap.

**Seattle**

1. I Hear You Knockin', G. Storm, Dot
2. Death of an Angel, D. Woods
3. Autumn Leaves, R. Williams, Kap.
4. Moments to Remember, Four Lads, Col.
5. Wake the Town and Tell the People L. Baxter, Cap.
6. Suddenly There's a Valley G. Grant, Era

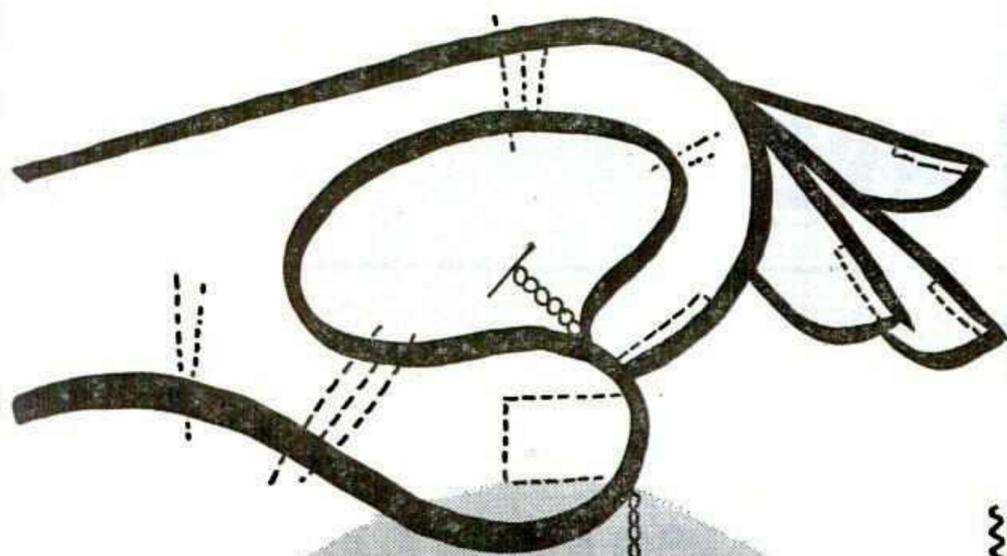
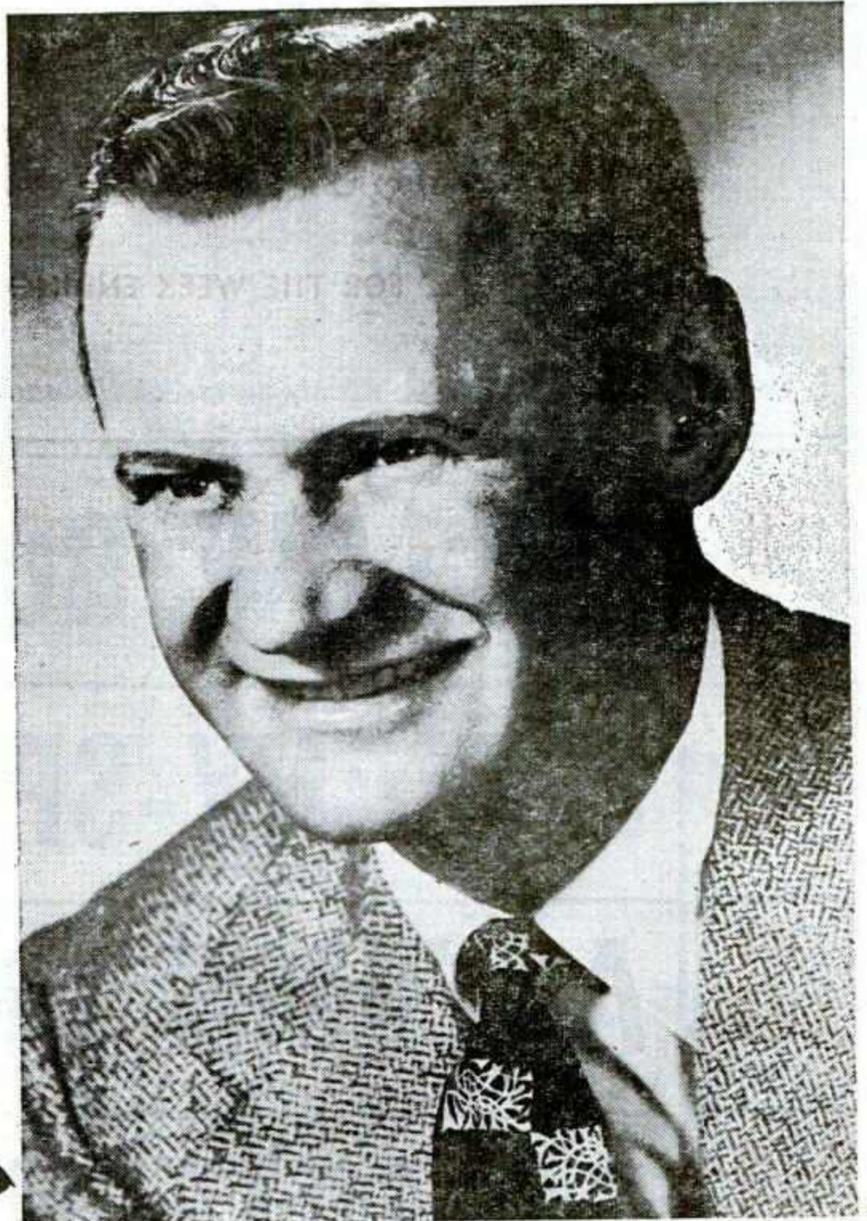
**Toronto**

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Yellow Rose of Texas, M. Miller, Col.
4. Ain't That a Shame, P. Boone, Dot
5. Seventeen, B. Bennett, Kng.
6. Moments to Remember, Four Lads, Col.
7. Wake the Town and Tell the People L. Baxter, Cap.

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 35, N. Y.

COLUMBIA CONTINUES AN EXCITING RUN OF NEW POP HITS WITH A REAL BELL RINGER BY...

# SAMMY KAYE



*the lucky little bell*  
of san michele

Don't  
Cry  
Baby

Sammy's Best Since "The Mission of St. Augustine"

COLUMBIA 40574 • 4-40574

COLUMBIA  RECORDS

Featuring His Famous Swing and Sway Style

PUSHPOP POSTER SHEET NO. 1

# HONOR ROLL OF HITS

TRADE MARK REG.

## *The Nation's 10 Top Tunes*

FOR THE WEEK ENDING—OCTOBER 12, 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. SEVENTEEN****5. MOMENTS TO REMEMBER****6. SHIFTING WHISPERING SANDS****7. AIN'T THAT A SHAME****8. WAKE THE TOWN AND TELL THE PEOPLE****8. SUDDENLY THERE'S A VALLEY****10. BIBLE TELLS ME SO**

a rockin' big band sound!

# RAY ANTHONY

AND HIS ORCHESTRA

## FLIP FLOP

## HURRICANE ANTHONY

record no. 3261



A HOT ONE FOR THE  
TEEN-AGE DANCE MARKET

Loaded With

**IMPACT!**

Loaded With

**EXCITEMENT!**

Here are the exclusive features the entire industry waits for every year:

- 1955's TOP RECORDS
- THE YEAR'S TOP RECORD ARTISTS
- MOST PLAYED RECORDS OF 1955
- TOP POPS OF '55
- TOP C&W RECORDS OF '55
- TOP R&B RECORDS OF '55
- FAVORITE BANDS
- NEW VOCAL FAVORITES
- FAVORITE SINGING GROUPS
- FAVORITE INSTRUMENTAL GROUPS
- ALBUM FAVORITES

**PLUS**

THE FAMOUS ANNUAL

**MUSIC-RECORD PROGRAMMING GUIDE**

for the nation's 4,000 Disk Jockeys, Program Directors and Record Librarians on 3,500 radio and TV stations.

It's All in

The BILLBOARD's 8th ANNUAL

**DISK JOCKEY ISSUE**

The Biggest, Most Important Music-Record Issue of the Year

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. He ..... McGuire Sisters  
(BMI) Coral 61501
2. At My Front Door  
No Arms Can Ever Hold You.... Pat Boone  
(BMI); (BMI) Dot 15422
3. Suddenly There's a Valley.... Julius LaRosa  
(BMI) Cadence 1270
4. Amukiriki  
Magic Melody..... Les Paul & Mary Ford  
(ASCAP); (BMI) Capitol 3248
5. No Arms Can Ever Hold You Georgie Shaw  
(BMI) Decca 29679
6. Love and Marriage..... Frank Sinatra  
(ASCAP) Capitol 3260
7. Croce Di Oro ..... Patti Page  
(ASCAP) Decca 29703
8. Dog Face Soldier ..... Russ Morgan  
(ASCAP) Decca 29703
9. Bonnie Blue Gal ..... Mitch Miller  
(ASCAP) Columbia 40575
10. Bonnie Blue Gal..... Lawrence Welk  
(ASCAP) Coral 61515

NOTE: This chart does not have a set number of selections. The numbers will vary from week to week.

**• 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
Ain't That a Shame (R)—Commodore—BMI	Adelaide (R)—Mark VII—ASCAP
Amukiriki (R)—Famous—ASCAP	Ain't That a Shame (R)—Commodore—BMI
Autumn Leaves (R)—Ardmore—ASCAP	Alabama Jubilee (R)—Remick—ASCAP
Bible Tells Me So (R)—Paramount-Rodgers—ASCAP	At My Front Door (R)—Tollie—BMI
Bonnie Blue Gal (R)—Hollis—BMI	Autumn Leaves (R)—Ardmore—ASCAP
Cry Me a River (R)—Mark VII—ASCAP	Bible Tells Me So (R)—Paramount-Rodgers—ASCAP
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	Bring Back Our Beale Street (R)—Dans Tunc—*
Hard to Get (R)—Witmark—ASCAP	(Come Back and) Tell Me That You Love Me—Raleigh—*
Hawk-Eye (R)—Showcase—BMI	Gentlemen Marry Brunettes (R)—Broadcast—BMI
I Like Them All (R)—Broadcast—BMI	Hummingbird (R)—Jungnickel—ASCAP
I Want You to Be My Baby (R)—Victory—BMI	I Hear You Knockin' (R)—Commodore—BMI
If You Believe (R)—Chappell—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
I'll Never Stop Loving You (R)—Feist—BMI	I'll Never Stop Loving You (R)—Feist—BMI
Kwela, Kwela (R)—Peer—BMI	Kentuckian Song (R)—Mark VII—ASCAP
Longest Walk (R)—Advanced—ASCAP	Longest Walk (R)—Advanced—ASCAP
Love and Marriage (R)—Barton—ASCAP	Love and Marriage (R)—Barton—ASCAP
Love Is a Many-Splendored Thing (R)—Miller—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Miracle in the Rain (R)—Remick—ASCAP	My Bonnie Lassic (R)—Leeds—ASCAP
Moments to Remember (R)—Beaver—ASCAP	Never to Know (R)—Robbins—ASCAP
People Will Say We're in Love (R)—Williamson—ASCAP	People Will Say We're in Love (R)—Williamson—ASCAP
Pepper Hot Baby (R)—Sheldon—BMI	Rice (R)—E. H. Morris—ASCAP
Rockin' the Cha Cha (R)—Porgy—BMI	Rock Around the Clock (R)—Myers—ASCAP
Seventeen (R)—Lois—BMI	Same Old Saturday Night (R)—Barton—ASCAP
Someone You Love (R)—Bradshaw—BMI	Seventeen (R)—Lois—BMI
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Something's Gotta Give (R)—Robbins—ASCAP
Surrey With the Fringe on Top (R)—Williamson—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Sweet Song of India (R)—Tee-Kay—ASCAP	Surrey With the Fringe on Top (R)—Williamson—ASCAP
Then I'll Be Happy (R)—Bourne—ASCAP	Tina Marie (R)—Roncom—ASCAP
Tina Marie (R)—Roncom—ASCAP	Wake the Town and Tell the People (R)—Joy—ASCAP
Wake the Town and Tell the People (R)—Joy—ASCAP	Yellow Rose of Texas (R)—Planetary—ASCAP
Yellow Rose of Texas (R)—Planetary—ASCAP	You Are My Love (R)—Jubilee—ASCAP
You Are My Love (R)—Jubilee—ASCAP	You Are My Sunshine (R)—Southern—BMI
You Are My Sunshine (R)—Southern—BMI	

\*License not known.

**• Best Selling Sheet Music**

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

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

**DOT**

America's Hottest Label

**DOT**

*gives you another No. 1 Hit*

**DADDY-O**

**ADORABLE**

*the*  
**FONTANE  
SISTERS**

(America's Top Girl Trio)

DOT 15428



*Dot* RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600  
THE NATION'S BEST SELLING RECORDS

PUSHPOP POSTER SHEET NO. 2

**The Best of the****NEWEST TUNES****FOR THE WEEK ENDING—OCTOBER 12, 1955**

(one or more records now available for each)

*Based Upon Exclusive Surveys and Analysis of **Billboard** Music Popularity Charts***AT MY FRONT DOOR****AMUKIRIKI****NO ARMS CAN EVER HOLD YOU****LOVE AND MARRIAGE****MAGIC FINGERS****SAME OLE SATURDAY NIGHT****REMEMBERING****CROCI DI ORO (CROSS OF GOLD)****BONNIE BLUE GAL****DOG FACE SOLDIER**

**OCTOBER  
RELEASE**

**the stars are out on...**

**CORAL  
RECORDS**

**LAWRENCE WELK**

and his Champagne Music



**BONNIE BLUE GAL** ||| **SAM, THE OLD ACCORDION MAN**

CORAL 61515 (78 RPM) and 9-61515 (45 RPM)

**DON CORNELL**

sings



**YOUNG ABE LINCOLN** ||| **DREAM WORLD**

CORAL 61521 (78 RPM) and 9-61521 (45 RPM)

**KAREN CHANDLER**

sings



**IF I CAN'T HAVE THE ONE I LOVE** ||| **THE PRICE YOU PAY FOR LOVE**

CORAL 61514 (78 RPM) and 9-61514 (45 RPM)

**THE MODERNAIRES**

sing



(Crazy Little Mama Song)  
**AT MY FRONT DOOR** ||| **ALRIGHT, OKAY, YOU WIN**

CORAL 61513 (78 RPM) and 9-61513 (45 RPM)

**GEORGE CATES**

and his Orchestra and Chorus with guest stars the Modernaires and Georgie Auld play and sing



**REMEM'BRING** ||| **ROYAL BLUE**

CORAL 61512 (78 RPM) and 9-61512 (45 RPM)

**ALFREDO ANTONINI**

and his Orchestra play

**THEME FROM THE LOST HOUR** ||| **WHY REACH FOR THE MOON**



From The Studio One T.V. Production "Three Empty Rooms"  
CORAL 61506 (78 RPM) and 9-61506 (45 RPM)

**JEFFREY CLAY**

sings



**SWEET KENTUCKY ROSE** ||| **UNKNOWN TO ME**

CORAL 61511 (78 RPM) and 9-61511 (45 RPM)

**JIMMY WAKELY**

sings



**STEAL A PENNY FROM A BEGGAR** ||| **KEEP NO SECRETS**

CORAL 61509 (78 RPM) and 9-61509 (45 RPM)

**CORAL HOT PARADE**



**DON CORNELL**

sings



**THE BIBLE TELLS ME SO**

CORAL 61467 (78 RPM) and 9-61467 (45 RPM)

**TERESA BREWER**

sings



**BABY, BE MY TOY and SO DOGGONE LONELY**

CORAL 61500 (78 RPM) and 9-61500 (45 RPM)

**JOHNNY DESMOND**

sings



**THE YELLOW ROSE OF TEXAS**

CORAL 61476 (78 RPM) and 9-61476 (45 RPM)

**STEVE ALLEN**

with GEORGE CATES and his Orchestra and Chorus play and sing



**AUTUMN LEAVES**

CORAL 61485 (78 RPM) and 9-61485 (45 RPM)

**THE MCGUIRE SISTERS**

sing



**HE and IF YOU BELIEVE**

CORAL 61501 (78 RPM) and 9-61501 (45 RPM)

**DOROTHY COLLINS**

sings



**MY BOY—FLAT TOP and IN LOVE**

CORAL 61510 (78 RPM) and 9-61510 (45 RPM)

**THE MCGUIRE SISTERS**

sing



**GIVE ME LOVE and SWEET SONG OF INDIA**

CORAL 61494 (78 RPM) and 9-61494 (45 RPM)

**ALAN DALE**

sings



**ROCKIN' THE CHA-CHA and WHAH!**

CORAL 61495 (78 RPM) and 9-61495 (45 RPM)

**CORAL RECORDS**

*America's Fastest Growing Record Company*

The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on . . .

RECORDS

BILL HALEY AND HIS COMETS . . . Decca 29713 . . . . . BURN THAT CANDLE (Roosevelt, BMI)  
 ROCK-A-BEATIN' BOOGIE (Myers, ASCAP)

This looks like a big walloping two-sider for the Haley crew. Both tunes rock along at a great pace with Haley delivering the usual exciting, hard-driving vocal treatment. All the elements needed for big loot are right here.

THE FONTANE SISTERS . . . Dot 15428 . . . . . DADDY-O (Markay, BMI)  
 ADORABLE (Panther, BMI)

Either side of this one could move out for fast action. On "Daddy-O" the gals come thru with a fine bouncer with lots of bright sound. Flip side spotlights fine vocal treatment of slow, pop-styled rhythm and blues hymn of love.

ROSEMARY CLOONEY . . . Columbia 40579 . . . . . PET ME, POPPA (Frank, ASCAP)

This could be the Clooney gal's first big click in recent months. The tune is a rhythm item with plenty of beat, from the flick version of "Guys and Dolls" and the thrush gets a sock impact out of some slightly sharp lyrics. Flip is "Wake Me," a pleasing ballad. (Roger, 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

SAMMY DAVIS JR.  
 Adelaide . . . . . 80  
 DECCA 29672—The new Frank Loesser tune, written for the pic version of "Guys and Dolls" gets a wonderfully expressive reading. Worthy of action on all fronts. (Frank, ASCAP)

I'll Know . . . . . 77  
 The hit from the Broadway version of the show gets a pleasant airing with typical Davis enthusiasm. (Frank, ASCAP)

SUNNY GALE  
 Looking Glass . . . . . 79  
 VICTOR 6286 — The gal hands this waltz-ballad one of her better recent efforts. Has a haunting, tearful quality that will appeal to many.  
 C'est La Vie . . . . . 73  
 Another pretty tune spotlights Miss Gale in a reflective mood as she gets resigned to life's fates. Either side could click for action. (Planetary, ASCAP)

FIVE DeMARCO SISTERS  
 This Love of Mine . . . . . 77  
 DECCA 29388 — The gals do a fine reading of the old Tommy Dorsey-Frank Sinatra hit. Likely to get good deejay exposure. (Embassy, BMI)  
 Mumbo Is the Word . . . . . 74  
 A mambo novelty, with a play on the word "mumbo," Good sound and beat to the sisters' chanting. (Hawthorne, ASCAP)

THE THREE SUNS  
 Arriverderci Roma  
 (Goodbye to Rome) . . . . . 77  
 VICTOR 6273—The gals help out

CATERINA VALENTE  
 If Hearts Could Talk . . . . . 76  
 DECCA 29709—A nice performance by the thrush with a lush assist by the Werner Mueller ork. Warm reading of the pretty ballad should win spins. (Hill & Range, BMI)  
 Fiesta Cubana . . . . . 74  
 The gal shows well on a production-type effort replete with gimmicks highlighting the Latin-American sound. Kurt Edelhagen's band backs her on this side. (Maurice, ASCAP)

LEROY HOLMES ORK  
 My Arms, My Heart, My Love . . . . . 76  
 M-G-M 12085—A rousing song in march tempo. Plenty of spirit to this one. It's chanted by chorus, with excellent instrumental accompaniment. Fine for deejays. (Welan & Barry, BMI)  
 All at Once (Deja) . . . . . 72  
 A tender (what else?) ballad, with a lush orchestral accompaniment and a chorus. Flair. (Ludlow, BMI)

THE BON-BONS  
 Frog on a Log . . . . . 76  
 LONDON 1612—Rhythmic novelty is sung with strong appeal in this intriguing waxing. It builds nicely and could stimulate some action. Should get lots of plays. (Regent, BMI)  
 Circle . . . . . 73  
 The gals blend their voices attractively in this pretty ballad rendition. Listenable wax. (Gold, ASCAP)

(Continued on page 40)

DEALERS - Here's The  
 OPS - ACTION!  
 JOCKS - Everyone's FLIPPED over . . .

The Original  
 JULIE LONDON'S  
 "CRY ME  
 A  
 RIVER"

c/w 'SWONDERFUL  
 Liberty #55006



Review Spotlight on . . .

JULIE LONDON . . . Liberty 55006 . . . . . CRY ME A RIVER (Mark VII, ASCAP)  
 'S WONDERFUL (New World, ASCAP)  
 For a new disk artist, Miss London displays a load of show-wise poise. On this platter the gal clicks fine in a sensitive delivery on a pretty new tune and on one of the top pop standards. With continued careful selection of material and with proper exposure the lady could really move up.

THE CASH BOX  
 BEST BETS  
 OCT. 15, 1955  
 "CRY ME A RIVER" . . . . . Julie London  
 Liberty 55006; 45-55006



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 Address \_\_\_\_\_  
 City and State \_\_\_\_\_  
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DEED

#1006  
 'THE WEDDING SONG'  
 (UNTIL DEATH DO US PART)  
 by RITA RAINES  
 records 64 W. Randolph, Chicago



IT'S SIMPLE AS A-B-C . . .

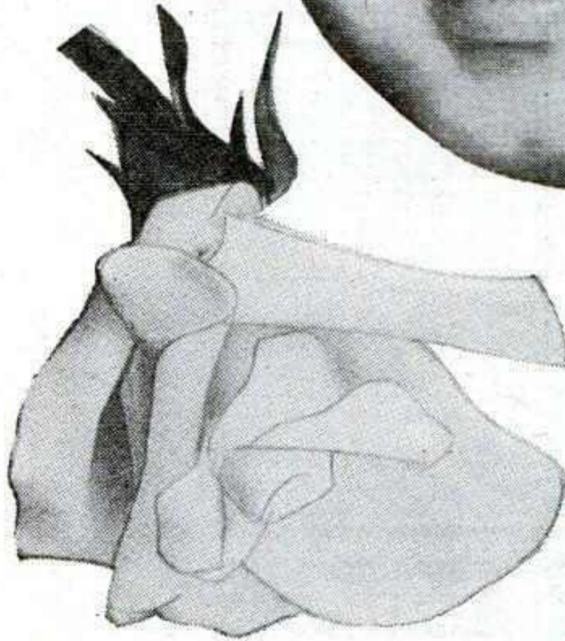
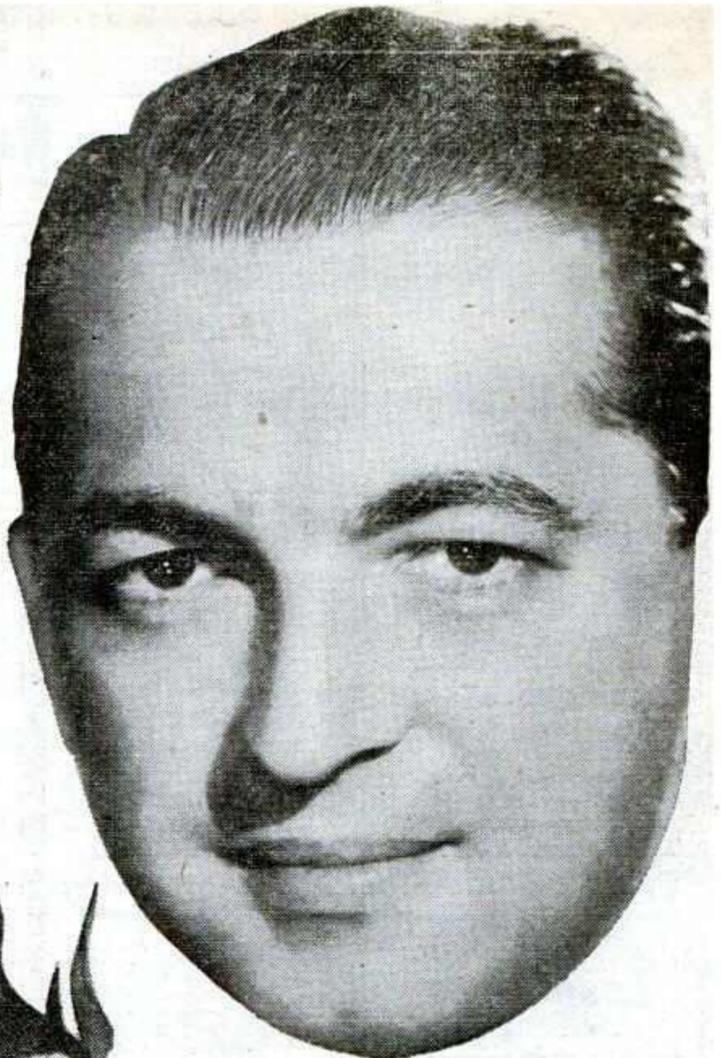
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Musical Magic...

PERCY FAITH

HIS ORCHESTRA AND CHORUS

With the Big Recording of



The Rose Tattoo

TAMBORA

b/w

40588

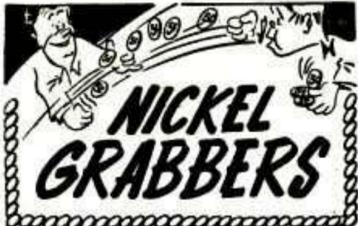
IN VISTAVISION MOTION PICTURE HIGH-FIDELITY

THE ROSE TATTOO

A Hal Wallis Production

Paramount Pictures

COLUMBIA RECORDS



**BOYD BENNETT**  
**MY BOY--FLAT TOP**  
King 1494  
**SEVENTEEN**  
King 1470

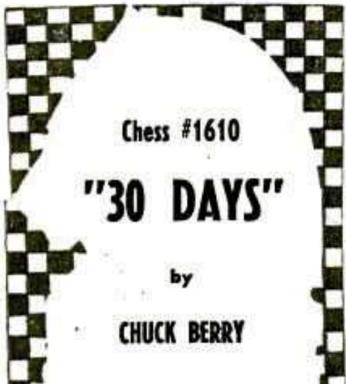
**OTIS WILLIAMS and his NEW GROUP**  
**MISS THE LOVE**  
(that I've been dreaming of)  
DeLuxe 6088

**BONNIE LOU**  
**DADDY-O**  
**DANCIN' IN MY SOCKS**  
King 4835

**THE MIDNIGHTERS**  
**DON'T CHANGE YOUR PRETTY WAYS**  
**WE'LL NEVER MEET AGAIN**  
Federal 12243

**LITTLE WILLIE JOHN**  
**All Around the World**  
**Don't Leave Me, Dear**  
King 4818

**KING RECORDS**



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**"NICOLASA"**  
b/w  
**"IN THE HALL OF THE CHA-CHA KING"**  
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SEECO, the Major Latin-American Label

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**"RUN AWAY HEART"**  
and  
**"I'D CALL THIS WORLD A HEAVEN"**  
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**"WE—BUILD A BUNGALOW"**  
and  
**"MINT JULEP BLOOMIN' LIKE A TULIP"**  
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**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**• Reviews of New Pop Records**

• Continued from page 38

**PETE KELLY'S ORCHESTRION**  
**I Never Knew**.....76  
COLUMBIA 40592—This is the "Pete Kelly's Blues" sound track version of the old favorite. It features the old-fashioned sound of the "orchestration," a robot-controlled, mechanical band machine, employing a player roll. Looks like a winner with jocks.

**LAWRENCE COOK**  
**Pete Kelly's Blues**....70  
The title tune from the pic gets the same "orchestration" treatment via a roll for the tune, specially cut for the record version (Mark VII, ASCAP)

**JERRY VALE**  
**Miracle in the Rain**.....75  
COLUMBIA 40584 — The singer comes thru in pleasant style on the title tune from the new pic. (Remick, ASCAP)  
**Adelaide**....74  
Vale delivers a good performance on the new ballad from the "Guys and Dolls" flick. Has a tough competitor in the Sammy Davis Jr. version. (Frank, ASCAP)

**ALAN DALE**  
**Rchin Hood**.....75  
CORAL 61526—The legendary Englishman is exploited here in the "Davy Crockett" vein. Gimmick lyric has the singer referring to his namesake who was Hood's henchman. Could win spin action.  
**You Gotta Give**....73  
Dale moves well thru a routine jump item.

**JAN AUGUST**  
**I Never Knew**.....75  
MERCURY 70726 — August gets aboard the "orchestration-sound" bandwagon with an interesting simulated version, using out-of-tune piano, calliope, bass and drums, dubbed the "clarinola." A good bet for jockey play. (Bourne, ASCAP)  
**Skater's Waltz**....70  
August works out on the Viennese waltz standard with the same unique instrumentation.

**ANN McCORMACK**  
**Redeem Me**.....75  
MERCURY 70714—This is a spirited, full-voiced treatment of a pleaider that really resounds. Effort impresses for a first disk. (Admont, ASCAP)  
**That's All That Matters to Me**....75  
The gal belts all the way in a colorful "hymn of dedication" to her guy. Lots of vocal color and feeling in evidence. (Remick, ASCAP)

**PAT SCOTT**  
**So Many Beautiful Men**  
(So Little Time).....75  
WING 90030 — The lament of a temptress is voiced with enough tongue in cheek sexiness to win some spins for the gal on her first release for the label. (Preview, BMI)  
**A Dangerous Age**....73  
The gal comes thru in a subtle and sensitive styling on a listenable enough tune. (Hill & Range, BMI)

**HERB JEFFRIES AND JERRY FIELDING ORK**  
**I Need**.....75  
OLYMPIC 502—This is a pretty tune, and Jeffries gives it a moving reading. Fielding ork sounds fine and showcases the vocal to best possible advantage. With exposure, this could get action.  
**The One I Love**....75  
Jeffries is equally at home on this fine standard. Fielding's arranging talents are much in evidence. Voices of Hi-Los, the only in back-up role, shine thru in smooth, velvety style.

**THE MULCAYS**  
**Bop, Bop, Bop, Bop**.....75  
CARDINAL 1045—Interesting instrumental, with electric harmonicas and guitar. Deejays will find it of considerable novelty value. (Blasco, ASCAP)  
**Honey**....74  
This side is the lovely oldie. The performance retains its charm. (Feist, ASCAP)

**PEREZ PRADO ORK**  
**Pretty Baby—Mambo Culeta**.....75  
VICTOR 6277 — Slow suggestive rhythm and melody will win more friends for the maestro among the mambo cats. (Peer, BMI)  
**La Macarena**....74  
This the oft-waxed bullfighter anthem, given the Prado interpretation. Usual trumpet solo is voiced this time by alto sax for satisfactory effect. (Peer, BMI)

**KITTY WHITE**  
**Cry Me a River**.....75  
MERCURY 70722—This is a mighty pretty tune given a delicate reading by the husky-voiced Mercury thrush. It's the kind of torchy material she sells best. (Mark VII, ASCAP)  
**Out of This World**....72  
The gal gives a tender, expressive reading to an old Harold Arlen standard. (E. H. Morris, ASCAP)

**JANE MORGAN**  
**In Paree**.....75  
KAPP 121—An ear-tingling, lilting French tune, familiar to owners of the Michel Legrand "I Love Paris" LP, makes a brilliant vehicle for the talented thrush in this English adaptation by Sunny Skylar and Dave Kapp. Should get heavy play. (Southers, ASCAP)  
**Take Me Away**....72  
The invitation to travel is less persuasive on this side. (Ashland, BMI)

**CARMEN McRAE**  
**Love Is Here to Stay**.....75  
DECCA 29675—The fine jazz thrush

makes a swingin' delight out of the great Gershwin standard. Should pull beaucoup air spins. (Gershwin, ASCAP)  
**This Will Make You Laugh**....71  
This ballad derives its only strength from the canary's warm, intense, yet jazz-tinged delivery. (Peer, BMI)

**JERRY TIEFER**  
**Lady Love**.....74  
WING 90029 — A former record plugger-songwriter turns singer here and belts out a bright country-type tune about the guy who's lucky at cards but not at love. Good listening. (Judy, ASCAP)  
**Ten Times**....73  
Another rollicking ditty done in good country style. (Styldio, BMI)

**RAY ANTHONY ORK**  
**Flip Flop**.....74  
CAPITOL 3261 — Anthony's crew belts out a real r.&b. type rouser. Gal group scores well on typical lyrics. (Hill & Range, BMI)  
**Hurricane Anthony**....73  
The band borrows from Beethoven and comes up with the big sound in an instrumental swinger. (Moonlight, BMI)

**TOMMY COLE AND DARLENE GILLESPIE**  
**Do Me So**.....74  
HANSEN 103—Two of the Disney Mouseketeers do a cute, catchy job on a novelty ditty that's sure to get plenty of TV plugging on the "Mickey Mouse Club." Could do well if packaged for moppets. (Wonderland, BMI)  
**I Am Not Now and Never Have Been in Love**....70  
A cute piece of material, this, however lacks the moppet appeal of the flip. The Quincy Jones orking is especially clever, and the kids sing nicely. (Disney, ASCAP)

**VICKI YOUNG**  
**If We Dance a Little Closer**.....74  
CAPITOL 3256—The thrush makes a bright impression in this happy, lilting song. The Nelson Riddle backing is strong, with a good dance beat. (Towne, ASCAP)  
**If Makes No Difference Now**....70  
In sound and style the singer makes like Patti Page on this familiar country tune. Miss Young does a good job and certainly sells the song. (Southern, ASCAP)

**KAY CEE JONES**  
**I Wore Dark Glasses**.....73  
MARQUEE 1031—Miss Jones debuts with a moving reading of a pretty waltz weeper. She has a pretty set of pipes and a tear in her voice. With exposure this could do some business. (B. F. Wood, ASCAP)  
**The Japanese Farewell Song**....72  
Thrush does a mighty effective job on this exotic weeper. Many will like her warbling, and the backing is wonderfully suited to the material. This disk stands a good chance to step out. (Ranger, ASCAP)

**JAN AUGUST**  
**Bach Mambo**.....73  
MERCURY 70711 — Clever novelty based on a familiar Bach fugue is given a sprightly performance by the 88'er, with playful rhythm backing. (Frank, ASCAP)  
**Minuet in Mambo**....72  
More of the same, the material here being the famed Paderewski opus. (CPM, BMI)

**DICKIE VALENTINE**  
**Get Well Soon**.....73  
LONDON 1505—The wish is projected compellingly by the chanter in a moving performance. Good listening.  
**Ma Chere Amie**....72  
Pretty ballad is sung with great warmth by Valentine. A fine romantic slicing that ought to pull some spins.

**GEE PALMER**  
**Two Strings, Two Beans, One Arrow**..73  
WING 90031—Plight of a gal with two guys is aired nicely with occasional use of multiple-voice grooving. It's a light-hearted kind of tune that could get spins. (Meridian, BMI)  
**You**....71  
Gal shows good prospects here, too, in a standard ballad effort, but flip is definitely the stronger. (E. H. Morris, ASCAP)

**AL CASTELLANOS' ORK**  
**The Dance of the Cha-Cha-Cha**.....73  
VICTOR 6155—Castellanos handles the Spanish vocal on this attractive, rhythmic cha-cha item. Danceable, authentic-sounding wax. (Aljean, BMI)  
**Lookie, Lookie—Cha-Cha-Cha**....71  
This side's an instrumental, with piano featured. Danceable, altho the rhythm is less marked than on the flip. (Aljean, BMI)

**ELLA MAE MORSE**  
**When Boy Kiss Girl (It's Love)**.....72  
CAPITOL 3263—Miss Morse once more is on the rhythm and blues bandwagon. It's a cute idea for a song, and the gal sells it well. (Roosevelt, BMI)  
**Sing-ing-ing-ing**....71  
The thrush gives out with more r.&b. material. This version swings well except for spots where the lyrics have a tiresome effect. (Bourne, ASCAP)

**PEGGY LEE**  
**Me**.....72  
DECCA 29681—Miss Lee and the Dave Barbour ork serve up a pert,

fly performance of the Irving Berlin oldie. Pleasant listening. (Berlin, ASCAP)  
**Pablo Pasablo**....70  
There's a faint resemblance to MacDowell's "To a Wild Rose" in this otherwise dull effort. (Towae, ASCAP)

**BONNIE DAVIS**  
**Pepper-Hot Baby**.....72  
DECCA 29718—Altho the new thrush does a good job, her version of the up-tempo shout is unlikely to catch the Morgan or McKenzie versions.  
**For Always, Darling**....68  
This weeper is about all of the words that never were said. The thrush shows promise.

**HARRY KARI**  
**Yellow Rose of Osaka**.....72  
CAPITOL 3257—This is a pallid satire on "Yellow Rose of Texas," of course, and on the theory that almost anything having something remotely to do with a top hit will get a certain number of spins, this disk may enjoy fair sales. (Tacti, BMI)  
**Ragtime Cowboy Joe**....65  
A Western impression of an Oriental's impression of a familiar American standard could be funny enough, but Kari is stale on this one. Only his most ardent followers will fall for this. (Robbins, ASCAP)

**JACK FULTON**  
**Ivory Tower**.....72  
SCOPE 1956—An appealing weeper with c.&w. possibilities is crooned warmly by clefter Fulton, the one-time Paul Whiteman warbler. (E. H. Morris, ASCAP)  
**The Troubadour Song**....64  
A rousing, but inconsequential, item. (Midway, ASCAP)

**ROBERT CLARY**  
**I'm in Love With Me**.....71  
EPIC 9128—A breezy tune from the TV "Heidi" sung with ingratiating charm by the well-remembered star from "New Faces." It's a pretty song in a handsome string-filled arrangement that should sell well to Clary fans. (Morley, ASCAP)  
**Bring Me a Bluebird**....67  
There are several other versions of this tune extant, all of which have more commercial potential than this one. (E. H. Morris, ASCAP)

**PENNY SMITH**  
**Mad, Mad, Mad**.....71  
KAHILL 1006—Penny Smith's brassy chanting is well-suited to this Anson-Waller number. (ASCAP)  
**I've Got News for You**....65  
Routine piece of rhythm material chanted by Penny Smith. (ASCAP)

**TONY ALAMO**  
**I Wrote You a Song for Your Birthday**.....71  
VICTOR 6288 — Alamo chants in heart-felt fashion on this sentimental Sid Caesar concoction. Should be good for plenty of special occasion spinning. (Flo, ASCAP)  
**Girlie, Girlie, Girlie**....62  
Alamo struggles hard to win out over this material. (Meridian, BMI)

**DANNY THOMAS**  
**Bring Back Our Beale Street**.....70  
DECCA 29641—Comic Thomas turns clefter, publisher and singer for this blues lament for a street that's now an avenue. Good job; should get spins. (Dan's Tunes)  
**It's Wonderful When**....67  
The ballad side is a less likely item. (Dan's Tunes)

**MIKE PEDICIN QUINTET**  
**When the Cats Come Marching In**....67  
VICTOR 6285—"The Saints," instead of the usual pseudo-New Orleans rendition, get one that's pseudo rock and roll. Not much here. (Malverne, BMI)  
**Jackpot**....66  
An energetic, danceable but unlikely entry. (Southern, ASCAP)

**ANNA MARIA ALBERGHETTI**  
**Musetta's Waltz**.....65  
MERCURY 70723—A near legit reading, in Italian, of the aria from Puccini's "La Boheme." Reason for this etching is a puzzler. Has little sales potential as a single. (River, BMI)  
**Sleep My Baby**  
(Fa La Nana Bambin)....65  
More fine singing by the legit thrush. (Pure, BMI)

**DANNY K. STEWART**  
**Silhouette Hula**.....65  
CRITERION 45101 — Slow hula is warmly presented in this listenable etching. A nice swaying beat paces the effort. (Criterion, ASCAP)  
**The Pupuli Hula E**....63  
This one is a brisk opus, a novelty item with that South Sea flavor. (Criterion, ASCAP)

**• Reviews of New Jazz Records**

**THE LIONEL HAMPTON SEXTET**  
**A Song of the Vineyard**  
(Israel Wine Song).....79  
CLEF 89154—Hampton's recent trip to Israel has netted at least one minor gem in this folk tune. This unusual bit is certain to have considerable pop appeal, as well as jazz. (Zodiac, BMI)

**Shalom-Shalom**....74  
A more complex Israeli tune that offers more jazz possibilities to Hampton's big band. Hampton, at vibes, exploits it with a dramatic flair and gets hefty assists from his men. Any jazz fans looking for a new kick? This is it. (Ludlow, BMI)

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**WHEN IN BOSTON It's the HOTEL AVERY**  
The Home of Show Folk  
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**MUSIC GO ROUNDERS:** Deejays are busier than almost any other artists in show business these days. Ed Stokes, WMGM, New York, for instance, augments his two daily shows (a. afternoon ainer and a 8-11 p.m. stint) with a variety of chores, ranging from announcer duties on the Eddie Fisher radio and TV network shows to the commentary on a new 20th Century-Fox CinemaScope travel short. . . . A Pittsburgh deejay (station not given) is one of the few spinners who also leads a band. He opened at the Vogue Terrace, there, October 10. . . . Lou Barile, WKAL, Rome, N. Y., writes, "If things sound 'fishy' from here, it's probably because I've just bought into a fish business." Barile is also producing and directing a weekly half-hour dramatic series, utilizing local amateur talent.

**Buck Matthews, WCTC,** New Brunswick, N. J., will be featured on "Mr. Dee Jay, U.S.A." over WSM, Nashville, November 4. It's a country music show, and each week a different deejay does his show on WSM exactly as he conducts it on his own station. Matthews was also selected as "deejay of the week" by the Hymn Requesters, a national organization which devotes its spare time to writing deejays and requesting they play more hymns on their shows.

**GIMMIX:** Phil Rose, KCRC, Enid, Okla., has tied up with a local florist to promote his "Rose Room" program. Every time a baby is born in a local hospital, the new mother receives one rose, courtesy of deejay Rose and the florist. . . . Ernie Davis, KVOA, Tucson, Ariz., has re-packed his new Drive-In theater chain sponsor for one year. The show spotlights a request gimmick and dedication boxes in the snack bars of the movie houses. . . . Bob Holmes, KSJO, San Jose, Calif., is building audiences with a daily "Spin-It or Stop-It" gimmick, wherein he spins a new release and asks listeners to call in and say "Spin It" or "Stop It," with Holmes taking his programming cues from calls.

# VOX JOX

By JUNE BUNDY

Close to 1,000 people attended a gala open house party last month when WORL, Boston, celebrated its move to brand new studios, plus its fifth anniversary. Special dedication day programs were broadcast the following day by Alan Dary, Norm Tulin and Dave Maynard. Maynard wound up the festivities with a special three-hour broadcast tagged "The WORL Story." Boston deejays Joe Smith, of WVDA, and Norm Tulin, WORL, staged the first International Record Hop last week (13) when they flew to Halifax, Nova Scotia, to attend a platter dance at Dalhousie University. The event was co-sponsored by deejays at CJCH, Halifax (Bill Fulton, Ron Roberts, Cy Lynch and Fred Hearn). Columbia artist Jerry Vale took the trip with Smith and Tulin. Hearn aired his CJCH show, "Cloud Club," directly from the hop. The international excursion was Joe Smith's brain child. He, WDVA, Boston, deejay Joe Smith and warbler Jerry Vale flew up in a private plane to put on a special show for Dalhousie University students. About 1,000 records were given away.

**TEEN-AGE BAIT:** Jack Chenoweth, WCUE, Akron, makes the rounds of all Akron area high schools in the station's Newsmobile. He interviews youngsters at each school and polls their favorite records, with engineers piping in the platters from the station. The show is tagged "Teen-age Tastes in Music" and Chenoweth estimates it has upped his teen-age listenership nearly 200 per cent. . . . Sid Noel, WSMB, New Orleans, broadcasts his 90-minute show to a live audience, with the

format beamed at teen-age reporters from local prep schools.

In addition to spinning 'em, Sid pantomimes most of the selections on the show and also utilizes his repertoire of 100 voices, ranging from a record artist introducing his or her latest recording to a little creature from out of space. On Friday and Saturday Noel appears in person at a different high school each week and conducts a private three-hour record hop for dancing, with record artists as guests.

## YESTERYEAR'S TOPS—

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

OCTOBER 20, 1945:

1. Till the End of Time
2. I'll Buy That Dream
3. On the Atchison, Topeka and Sante Fe
4. Along the Navajo Trail
5. If I Loved You
6. That's for Me
7. Gotta Be This or That
8. I'm Gonna Love That Guy
9. It's Been a Long, Long Time
10. How Deep Is the Ocean
11. You Came Along (From Out of Nowhere)
12. That Feeling in the Moonlight
13. A Kiss Goodnight
14. Love Letters
15. I Wish I Knew

OCTOBER 21, 1950:

1. Goodnight Irene
2. Mona Lisa
3. All My Love
4. Harbor Lights
5. Play a Simple Melody
6. Can Anyone Explain?
7. Sam's Song
8. La Vie En Rose
9. Bonaparte's Retreat
10. Nevertheless

John Cheslo, WCDL, Carbon-dale, Pa., spotlights a "Keen Teen Toon of the Day" and "Flip Flop Time" for his teen-age audience, with the former selected by mail requests. The latter occurs when Cheslo flips a current pop favorite and plays the other side.

In answer to a recent letter concerning the difficulty collegiate radio stations have in obtaining disks, Bill Clark, KRGV, Weslaco, Tex., writes, "Even we commercial radio stations are having a rough time. For several months I have complained loudly but privately about the ineffective service of Coral, Columbia and Mercury, and after this week I am stopping any plays of those labels on my show. I'm going to tell my listeners

why, too. I suggest the college stations try the same thing. Any college offers a splendid outlet for record companies, and college radio stations play a big part in record sales." . . . Gordon Hamilton, WCAP, Lowell, Mass., also has some thoughts on the subject. "I don't have my name on the mailing list of all record companies, mainly because the companies make the mistake of thinking an a.m. man is not as important as an afternoon man. All I can say is ask the manager of any station who their most important man is—both for listeners and sales."

Texas Radio, Inc., has selected its annual list of the top Lone Star State deejays, based on a six months' poll. The top five spinners for 1955 are Kent Burkhardt, KXOL, Fort Worth; Larry Kane, KLBS, Houston; Bruce Hayes, KLIF, Dallas; Jim Randolph, KLIF, Dallas, and Paul Berlin, KNUZ, Houston.

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**Lambsie Penn**  
"Little Miss Show Business"

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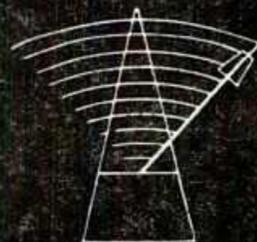
**"KWWE LLA"**  
**"KWWE LLA"**

b/w "THAT DO MAKE IT NICE"

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RECORDS

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THAT'S WHAT I LIKE  
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# MARTHA LYNN

*two all-market hits*

LEARNING TO LOVE  
SUDDENLY THERE'S  
A VALLEY

20/47-6257

# DICK WILLIAMS

*fabulous potential*

LIVIN' IT UP  
ROBBER (Stealer of Hearts)

20/47-6278

RCA VICTOR



## The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

### • Best Sellers in Stores

For survey week ending October 12

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.....	4	5
	IF YOU WERE ME (BMI)—Dec 29662		
2.	JUST CALL ME LONESOME (BMI)—E. Arnold....	3	10
	THAT DO MAKE IT NICE (BMI)—Vic 20-6198		
3.	CATTLE CALL (ASCAP)—		
	E. Arnold & H. Winterhalter.....	1	18
	KENTUCKIAN SONG (ASCAP)—Vic 20-6139		
4.	I DON'T CARE (BMI)—W. Pierce.....	2	17
	Your Good for Nothing Heart (BMI)—Dec 29480		
5.	SATISFIED MIND (BMI)—P. Wagoner.....	5	22
	Itchin' for My Baby (BMI)—Vic 20-6105		
6.	ALL RIGHT (BMI)—F. Young.....	6	12
	GO BACK YOU FOOL (BMI)—Cap 3169		
7.	I FORGOT TO REMEMBER TO FORGET (BMI)—		
	E. Presley.....	8	6
	MYSTERY TRAIN (BMI)—Sun 223		
8.	SATISFIED MIND (BMI)—R. & B. Foley.....	7	18
	How About Me (BMI)—Dec 29526		
9.	SATISFIED MIND (BMI)—J. Shepard.....	9	18
	Take Possession (BMI)—Cap 3118		
9.	THERE SHE GOES (BMI)—C. Smith.....	10	24
	Old Lonesome Times (BMI)—Col 21382		
11.	YONDER COMES A SUCKER (BMI)—J. Reeves....	10	4
	I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
11.	THERE'S POISON IN YOUR HEART (BMI)—		
	K. Wells.....	13	13
	I'm In Love With You (BMI)—Dec 29577		
13.	MOST OF ALL (BMI)—H. Thompson.....	12	8
	Simple Simon (BMI)—Cap 3188		
14.	IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	15	37
	I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
14.	DON'T TEASE ME (BMI)—C. Smith.....	15	2
	I Just Dropped in to Say Goodbye (BMI)—Col 21429		

### • Most Played in Juke Boxes

For survey week ending October 12

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.....	2	8
	JUST CALL ME LONESOME (BMI)—Vic 20-6198		
2.	I DON'T CARE (BMI)—W. Pierce.....	1	17
	Your Good for Nothing Heart (BMI)—Dec 29480		
3.	SATISFIED MIND (BMI)—R & B Foley.....	6	16
	How About Me (BMI)—Dec 29526		
4.	CATTLE CALL (ASCAP)—		
	E. Arnold & H. Winterhalter.....	3	13
	Kentuckian Song (ASCAP)—Vic 20-6139		
5.	ALL RIGHT (BMI)—F. Young.....	4	7
	Go Back You Fool (BMI)—Cap 3169		
6.	SATISFIED MIND (BMI)—P. Wagoner.....	5	16
	Itchin' for My Baby (BMI)—Vic 20-6105		
7.	YONDER COMES A SUCKER (BMI)—J. Reeves....	8	6
	I'm Hurtin' Inside (ASCAP)—Vic 20-6200		
8.	LOVE, LOVE, LOVE (BMI)—W. Pierce.....	7	3
	If You Were Me (BMI)—Dec 29662		
9.	SATISFIED MIND (BMI)—J. Shepard.....	8	14
	Take Possession (BMI)—Cap 3118		
10.	THERE'S POISON IN YOUR HEART (BMI)—		
	K. Wells.....	-	1
	I'M IN LOVE WITH YOU (BMI)—Dec 29577		

### • Most Played by Jockeys

For survey week ending October 12

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.	I DON'T CARE—W. Pierce.....	1	18
	Dec 29480—BMI		
2.	LOVE, LOVE, LOVE—W. Pierce.....	5	4
	Dec 29662—BMI		
3.	SATISFIED MIND—P. Wagoner.....	3	20
	Vic 20-6105—BMI		
4.	ALL RIGHT—F. Young.....	2	11
	Cap 3169—BMI		
5.	JUST CALL ME LONESOME—E. Arnold.....	4	8
	Vic 20-6198—BMI		
6.	THAT DO MAKE IT NICE—E. Arnold.....	6	10
	Vic 20-6198—BMI		
7.	YONDER COMES A SUCKER—J. Reeves.....	12	9
	Vic 20-6200—BMI		
8.	CATTLE CALL—E. Arnold & H. Winterhalter.....	11	15
	Vic 20-6139—ASCAP		
9.	MAYBELLENE—M. Robbins.....	13	4
	Col 21446—BMI		
10.	MOST OF ALL—H. Thompson.....	8	5
	Cap 3188—ASCAP		
11.	I FORGOT TO REMEMBER TO FORGET—		
	E. Presley.....	-	2
	Sun 223—BMI		
12.	WHEN I STOP DREAMING—Louvin Brothers.....	9	7
	Cap 3177—BMI		
13.	YELLOW ROSE OF TEXAS—E. Tubb.....	7	6
	Dec 29633—BMI		
14.	THERE SHE GOES—C. Smith.....	9	21
	Col 21382—BMI		
15.	I THOUGHT OF YOU—J. Shepard.....	-	1
	Cap 3222—BMI		

that  
wonderful  
**PORTER WAGONER**  
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**EAT, DRINK AND BE MERRY**

**(TOMORROW YOU'LL CRY)**

Earl Barton Music—as featured in the Ozark Jubilee

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Hill and Range Songs

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the dealer's choice

**RCA VICTOR**



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • This Week's Best Buys

CRY, CRY, CRY (Hi Lo, BMI)—Johnny Cash—Sun 221

While this disk has been available two months, it is only now beginning to shape up as a left-field threat. Starting off nicely in the Nashville and Memphis trade areas, it has continued to grow there and has begun to spread. Richmond, Dallas, New Orleans and Little Rock are other territories where Cash has now established himself. Flip is "Hey, Porter" (Hi Lo, BMI). Texas Bill Strength's version of "Cry, Cry, Cry" is also a good seller in a number of key spots.

LET 'EM TALK (Acuff-Rose, BMI)—Jimmy Work—Dot 1267

Work is always a solid seller, and sales on his most recent release indicate that he is going to have one of his best runs with this. A top item in Houston, this disk is also doing very well in Nashville, Durham, Atlanta, St. Louis and scattered spots thruout the Northeast. Flip is "Don't Knock, Just Come on In" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

#### PORTER WAGONER

Eat, Drink and Be Merry (Earl Barton, BMI)  
Let's Squiggle (Hill & Range, BMI)—Victor 6289—The top item is fine singing on an effective weeper. The flip is a catchy novelty that tells about something that's between a squeeze and a wiggle. Both sides are bound to please many and will no doubt build Wagoner's following even more.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Jimmie Skinner, of the country and western Music Center, Cincinnati, and his right bower, Lou Epstein, have a hillbilly contingent lined up

to play Emery Auditorium, Cincinnati, Sunday, November 6. 'T'll be the first c.&w. talent package to play a Cincy theater in many years. Those already engaged for the date are Pee Wee King and band, Bonnie Sloan (Columbia), Fiddlin' Red Herron (King), Neal Burris (Columbia), Little Eller Long, Red Murphy, the Stanley Brothers (Mercury), Hylo Brown (Capitol), Jimmie Williams (M-G-M), Jimmie Skinner (Decca) and Ray Luasford (Excellent).

The full WLW "Midwestern Hayride" troupe, numbering 30 people, are set for a tour of 10 top Midwestern auditoriums starting January 10 next, with Joe Brooks, Louisville promoter, handling arrangements. . . . Shirley Caddell is the newest addition to "Ozark Jubilee," ABC-TV network show emanating from the Jewell Theater, Springfield, Mo., each Saturday night. . . . Bill Wimberly has just signed a new two-year pact placing him under the personal management of Morton Levand, of Springfield, Mo. . . . Wanda Jackson, who played Texas dates, October 10-14, with a package organized by Bob Neal, Memphis, Sunday (16), began a string of 12 West Coast dates for A. V. Bamford.

Earl Scruggs, of Flatt and Scruggs, is in St. Thomas Hospital, Nashville, in a critical condition with injuries sustained in an auto crash near Knoxville recently. Mrs. Scruggs is in the same hospital mending from minor injuries incurred in the crack-up. Their two children escaped injury. . . . Lou Black, head of Top Talent, Inc., Springfield, Mo., booker of "Ozark Jubilee" talent, is back at his desk after mending for two weeks from injuries sustained in a recent auto accident. His five-year-old daughter, Becky, escaped with minor bruises, but Lou suffered severe concussions and five broken ribs.

Jim Owen, c.&w. deejay at WDEB, Gulfport, Miss., has just inked a two-year recording pact with Fine Records. His first release on that label is "Si Simon Shuffle" b.w. "I'm Thinking of You All the Time." . . . E. P. (Tommy) Thomas, head of Advertising Production Service, agency handling Crossroad TV Production and RadioOzark Enterprises advertising, and his wife, Penny, are celebrating the arrival of a new son, Mark Wilson. . . . Roy Starkey, who has been emceeing the radio portion of WLW's

"Midwestern Hayride," stepped out of the WLW picture last week.

Texas Bill Strength plays Carrollton, Ky., with Jimmie Skinner and Hylo Brown October 28, and on the following day makes a return stand with "Circle Theater Jamboree," Cleveland. On Sunday, October 30, Strength appears with Ferlin Huskey, Martha Carson and the Carlises for Dick Blake at the Lyric Theater, Indianapolis. . . . Mike Post and His Post-Hole Diggers, of KTVE-TV, Longview, Tex., accompanied by 50 Longview Jaycees, recently concluded a tour of 29 East Texas towns ballyhooing the Gregg County Fair held there September 26-October 1. . . . Lee Thomas, singer and writer of c.&w. tunes, formerly heard with the Down-Homers over the NBC network, has settled down at 2-A Hillview Avenue, Reneselaer, N. Y. Lee hopes to break into radio and TV in the Albany, N. Y., sector soon. He's anxious to hear from old friends, especially Rusty Rogers and Guy Campbell.

Fred Stryker, of Fairway Music Corporation, Hollywood, is sporting a new yule ditty, "Round, Round the Christmas Tree," which Gene Autry has just recorded for Columbia, and which is slated for release November 1. . . . Martha Carson and the Carlises, Sunday (16), began a two-week trek thru the Carolinas. . . . On the same date, Ferlin Huskey kicked off a two-week tour thru the Pacific Northwest for A. V. Bamford. On November 6 Martha, Ferlin and the Carlises play for Denny Devers in Canton, O., and the following day work the Terrace Ballroom, Newark, N. J.

The Elvis Presley unit was the top feature of the Jaycees-sponsored stagershow presented in El Dorado, Ark., Monday (17). Deal was set by Mike Michael, of KDMS, El Dorado, and Bob Neal, Presley's manager. . . . Dave Dudley, who works out of Chicago and hails from Wisconsin, is the newest c.&w. singer on the King label. His initial release is "Cry, Baby, Cry," b/w "This Is the Last Time."

Billy Scott and wife, Helen Harris, have their first release out on the new Tee Vee Records label, "In a Little Swiss Chalet," b/w "You're Braggin' Boy." Deejays may obtain copies by writing to Scott at WLWC-TV, Columbus, O. Billy has just started his "Meetin' Time" program, heard five days a week over WLWC, Columbus, and WLWD, Dayton, O. . . . Gloria Henson and her manager, Jack Rhodes, are on a deejay jaunt thru Texas and Oklahoma plugging Gloria's initial releases on the Capitol label, "Rovin' Girl," b/w "Riches or Rags."

### With the Jockeys

Cousin Ed McGee, who spins country platters from KBYR, Anchorage, Alaska, letters: "Our country, western and hillbilly picking and singing sure has made a hit with the natives of Alaska. As a matter of fact, bush pilots coming in from outlying villages tell us that 'Far North Jamboree,' a six-hour stint of country picking and singing on Saturday nights, 6:30 p.m.-12:30 a.m., is a whizbang affair which has the natives gathering around the one, and probably only, radio in their villages and really getting their enjoys. I spin several different shows, namely a daily hour show, 'Cornbread Matinee,' from 2:30 to 3:30 p.m., Monday thru Friday, and a weekly hour-and-a-half program, 'Sunday Night Frolic,' heard from 8:30 to 10 p.m. The first half hour of this show is done from the large and beautiful Alaska Native Service Hospital here in Anchorage. The show is a native, all-request type done on tape actually by the natives (Continued on page 47)

## • C & W Territorial Best Sellers

For survey week ending October 1

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

### Birmingham

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Satisfied Mind, P. Wagoner, Vic.
3. Love, Love, Love, W. Pierce, Dec.
4. If You Were Me, W. Pierce, Dec.
5. Cattle Call, E. Arnold, Vic.
6. Kentuckian Song, E. Arnold, Vic.

### Charlotte

1. If You Were Me, W. Pierce, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. Satisfied Mind, J. Shepard, Cap.
6. That Do Make It Nice, E. Arnold, Vic.
7. There's Poison In My Heart, K. Wells, Dec.
8. There She Goes, C. Smith, Col.
9. I Don't Care, W. Pierce, Dec.
10. Don't Tease Me, C. Smith, Col.

### Cincinnati

1. Love, Love, Love, W. Pierce, Dec.
2. All Right, F. Young, Cap.
3. Cattle Call, E. Arnold, Vic.
4. Yellow Rose of Texas, T. B. Strength, Cap.
5. I Don't Care, W. Pierce, Dec.
6. Satisfied Mind, J. Shepard, Cap.

### Dallas-Fort Worth

1. Love, Love, Love, W. Pierce, Dec.
2. I Don't Care, W. Pierce, Dec.
3. Cattle Call, E. Arnold, Vic.
4. Satisfied Mind, R. & B. Foley, Dec.
5. Most of All, H. Thompson, Cap.
6. If You Were Me, W. Pierce, Dec.
7. That Do Make It Nice, E. Arnold, Vic.
8. Learnin' to Love, L. Paul, Abb.
9. Mystery Train, E. Presley, Sun

### Houston

1. Just Call Me Lonesome, E. Arnold, Vic.
2. I Forgot to Remember to Forget, E. Presley, Sun
3. I Don't Care, W. Pierce, Dec.
4. Satisfied Mind, P. Wagoner, Vic.
5. Let 'Em Talk, J. Work, Dot
6. Yonder Comes a Sucker, J. Reeves, Vic.
7. Love, Love, Love, W. Pierce, Dec.
8. Why, Baby, Why, G. Jones, Sdy.
9. If You Were Me, W. Pierce, Dec.
10. We're on the Mainline Now, L. Payne, Sdy.

### Memphis

1. I Forgot to Remember to Forget, E. Presley, Sun
2. Love, Love, Love, W. Pierce, Dec.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. Cry, Cry, Cry, J. Cash, Sun
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Yellow Roses, H. Snow, Vic.
7. Go Back, You Fool, F. Young, Cap.

### Nashville

1. Love, Love, Love, W. Pierce, Dec.
2. Cry, Cry, Cry, J. Cash, Sun
3. Satisfied Mind, P. Wagoner, Vic.
4. When I Stop Dreaming, Louvin Brothers, Cap.
5. I Can't Go Home Like This, R. Price, Col.
6. Mixed Up Medley, Wilburn Brothers, Dec.
7. I Forgot to Remember to Forget, E. Presley, Sun
8. All Right, F. Young, Cap.
9. Temptation, Go Away, Wilburn Brothers, Dec.
10. Just Call Me Lonesome, E. Arnold, Vic.

### New Orleans

1. Just Call Me Lonesome, E. Arnold, Vic.
2. Love, Love, Love, W. Pierce, Dec.
3. All Right, F. Young, Cap.
4. If You Were Me, W. Pierce, Dec.
5. I Forgot to Remember to Forget, E. Presley, Sun
6. I Guess I'm Crazy, T. Collins, Cap.
7. Cattle Call, E. Arnold, Vic.
8. Kentuckian Song, E. Arnold, Vic.
9. Yellow Rose of Texas, E. Tubb, Dec.
10. Beautiful Lies, J. Shepard, Cap.

### Richmond, Va.

1. Mystery Train, E. Presley, Sun
2. All Right, F. Young, Cap.
3. If You Were Me, W. Pierce, Dec.
4. I Don't Care, W. Pierce, Dec.
5. Most of All, H. Thompson, Cap.
6. That Do Make It Nice, E. Arnold, Vic.
7. Satisfied Mind, P. Wagoner, Vic.

### St. Louis

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. Love, Love, Love, W. Pierce, Dec.
4. Born to Be Happy, H. Snow, Vic.
5. Daydreaming, J. Newman, Dot
6. I Don't Care, W. Pierce, Dec.

## • Reviews of New C & W Records

### CARL PERKINS

Let the Juke Box Keep on Playing...79  
SUN 224—Effective back-country production of a dolorous chant. Potent stuff. (Hi Lo, BMI)  
Gone, Gone, Gone...79  
The mountain warbler essays a bounce blues in flavorsome combined country and r.&b. idioms. The rhythm sound is unusual and contagious. (Hi Lo, BMI)

### EDDIE HILL

Black Denim Trousers and Motorcycle Boots...77  
VICTOR 6279—The click outdoor ballad is given a rousing performance by Hill, chorus and ork. They combine in an exciting waxing that could still grab plenty of loot in the country market. Especially good for the coin boxes. (Quintet, BMI)  
Someday You'll Call My Name...76  
Ballad with weeper overtones is chanted in solid fashion, with a mid-disk recitation for added interest. Good wax. (Acuff-Rose, BMI)

### THE DAVIS SISTERS

Baby Be Mine...76  
VICTOR 6291—A brisk novelty that shows the girls in good form. The backing is swiny and will spur juke box play. (Trinity, BMI)  
It's the Girl Who Gets the Blame...75  
Here is some very provocative material, detailing the woes of the girl who comes to shame over a love affair. Curiosity alone will guarantee good over-the-counter sales and juke box spins. (Valley, BMI)

### THE COON CREEK GIRLS

To Heck With the Good Old Days...75  
CAPITOL 3264—Here's a bright country novelty. The Coon Creek girl trio does this lively number with charm and a lively beat. Watch it. (Nash, BMI)  
I'll Not Worry Over You...73  
Good authentic sound to the trio's delivery of this weeper. (Nash, BMI)

### SLIM RHODES

The House of Sin...75  
SUN 225—Sad, sad weeper about moral downfall is handed a mighty effective performance by Dot, Dusty and Brad. This side should get some special attention. (Hi Lo, BMI)  
Are You Ashamed of Me...73  
Brad Suggs is the vocalist on this side, a weeper about stealthy romance. A nice job. (Hi Lo, BMI)

### RAMBLIN' JIMMIE DOLAN

Black Denim Trousers and Motorcycle Boots...75  
CAPITOL 3254—Other versions of this material have a big head start, and even for the country market, this is late and not different enough. (Quintet, BMI)  
You Don't Love Me (But I'll Always Care)...71  
An energetic, dancy performance of a routine rhythm lament. (Cole, BMI)

### HARDROCK GUNTER

I'll Give 'Em Rhythm...73  
KING 1505—Amusing plaint of a country singer whose fans desert to the r.&b. stable, interspersed with

r.&b. parodies. Cute idea, but split style may make it tough to sell. (Betty-Jo, BMI)  
I Put My Bitches on Just Like Everybody Else...70  
Okay reading of lyrics that carry social overtones. (Mar-Kay, BMI)

### BILL MONROE

Wheel Hoss...7  
DECCA 29645—Fine country sounds in a strictly instrumental production. (Monroe, BMI)  
Put My Little Shoes Away...72  
Lots of "down home" flavor here, with vocal keyed to the "Mommy" theme. (Champion, BMI)

### MALLIE ANNE AND SLIM

Light Up the Old Flame (of Love)...7  
COLUMBIA 21456—Sincere reading of this weeper. (Acuff-Rose, BMI)  
I'll Always Love You...71  
Boy-girl duet comes off nicely. (Acuff-Rose, BMI)

### MARTHA CARSON

Let the Light Shine...7  
VICTOR 6293—A rollicking, happy tune with an inspirational message. Miss Carson is an enthusiastic, extrovert personality who communicates the warmth and optimism of the text. (Valley, BMI)  
Laugh a Little More...70  
Another song designed to spread a little joy and happiness around. Miss Carson and a vocal group succeed with this swiny upbeat number. (Tanner, BMI)

### RILEY CRABTREE

Meet Me at Joe's...7  
EKKO 1019—Riley Crabtree does an effective job with this country blues. Slinky beat in the ork helps. (Trinity, BMI)  
Don't Turn Away From Me...69  
Plea for romantic co-operation is sung ably by the high tenor. An okay entry. (Jari, BMI)

### WILMA LEE

Please Help Me to Be Wrong...7  
HICKORY 1035—Thrush has a way with this tuneful weeper, and it's rendered with appealing warmth. Should get spins. (Acuff-Rose, BMI)  
Each Season Changes You...69  
Wilma Lee is joined by Stony Cooper in some close harmony as the twosome offers a pretty weeper ballad of changeable love. (Acuff-Rose, BMI)

### TOMMY SPURLIN

Ain't Had No Lovin'...7  
PERFECT 107—"Since the last time it rained," is the next line. The idea is pursued with some down-to-the-sod lines but doesn't quite come off. (Jiffy, BMI)  
Danger!...68  
Spurlin chants with authority, but this material isn't outstanding here. (Jiffy, BMI)

### STONEY PAIGE

It Seems Unfair...6  
ZIP 1070—Weeper gets a conventional reading. (Peeples, BMI)  
Second-hand Sweetheart...60  
Routine weeper. (Peeples, BMI)

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**GONE AGAIN**  
HICKORY 1029

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**JIM REEVES**  
**ARE YOU THE ONE**  
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The Billboard Music Popularity Charts  
**RHYTHM & BLUES RECORDS**

**Best Sellers in Stores**

For survey week ending October 12

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	Record
1	1	12	MAYBELLENE (BMI)—C. Berry... Wee Wee Hours (BMI)—Chess 1604
2	2	13	ONLY YOU (BMI)—Platters... Bark, Battle and Ball (BMI)—Mer 70633
3	4	7	I HEAR YOU KNOCKIN' (BMI)—S. Lewis... Bumpity Bump (BMI)—Imperial 5356
4	3	6	ALL BY MYSELF (BMI)—F. Domino... Troubles of My Own (BMI)—Imperial 5357
5	5	3	AT MY FRONT DOOR (BMI)—El Dorados... What's Buggin' You, Baby (BMI)—Vee Jay 147
6	7	3	ALL AROUND THE WORLD (BMI)—Little Willie John... Don't Leave Me Dear (BMI)—King 4818
7	6	24	AIN'T THAT A SHAME (BMI)—F. Domino... La La (BMI)—Imperial 5348
8	9	10	WALKING THE BLUES (BMI)—J. DuPree... Daybreak Rock (BMI)—King 4812
9	8	11	WHY DON'T YOU WRITE ME? (BMI)—Jacks... Smack Dab in the Middle (BMI)—RPM 428
10	12	15	IT'S LOVE BABY (BMI)—L. Brooks... Chicken Shuffle (BMI)—Excello 2056
11		1	DON'T START ME TALKIN' (BMI)—Sonny Boy Williamson... All My Love in Vain (BMI)—Checker 824
12	13	3	TEN LONG YEARS (BMI)—B. B. King... What Can I Do? (BMI)—RPM 437
13	15	9	FEEL SO GOOD (BMI)—Shirley & Lee... You'd Be Thinking of Me (BMI)—Aladdin 3289
13	11	16	EVERYDAY (BMI)—Count Basie... Come Back (BMI)—Clef 89149
13		5	HIDE AND SEEK (BMI)—J. Turner... Midnight Cannonball (BMI)—Atlantic 1069
13		1	HE (BMI)—A. Hibbler... Breeze (ASCAP)—Dec 29660

**Most Played in Juke Boxes**

For survey week ending October 12

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	Record
1	1	11	MAYBELLENE (BMI)—C. Berry... Wee Wee Hours (BMI)—Chess 1604
2	6	5	ALL BY MYSELF (BMI)—F. Domino... Troubles of My Own (BMI)—Imperial 5357
3	8	7	ONLY YOU (BMI)—Platters... Bark, Battle and Ball (BMI)—Mercury 70633
4	6	3	AT MY FRONT DOOR (BMI)—El Dorados... What's Buggin' You Baby (BMI)—Vee Jay 147
5	5	2	I HEAR YOU KNOCKIN' (BMI)—S. Lewis... Bumpity Bump (BMI)—Imperial 5356
5	2	14	EVERYDAY (BMI)—C. Basie... Come Back (BMI)—Clef 89149
7	3	7	HIDE AND SEEK (BMI)—J. Turner... Midnight Cannonball (BMI)—Atlantic 1069
7	9	9	WHY DON'T YOU WRITE ME? (BMI)—Jacks... Smack Dab in the Middle (BMI)—RPM 428
9	4	25	AIN'T THAT A SHAME (BMI)—F. Domino... La La (BMI)—Imperial 5348
10		3	WALKING THE BLUES (BMI)—W. Dixon... If You're Mine (BMI)—Checker 822

**Most Played by Jockeys**

For survey week ending October 12

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Record
1	6	5	ONLY YOU—Platters... Mercury 70633—BMI
2	1	11	MAYBELLENE—C. Berry... Chess 1604—BMI
2	3	6	ALL BY MYSELF—F. Domino... Imperial 5357—BMI
4	2	7	I HEAR YOU KNOCKING—S. Lewis... Imperial 5356—BMI
5	7	5	AT MY FRONT DOOR—El Dorados... Vee-Jay 147—BMI
6	9	23	AIN'T THAT A SHAME—F. Domino... Imperial 5348—BMI
7	11	3	THOSE LONELY, LONELY NIGHTS—E. King... Ace 509—BMI
8		3	FEEL SO GOOD—Shirley & Lee... Aladdin 3289—BMI
9	4	9	HIDE AND SEEK—J. Turner... Atlantic 1069—BMI
9		1	COME HOME—B. Johnson... King 4822
9		11	WHY DON'T YOU WRITE ME?—Jacks... RPM 428—BMI
12		6	SOLDIER BOY—Four Fellows... Glory 234—BMI
13		1	PLAY IT FAIR—L. Baker... Atlantic 1075—BMI
13		9	WALKING THE BLUES—J. DuPree... King 4812—BMI
15		9	EVERYDAY—C. Basie... King 4780—BMI

**Rhythm & Blues Notes**

By PAUL ACKERMAN

Never having lost our interest in the distaff side, we note with some distress the lack of girl vocalists who make the best-selling rhythm and blues charts. Frankly, the reason for this is beyond us, for the few girls who do make it have amply demonstrated that good chanting does not necessarily have to be a male commodity. In the past year or so, we would say that Atlantic's Ruth Brown and Lavern Baker and Mercury's Dinah Washington have shown most consistency among the girl singers. In the past couple of years, Faye Adams on Herald, Edda James on Modern, Varetta Dillard on Savoy and Ella Johnson on Mercury have also shown strength.

But there have not been many, and certainly not as many as in years past when Little Esther and a bevy of others were really pulling the nickels into the juke box. Among the singing groups there are virtually no gals at all. Maybe it's time for a.&r. men to strike out on a new tangent and try to give the gals a better break.

Dick Boone has signed Atlantic Records' artist Jimmy Griffin to Universal Attractions. . . . Charley Fuqua's Ink Spots, now in Philadelphia, will open at the Steak House in Atlanta for one week starting October 24, then follow with 11 dates among Georgia Army camps. Starting November 11 the group will go to the Colony Club in Dallas for 10 days. . . . Ruth Brown will tour the Eli Weinberg time in Virginia and the Carolinas, then join Count Basie and George Shearing for a tour.

Percy Mayfield left Los Angeles this week to start his trek thru the Southwest. . . . Arnett Cobb and his ork playing clubs this month and November; ditto Willis Jackson. . . . Tiny Bradshaw is doing one-nighters thru the Midwest. . . . The Midnighters are working the Deep South with Cal Green's ork.

Hampton Swain, deejay at WBML, Macon, Ga., started at the station in February and now has two shows for a total of five and one-half hours. His mail count has jumped to 300 weekly. . . . George Bannister, WBUD, Trenton, N. J., held his second Rock and Roll dance at the Moose Auditorium October 7. He featured a battle of vocal groups—the Moonglows, the Moonlighters, etc., and Arnett Cobb's band. . . . Jockey Jack, WERD, Atlanta, has been featuring a lot of jazz names from his broadcast out of the Walu Room of the Wlahajie. . . . Phil Brooks, WKPA, New Kensington, Pa., writes that he has revived some interest in the old King recording of Henry Glover's "Soft," which was pressed before the big r.&b. upsurge. Says he'd like to see a reissue of the side, or a new version.

**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)	1
Everywhere—Bron (Mills)	2
Man From Laramie—Chappell (Columbia)	3
Evermore—Kassner (Piccadilly)	4
Everyday of My Life—Robbins (Miller)	5
Yellow Rose of Texas—Maddox (Planetary)	6
Hey, There—Frank (Frank)	7
Learnin' the Blues—Campbell, Connelly (Barton)	8
Unchained Melody—Frank (Frank)	9
Close the Door—Duchess (Trinity)	10
Stars Shine in Your Eyes—Maurice (*)	11
I Wonder—Macmelodies (Sansone)	12
Hernandos Hideaway—Frank (Frank)	13
Cool Water—Feldman (American)	14
John and Julie—Toff (Leeds)	15
Love Me or Leave Me—Prowse (Bregman, Vocco & Conn)	16
I'll Come When You Call—Reine (*)	17
Stranger in Paradise—Frank (Frank)	18
Softly, Softly—Cavendish (Sherwin)	19
Go On By—Bluebird (Hamblea)	20

**new BIGHTS!**

374  
**WOJAMACOOJA**  
ALL I ASK  
HELEN HUMES

375  
**YOU'RE HEAVENLY**  
HONEY GEE  
THE SAIGONS

373  
**MY PRETTY BABY**  
I'LL NEVER LOVE  
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Ray Charles  
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Ruth Brown/Clyde McPhatter  
ATLANTIC 1077

**ADORABLE STEAMBOAT**  
The Drifters  
ATLANTIC 1078

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**PITTY PAT BAND HO HO**  
Margie Day  
CAT 118

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**The  
Sweethearts**  
**TRUE LOVE IS  
MISSING**

b/w

**IF YOU ASK ME**

GROOVE G/4G-0122

**The  
Sycamores**  
**I'LL BE WAITING**

b/w

**DARLING, IS IT  
TIME?**

GROOVE G/4G-0121

**GROOVE**  
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155 EAST 24th ST.  
NEW YORK, N. Y.

## The Billboard Music Popularity Charts

### • Reviews of New R & B Records

**JACK DUPREE**  
**Stumbling Block**.....79  
KING 4827—With his previous disk still riding the charts, Dupree comes up with a most attractive follow-up, a fast blues with a rocking beat. Should be an outstanding seller, particularly juke-wise. (Jay & Cee, BMI)

**That's My Pa**....78  
A very funny side. Action on it should be keen. (Jay & Cee, BMI)

**THE (FIVE) ROYALES**  
**Someone Made You for Me**.....79  
KING 4830—A tasty, sophisticated ballad that is just up the group's alley. The lead, in particular, wrings a lot of emotion out of this pretty tune. Excellent commercial potential. (Jay & Cee, BMI)

**I Ain't Gettin' Caught**....77  
This could be the theme song of the wary bachelor, who likes to play around with women but withdraws when she starts getting serious. A lively, humorous piece of material, very well done. (Jay & Cee, BMI)

**COUSIN LEROY**  
**Goin' Back Home**.....78  
GROOVE 123—Great r.&b. sound, with harmonica and guitar backing an exciting half-chanted, half-sung vocal, Southern style. (Marlyn, BMI)

**Catfish**....76  
More great earthy blues sounds, with Leroy in fine form. (Marlyn, BMI)

**BILLY BROOKS**  
**Donna**.....78  
DUKE 145—Brooks offers up another of those extremely fancy performances in the "Song of the Dreamer" vein. This one is slower and less retentive, but it's different enough to score. (Lion, BMI)

**I'm Gone**....68  
Brooks is considerably less effective in a shout blues vehicle. (Lion, BMI)

**EMMETT HOBSON**  
**Mattie Bee**.....77  
GROOVE 124—Spirited supplication with howling gal laughter in the background. This is a wild one that could register well. (Greater N. Y., BMI)

**Where is Joe?**....76  
Everyone wants to know "where is Joe" in this one, and it turns out to be a driving, lusty shout that holds a high pitch throat. (Raleigh, BMI)

**JIMMY BROWN AND PAUL; (MR. HUCKLEBUCK) WILLIAMS' BAND**  
**You're Breaking My Heart No More**....75  
CAPITOL 3255—This one rocks and jumps. Good vocal selling, and the band drives hard all the way. (Atlantic, BMI)

**It's Over**....73  
An emotion-packed wailer, this one literally drips with tearful feeling. (Crestwood, BMI)

**ELSIE WHEAT**  
**Cuban Blues**.....74  
JAB 101—Good, funky sound to this blues with a Latin beat. The vocal by Elsie Wheat has style. Merits deejay attention. (Melody, BMI)

**My Prayer**....74  
Elsie Wheat puts a world of warmth and heart into her chanting of this blues. No gimmicks; just good sound. Watch it. (Melody, BMI)

**THE EBONY MOODS**  
**I've Got News for You**.....73  
THERON 108—Mixed vocal group does a relaxed, appealing performance. Gal singer, who carries the lead, has quality. (Toole, BMI)

**Grand, Nice, Swell**....72  
This side has a lilt and a Latin beat. Pleasant chanting. (Toole, BMI)

**EARL WASHINGTON**  
**Bain**.....72  
THERON 113—Good piano work on this Latin instrumental; it's full of beat and atmosphere. (Southern, BMI)

**Remainder**....70  
Piano instrumental has interesting harmonies and catches a mood. (Toole, BMI)

**THE LAMPLIGHTERS**  
**Big Joke**.....70  
DECCA 29669—This side's a rhythm number. The group chants it in fair fashion. (Mr. Music, BMI)

**After All**....69  
Routine reading given this ballad. (Simon House, BMI)

**NITA LORE**  
**Better Ask Somebody**.....70  
KING 4831—A new singer on the label who really has a way with the

blues. Her approach underscores the emotional content of this song very effectively. (Jay & Cee, BMI)

**Have You Ever Had the Blues?**....68  
While this blues is a fairly conventional one, the chanteuse gives it considerable substance, putting it over with style and conviction. (Jay & Cee, BMI)

**LITTLE JUNIOR PARKER ORK**  
**Driving Me Mad**.....65  
DUKE 147—Run-of-the-mill blues material for Parker, altho he gets good gutty backing on this side. (Lion, BMI)

**There Better Not Be No Feet (In Those Shoes)**....62  
A somewhat tired shout blues novelty. (Revelation, BMI)

### • Reviews of New Spiritual Records

**SISTER ROSETTA THARPE**  
**He Is Everything to Me**.....76  
DECCA 48337—A fine side by the sister. The delivery is full of rhythm and flowing movement and is packed with sincerity. Watch it. (Wallace, BMI)

**Everytime I Feel the Spirit**....74  
Here's a spiritual in the typical frolicking style of Sister Tharpe. There's a lively backing featuring guitar and piano. For her fans. (Shorn, BMI)

**SWANEE QUINTET**  
**Low Down Chariot**.....75  
NASHBORO 562—This traditional material is sung here in an unusual arrangement, which is given great presence by the work of the lead and the wide-ranging harmonies of the group. A good catalog item for dealers. (Excelsior, BMI)

**I'm All Right Now**....73  
A classic spiritual that the group's fans must often request of them. Their relaxed, handsomely harmonized version of it is bound to sell in moderate quantities, despite the many others available. (Excelsior, BMI)

**ROBERTA MARTIN SINGERS**  
**I'll Do What You Want Me to Do**....75  
APOLLO 301—This performance is loaded with dignity and warmth, with an unusually fine job by the lead singer. (Martin, BMI)

**Come Into My Heart, Lord Jesus**....75  
Another quality side. Tone quality is excellent, with kudos again to the lead singer. (Martin, BMI)

**THE MACEO WOODS SINGERS**  
**Never Grow Old**.....71  
VEEJAY 152—Nice spiritual side, with good sound and sincere delivery.

**In the Sweet Bye and Bye**....71  
Same comment.

**GEORGE BEVERLY SHEA**  
**He**.....79  
VICTOR 6292—The fog voice and sympathetic style of Shea make this tune a "natural" for him, but it's late to grab more than a fair share of the action. (Jungnickel, ASCAP)

**I Wonder**....77  
Shea finds congenial—and somewhat similar—material in this inspirational song. The conviction with which he sings, makes a deep impression. (Jungnickel, ASCAP)

**STANLEY BROTHERS**  
**Just a Little Talk With Jesus**.....77  
MERCURY 70718—The sacred opus is sung with strong impact in this effective waxing. Good sales in the market. (Stamps-Baxter, SESAC)

**I Hear My Savior**....75  
Same comment. (Hill & Range, BMI)

**THE CHUCK WAGON GANG**  
**In the Sweet Forever**.....77  
COLUMBIA 21452—A mighty sweet sacred song is chanted in highly appropriate family style by the fine country group. (Stamps-Baxter, SESAC)

**I've Got That Old Time Religion in My Heart**....74  
More rhythmic excitement would have helped, but the sincere singing here

**Reviews of New Sacred Records**

(Continued on page 47)

## RHYTHM & BLUES RECORDS

### • This Week's Best Buys

**PLAY IT FAIR** (Progressive, BMI)—Lavern Baker—Atlantic 1075  
One of the few consistent female hit-makers in this field, Lavern Baker is showing familiar power with her latest. Already on the Philadelphia territorial chart, this disk is also a strong seller in New York, Baltimore, Nashville, Durham, St. Louis, Cleveland and Richmond. Flip is "Lucky Old Sun" (Robbins, ASCAP). A previous Billboard "Spotlight" pick.

**THIRTY DAYS** (Arc, BMI)—Chuck Berry—Chess 1610  
In very much the same way that "Maybellene" made a quick sweep of the country, so "Thirty Days" is coming forward with great speed and should be on the national charts shortly. Strongest action this week was reported in Philadelphia, New York, Baltimore, Pittsburgh, Cleveland, Cincinnati, Detroit, Durham, Atlanta, St. Louis and Nashville. Flip is "Together" (Arc, BMI). A previous Billboard "Spotlight" pick.

### • Review Spotlight on . . . RECORDS

**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).

### • R & B Territorial Best Sellers

For survey week ending October 12  
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. All By Myself, F. Domino, Imp.  
2. I Hear You Knockin', S. Lewis, Imp.  
3. Maybellene, C. Berry, Chs.  
4. At My Front Door, El Dorados, VJ  
5. Ten Long Years, B. B. King, RPM  
6. Nip Sip, Clovers, Atl.  
7. \$64,000 Question, B. Tuggles, Che.  
8. Ain't That a Shame, F. Domino, Imp.  
9. Hide and Seek, J. Turner, Atl.  
10. When You Dance, Turbans, Her.

**Charlotte**  
1. I Hear You Knockin', S. Lewis, Imp.  
2. Why Don't You Write, Jacks, RPM  
3. Maybellene, C. Berry, Chs.  
4. All by Myself, F. Domino, Imp.  
5. Feel So Good, Shirley & Lee, Ala.  
6. Only You, Platters, Mer.  
7. Greenbacks, R. Charles, Atl.  
8. Ain't That a Shame, F. Domino, Imp.  
9. Good Rockin' Daddy, E. James, Mod.

**Chicago**  
1. Rock Around the Clock, B. Haley, Dec.  
2. Ain't That a Shame, P. Boone, Dot  
3. Seventeen, B. Bennett, Kng.  
4. Maybellene, C. Berry, Chs.  
5. Only You, Platters, Mer.

**Cincinnati**  
1. At My Front Door, El Dorados, VJ  
2. Only You, Platters, Mer.  
3. Why Don't You Write, Jacks, RPM  
4. I Hear You Knockin', S. Lewis, Imp.  
5. Come Back, Maybellene, J. Greer, Grv.  
6. Maybellene, C. Berry, Chs.

**Detroit**  
1. All Around the World  
Little Willie John, Kng.  
2. Ten Long Years, B. B. King, RPM  
3. Pressing On, Rev. C. L. Franklin, Chs.  
4. Walking the Blues, J. DuPre, Kng.  
5. All Right, Okay, You Win  
C. Basic, Clf.  
6. Everyday, C. Basic, Clf.  
7. It's Love, Baby, L. Brooks, Exc.  
8. Way You Dog Me Around, Diablos, Ftm.  
9. At My Front Door, El Dorados, VJ

**Los Angeles**  
1. Adorable, Colts, Via.  
2. Maybellene, C. Berry, Chs.  
3. Only You, Platters, Mer.  
4. Emily, Turks, Mon.  
5. Good Rockin' Daddy, E. James, Mod.  
6. I Hear You Knockin', S. Lewis, Imp.  
7. Smoky Joe's Cafe, Robins, Spk.  
8. Hide and Seek, J. Turner, Atl.

**New Orleans**  
1. Only You, Platters, Mer.  
2. All by Myself, F. Domino, Imp.  
3. Maybellene, C. Berry, Chs.  
4. I Hear You Knockin', S. Lewis, Imp.  
5. At My Front Door, El Dorados, VJ  
6. All Around the World  
Little Willie John, Kng.  
7. I Hear Those Bells  
D. Washington, Mer.  
8. Ain't That a Shame, F. Domino, Imp.  
9. Crazy Feeling, E. James, Mod.  
10. Hide and Seek, J. Turner, Atl.

**New York**  
1. Only You, Platters, Mer.  
2. At My Front Door, El Dorados, VJ  
3. Paradise Princess, A. Savage, Her.  
4. Maybellene, C. Berry, Chs.  
5. All by Myself, F. Domino, Imp.  
6. Seventeen, B. Bennett, Kng.  
7. I Hear You Knockin', S. Lewis, Imp.

**Philadelphia**  
1. He, A. Hibbler, Dec.  
2. It's Love, Baby, R. Brown, Atl.  
3. Paradise Princess, A. Savage, Her.  
4. Zindy Lou, Chimes, Spc.  
5. Play It Fair, L. Baker, Atl.  
6. Feel So Good, Shirley & Lee, Ala.  
7. Newly Wed, Orchids, Par.

**St. Louis**  
1. Don't Start Me Talkin'  
S. B. Williamson, Che.  
2. At My Front Door, El Dorados, VJ  
3. All Around the World  
Little Willie John, Kng.

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# FOLK TALENT AND TUNES

Continued from page 44

themselves. It's so much easier for them to pronounce their own names and villages than for me to try to. We could use some more promotional records from all over and would certainly appreciate any that we might get a hand on. I'm sure that all our listeners, especially the home boys from all over the States who are stationed up here, would enjoy hearing more of a variety of entertainers. My address is Box 1960, c/o KBYR, Anchorage, Alaska.

Joe M. Leonard Jr., president of Leonard Productions, Inc., Gainesville, Tex., typewrites: "Please announce in your column that additional deejay copies of our latest Buck Griffin release, 'Next to Mine' b/w 'Lord, Give Me Strength,' are available free to radio stations and disk jockeys who were missed in the initial sampling. We are especially interested in hearing from the States of Oregon, Washington, Wisconsin, Michigan, New York, Massachusetts, and also Canada. Those interested may write to Lin Records, Box 421 Gainesville, Tex. . . . Violet Muszynski, Chicago, letters: "Enjoy reading the news in your column every week. It's the first thing I turn to. I believe your readers would like to hear about our noted c.&w. deejay, Randy Blake, of WJJD, Chicago, who recently celebrated his 20th anniversary on radio. He started in radio as a singer in 1935." . . . Biff Collie, country twirler at KPRC, Houston, advises: "Watch Charlene Arthur's 'Honey Bun.' It took off from the first play and is my top request. It's really a cutie and this gal is certainly deserving of a break. Earl Aycock, member of George and Earl, Mercury team, is now settled in Houston with his wife. Earl formerly worked with a Martha Carson unit."

Jimmy Simpson, of WKMT, Kings Mountain, S. C., infos that he's in need of wax from both the indies and major labels. . . . Warren Curry, of KLBM, La Grande, Ore., says that altho he is receiving many of the new releases, he is leaving the chores of playing them to the other deejays at KLBM. Curry prefers to stick with the oldies tunes. . . . From WSIX, Nashville, Ralph Emery writes: "WSIX has added Uncle Joe Allison to the staff to do both radio and TV country music shows. For the new country TV show, Chet Atkins, Jerry Byrd and Tommy Jackson have been signed."

Marion Russell, deejay-vocalist, of WTTN, Watertown, Wis., letters that she has been receiving good record service from such indies as Abbott & Fabor, Sage & Sand, TNT and Imperial, but has not been getting much in the way of wax from the majors.

Cousin Bill and Don Vedder, of WLFH, Little Falls, N. Y., are in need of disks from all of the record companies. . . . Marty Cross has taken over the five-hour Sunday show, heard over WILY, Pittsburgh, replacing Tennessee Gene, who left there recently. Cross spins the wax from 2-7 p.m. each Sunday. . . . Fred Brooks, of WTJS, Jackson, Tenn., postals: "I'm still spinning country music here, Monday thru Friday. I do an hour and 45 minutes early in the morning, with help from the singing cowboy, Harry Bryan. Later in the day, I have 30 minutes of c.&w. on records; then Harry does 15 minutes of folk songs, ballads and hymns. I'll add my 2 cents worth to the howling deejays are doing about poor record service. We haven't received a Capitol or Columbia record since Hector was a pup. I get most of my records from the artists themselves, thru a personal mailing list. Wish we could get better service. Since my show was mentioned in The Billboard a couple of months ago, I've received letters and records from all over the country. Thanks for the boost."

Eddie Molosky, who spins the country stuff over KODI, Cody, Wyo., breaks up his programming week this way: On Monday, Tues-

day and Wednesday he spins new records, along with standards and old tunes; on Thursday he features two singers, plus some background on their life and records; on Friday he features the top 10 tunes, and on Saturday nights he plays all new recordings. . . . Bill Mack, KWFT, Wichita Falls, Tex., announces the recent addition of daughter Deborah Lynne. . . . From KRUS, Ruston, La., Ed Hamilton pens: "I have a small gripe. We get service from just about all the record labels except two or three. Now, we don't mind going out and buying a record on one of those labels after it has become a hit, but even this is getting old. The ones I am talking about are Decca, Mercury and the c.&w. releases from Dot. If it's at all possible, I would like to get at least their c.&w. releases. I have almost five hours of country and western programming each day."

Don Owens, WURL, Arlington, Va., debuted a new ballad recently on one of his shows that was composed by a local detective and his prisoner. The unusual writing team got together when Detective Alvin Fuchsman picked up 24-year-old Ted Borrelli, of Hoboken, N. J., on a vagrancy charge. Upon discovering that the prisoner had with him some 50-odd poems that he had written, the detective put music to a few, tape recorded one of them, "Underneath the Lamp Post," which was later played by deejay Owens.

J. B. Ham, who recently added a new show to his broadcasting schedule, "Breakfast Varieties," heard from 7:05 to 7:30 a.m. daily over WFTC, Kinston, N. C., typewrites that the "Country Style Jamboree," heard over WFTC from 8:30 to 9 every Saturday night, has moved back into the National Guard Armory, Kinston. During the summer the "Jamboree" was run from the WFTC studios. . . . Jimmie Lee Prow, WSLM, Salem, Ind., reports that he recently added two new shows, "Little Country Church," which features hymns with a country and western flavor, and "Meet Your Favorite," which highlights a different artist each day, with their background and top recordings.

Dave Stone, KDAV, Lubbock, Tex., limbers up his typewriter to report that Al McKinley, formerly with KPEP, San Angelo, Tex., is now a member of the KDAV staff. McKinley handles the "Western Round-Up," heard daily from 12:45 to 4 p.m. Ace Ball, formerly of KLVT, Levelland, Tex., also joined the deejay roster at KDAV recently. He is being featured on the "Country Junction" each morning from 6-9 a.m.

From KVSM, San Mateo, Calif., Elaine Doyle communicates: "Jack Wayne appeared with his band and KVSM personalities at an opening of California Manor Homes in Sunnyside, Calif., recently. He is the hottest disk jockey and performer in the Bay Area at the present time. His dances every Saturday night are always packed, and CBS is currently dickering for a remote from them. His latest Cavalier recording is 'Nip or Two'." . . . Jimmy (Slim) Martin, who toured with various country and western bands as a sideman, is now spinning the c.&w. wax over WGBC, Greensboro, N. C.

Cuzzin Bill Hamby, WONE, Dayton, O., relays that he'll visit Washington and Nashville when he goes on a vacation October 17. He's skedded to do a "Mr. Deejay, U.S.A." stint over WSM, Nashville, October 21, and also is slated to guest on Ernest Tubb's Mid-night Jamboree" October 22. . . . Curley Gibson, WSN, Allentown, Pa., infos that the Sleepy Hollow Gang there has kicked a new TV show, which is broadcast every Tuesday from 9-10 p.m., over Channel 12, Wilmington, Del. Show features Pete and Elmer Newman, the Murray Sisters, Monty Rosse and Curley Herdman, and the Sleepy Hollow Gang,

# NAMM Bd. Puts Instrument Taxes High on Agenda

CHICAGO, Oct. 15.—The campaign to promote federal legislation eliminating the 10 per cent excise tax on musical instruments will be high on the agenda of the National Association of Music Merchants' executive committee, when it holds its next meeting October 20-21 at Chicago's Palmer House. The House Ways and Means Committee technical staff is now conducting a study of the tax question. It's expected that upon completion of the study, a report will be made, with recommendations for action on the legislation, to Committee Chairman Jere Cooper, Tennessee. Plans for NAMM's special Christmas Merchandising Bulletin will also be discussed at the meeting. The bulletin, designed to help dealers increase business, will outline "Five Steps to Profitable Christmas Sales" and will provide a special "Merchandising-Planning Check List."

# Route on Lucky 7 Blues Show Set

NEW YORK, Oct. 15.—Dick Boone of Universal Attractions has lined up the route for his Lucky Seven Blues show, package which includes rhythm and blues stars Jack Dupree, Earl King, Little Willie John, Otis Williams and His Charms, Little George, Marie Knight and Hal (Cornbread) Singer. The package kicks off with a week at the Apollo, New York, October 28. One-nighters start November 4 in Pittsburgh and continue thru the following cities: Cleveland (6); Detroit (7-8); Indianapolis (9); Evansville, Ind., (10); Davenport, Ia. (11); Saginaw, Mich. (12); Toledo (13); Cincinnati (14); Chattanooga (15); Atlanta (16); Tuskegee, Ala. (17); Jacksonville, Fla. (18); Tampa (19); Miami (20); Durham, N. C. (23); Roanoke, Va. (23); Raleigh, N. C. (24); and one week at the Howard Theater, Washington (25). The package then will travel West and Southwest and hit the West Coast for New Year's and January. Murray Nadel is company road manager.

# Sunset Records Signs Maxwell as Sales Mgr.

HOLLYWOOD, Oct. 15.—Richard D. Maxwell, formerly with RCA Victor, has been appointed national sales and promotion manager for Sunset Records. Appointment is effective immediately, with Maxwell slated to begin work on the firm's "Wild Bill Hickok" series this week.

Sunset also disclosed the signing of Col. Tim McCoy for a series of children's records titled "Tales of the Old West and Indian Legends." A separate story book edition will be published in conjunction with the release of the recordings.

# Jimmy Hilliard, artists and repertoire director for Label "X," is on the Coast for a three-week stay.

Jo Harmell, a jazz pianist, last week completed his first LP for Jubilee. Harmell is managed by Paul Kapp. . . . Peggy Pickus, secretary to Ben Selvin at RCA, left Friday (14) for a two-week vacation in Florida. . . . Bill Grauer, co-owner of Riverside Records, is expected to return to work next week after a one-month illness.

# Kenny, Danny, Charlie and Mary Eva.

Ray (Slim) Corbin, who helms the "Hillbilly Hoedown" c.&w. platter show over KTFY, Brownsville, Tex., pens: "Country music lost one of its long-time boosters a few weeks ago with the passing of KTFY's chief engineer and c.&w. deejay, Pat Jeter. Bobby Durham is now assisting me with Pat's show, 'Hillbilly Hoedown.' I would like to say 'nuts' to M-G-M, Coral, Starday, 'X', King and Mercury for their failure in getting records to us. I am vocalist and take-off guitar man with Bobby Durham and His Western Swing Kings. We play each Saturday night in Lubbock, Tex., at the Great (Continued on page 48)

# Ratings of New Popular Albums

Continued from page 24

Smith. Here it's a pleasure to listen to his music and remarks anent jazz on a modern LP. With Willie on this disk are a fine band of instrumentalists who capture the two-beat mode. Tunes include some of the great standards, as "Muskrat Ramble," "Perdido," etc. For all dealers with jazz trade.

# THE CATS AND JAMMER KIDS . . . 71

(1-10") Angel ANG 60007. Numerous as German jazzmen are coming to be, not many have much to intrigue American connoisseurs. However, several with the makings of unique personal styles are to be heard in this LP, and reward careful listening: among them, tenorman Hans Koller and Fatty George on alto, the guitarists Gerd Huhn and Johannes Rediske, and two excellent pianists, Paul Kuhn and Jochen Thieme. In Germany the trombonist Albert Mangelsdorf is highly regarded, but is unimpressive in selections included here. In moderately modern arrangements, several of the groups here are fine, but in Dixieland, clearly are out of water.

# HERBIE MANN QUARTET, VOL. 2 . . . 70

Herbie Mann, Flute; Charles Andrus, Bass; Joe Puma, Guitar; Harold Granowsky, Drummer (1-12") Bethlehem BCP 24. The Mann group features the rather unique instrumentation of flute, backed with rhythm, a grouping whose sound might be expected to wear thin thru 12 selections. Nevertheless, the boys produce some very interesting things here and Mann employs an alto flute now and then for pleasant contrasts. Those who dote on the new and experimental will enjoy hearing this collection of tunes.

# RAGTIME DUO . . . 69

George Wetting, Drums; Frank Signorcelli, Piano (1-12") Kapp KL 1005. A fine, relaxed performance of some of the great standards, including "Rose of Washington Square," "Love Me or Leave Me," "Maple Leaf Rag," and Beale Street Blues." The two musicians have a sensitive understanding of ragtime and the blues, and know each other's style well. Limiting the instrumentation to these two instruments gives this package an after-hours mood. Good for dealers with jazz inventory.

# SOME LIKE IT HOT . . . 65

Humphrey Lyttelton and his Band (1-10") Angel ANG 60008. Lyttelton and his boys just don't make it. This English Dixieland outfit has all the exuberance of some of our own college amateurs, but perhaps even less originality. If your trade gobbles up two-beat jazz indiscriminately, you might move a few.

# Children's

# THE BIBLE SPEAKS TO CHILDREN . . . 65

Claude Rains, Narrator (2-12") Bronze Records BRP 1205. Here are some of the most compelling sections of the Bible spoken in the reverent, yet dramatic tones of Claude Rains. Two sides each are given over to the Old and New Testaments. Among the selections are passages from Genesis, the story of Moses and David, the four versions of the Nativity, the Parable of the Good Samaritan and excerpts from the Sermon on the Mount. The package lends itself well to gift-giving for children and grown-ups alike.

# Modern Jazz '55 Booked for Nov.

NEW YORK, Oct. 15.—The new Modern Jazz Show '55 concert package, spotlighting Dave Brubeck, Carmen McRae, the Gerry Mulligan Sextet and the Australian Jazz Quartet, will kick off its month-long tour November 4 at the War Memorial Auditorium, Columbus, O.

Associated Booking has scheduled practically a solid line-up of dates for the show with guarantees ranging from \$2,000 to \$4,000 plus a percentage of the gate. Following the Columbus concert, the package is booked thru November as follows: City Auditorium, Jackson, Mich., (5); Music Hall, Cleveland, (6); Academy of Music, Philadelphia, (7); Syria Mosque, Pittsburgh, (8); Skytop Theater, Baltimore, (9) Forum, Harrisburg, Pa., (10); Symphony Hall, Boston, (11); Carnegie Hall, New York, (12); Erlanger Theater, Buffalo, (13); Massey Hall, Toronto, (14); Memorial Auditorium, Kitchener, Ontario; Arena, London, Ontario; War Memorial Auditorium, Rochester, N. Y. (18); Coliseum, Detroit (19); Sports Arena, Toledo, (20); Palace Theater, South Bend, Ind., (21); Civic Opera House, Chicago, (23).

# Reviews of New Sacred Records

Continued from page 46

makes for a heart-warming side. (Stamps-Baxter, Sesac)

# THE JORDANAIRE

Shaking Bridges . . . 74. CAPITOL 3265.—The Jordanaires belt this one out in fine style. It's a melody with a bright sacred lyric. Deserves exposure. (Central, BMI) What Will the Verdict Be? . . . 73. Satisfying chanting of this sacred song. Delivery has good beat and diction. (Tree, BMI)

# THE HARVESTERS

Let God Abide . . . 74. COLUMBIA 21457.—The Harvesters do a fine job with this sacred song. Delivery has great sincerity and good harmony. (Driftwood, BMI) I Just Telephone Upstairs. . . 72. This side is full of beat and pace and has an unusual lyric. (Lion, ASCAP)

# Number of Releases This Week

Label	Pop	C&W	R&B
CAPITOL	5	3	1
CHESS	1	1	2
COLUMBIA	1	1	—
CORAL	1	—	—
CRITERION	1	—	—
DECCA	3	2	1
DOT	1	—	—
DUKE	—	—	2
EKKO	—	2	—
EPIC	1	—	—
GROOVE	—	—	2
HANSEN	1	—	—
HICKORY	—	1	—
JAB	1	—	—
KAHILL	1	—	—
KING	—	1	3
LIBERTY	1	—	—
LONDON	3	—	—
MARQUEE	1	—	—
MERCURY	4	—	—
PERFECT	—	1	—
SCOPE	1	—	—
SUN	—	2	—
THERON	—	—	2
VEE-JAY	—	—	1
VICTOR	3	4	—
WING	3	—	—
ZIP	—	1	—
TOTAL	32	18	14

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# THE FINAL CURTAIN

**ATKINSON—George H.**, 75, press agent and theater manager, October 10 in New York. He had worked as a press agent for the late actor George Arliss and had served as a theater manager for producers A. L. Erlanger, Gilbert Miller, Oliver Morosco, Brock Pemberton, George M. Cohan and Max Gordon, among others. A sister survives.

**BARRON—Frederick C.**, 67, Australian born actor, October 10 in Islip, N. Y. He made his first motion picture in America in 1898, and from 1930 to 1950 he had appeared on many radio and TV programs. He was last seen on Broadway in "I Remember Mama." There are no immediate survivors.

**BISHOP—Robert H.**, 62, operator of racing derby concessions, October 12 in San Diego, Calif. Prominent in West Coast show business, he had been a member of the Pacific Coast Showmen's Association, Los Angeles, since 1943.

**CARGAN—Anna**, 49, wife of John Cargan, concessionaire, October 9 in Detroit. Burial in Michigan Showmen's Association Rest, Forest Lawn Cemetery, Detroit.

**FINE—Arthur**, 47, owner and operator of the Main and Empire theaters, Cincinnati, October 11 in that city. Survived by his widow, Sylvia; two sons, Richard and Gerald, and a sister, Mrs. Esther Katz. Burial in United Jewish Cemetery, Cincinnati.

**GIBBS—Nancy**, 63, former musical comedy singer, October 13 in Liverpool, England, of throat cancer. She was born in Wales and became a member of an English touring troupe. She came to the United States in 1920 and for the next several years appeared in several Broadway productions, including "Monsieur Beaucaire," "Princess Virtue," "The Whirl of New York" and "The Dancing Girl." She retired about 15 years ago and had left for England, but six weeks ago to visit relatives. Her husband, Arthur J. Govan, Beechhurst, N. Y., survives.

**GOWDY—Ezekiel Dennis**, 65, of the Don Franklin Show, at Rothenberg, Tex., apparently following a heart attack.

**HAAS—Frederick**, 80, former New York and Paris theatrical designer, October 11 in New York. He had been an authority on French and New York history and had written numerous articles on both subjects. His widow, and three daughters survive.

**HAMMERSTEIN—Arthur**, 82, former theatrical producer, October 12 in Palm Beach, Fla. A son of Oscar Hammerstein, the producer, he made and lost fortunes in the theater. He began his career as a bricklayer, working on theaters being built by his father, became a boss plasterer and decorator and finally in 1906 was hired as his father's personal representative. In 1912 Arthur Hammerstein launched his own producing career with such successes as "The Firefly," "Rose Marie," "Naughty Marietta," "High Jinks," "Katina," "Sometime," "Tickle Me" and "Wild Flower." All told he produced 21 shows. He put \$2,000,000 into the building of a theater as a memorial to his father and lost everything in 1931. Recently he lived on a farm in Illinois and concentrated on inventions, i.e., a salt container which was sold in department stores. A few years ago Hammerstein's only song, "Because of You," became one of the nation's top hits. A daughter and his fourth wife survive as well as his nephew, Oscar Hammerstein II.

**JOYCE—Alice**, 65, one of the first glamor queens of the silent films, October 9 in Hollywood. She began her career as a heroine in films made by Vitagraph and the old Kalen Company and continued with Warner Bros. United Artists, Paramount and others. The films in which she was seen included "The Little French Girl," "Daddy's Gone A-Hunting," "Stella Dallas," "The Home Maker," "Mannquin," "The Ace of Cads," "Beau Geste," "Dancing Mothers," "So's Your Old Man," "13 Washington Square," "The Noose," "The Green Goddess" and "He Knew Women." Miss Joyce made the transition to talkies, but her career began to fade in the 1930's.

## MARRIAGES

**BYRD-GLOVER—**Donald Byrd, featured trumpeter with the George Wallington quintet, and Lorraine Glover October 15 in New York.

**COHAN-SPELKE—**Alfred Edwin Cohan, publicist for Universal Pictures, Inc., and Ina Louise Spelke, non-pro, September 27 in Stamford, Conn.

**COX-LEHMAN—**Paul Cox, non-pro, and Mrs. Marie Lehman, former fire manipulator with the Milo Anthony Side Show, recently in Paris, Tex.

**FENSORE-CERRA—**Ralph Fensore, non-pro, and Rose Maria Cerra, accordionist, recently in Fairfield, Conn.

**GARRISON-DEBISH—**E. Rhey Garrison, orchestra leader and concert pianist, and Mrs. Marion Debish, non-pro, recently in Elkton, Md.

**GRIFFITH-ECKER—**Bill Griffith, former concessionaire, now associated with Griffith & Griffith Advertising and Progress Show Printing Company, Appleton, Wis., and Dolores Ecker, non-pro, October 1 in Jericho, Wis.

**MYSLIVY-BAILEY—**Joseph Paul (Custard Joe) Myslivy, concessionaire, and Doris Lee Bailey, non-pro, recently in Charleson W. Va.

**PATSKY-SCINTO—**Albert Stephen Patsky, non-pro, and Pauline Frances Scinto, dramatic actress, October 1 in Bridgeport, Conn.

**TREVENA-WELLS—**Bill Trevena, Octopus foreman on Gooding Amusement Company No. 3, and Christine Wells, of Tifton, Ga., October 12 in Columbus, Ga.

**MacWILLIAMS—Edward N. (Jim)**, 69, retired star of radio and vaudeville, at his home in Virginia City, Va., October 14. Formerly in the vaudeville act, "The Three Collegians," he later developed a solo act and made repeated appearances at the Palace Theater, New York. He had been credited with introducing quiz programs on radio. His first was "Professor Quiz" on Station WJSV, Washington. During the 1930's he ran the "Askit Basket" for CBS and "Uncle Jim's Question Bee" for NBC. A native of Cleveland, he is survived by his widow, Hazel Garrett; a brother, Oliver, and two sisters, Mrs. Randolph Conner and Mrs. Denton Young. He was a member of the Lambs Club.

**MIZARES—Chuy**, 62, Swedish circus owner, October 6 in Karlskoga, Sweden. (Details in Circus section.)

**MODE—Edward**, 46, former circus train crew workman, recently at County Hospital, Chicago. He was a native of Arkansas. He had been off the road following an injury received two years ago while with Ringling-Barnum.

**MURRAY—Hugo**, 52, traffic manager of the Milwaukee Stockyards and conductor of an early morning radio program, October 10 in Milwaukee. For several years he had broadcast daily livestock quotations over Station WTMJ there where he also was farm director and conducted his "Rural Routes" program.

**ORPIN—Robert**, 38, piano player for the "Merry O-h-h" show company, in Fort Worth October 10.

**PARR-DAVIES—Harry**, 41, at his home in London October 14. Composer of some of the most popular British songs, he was a former pianist for Gracie Fields, music hall star. He wrote many famous songs for Miss Fields and also wrote songs for films and musicals.

**PIFER—Mrs. Minnie Stevens**, 85, composer, in San Antonio. Her "Prayer for Peace," written prior to United States entry in World War II, was widely heard at Easter services during the war. She also wrote the "Danza Appassionata."

**QUINN—Marie**, 57, active with her husband, John Quinn, well-known promoter of outdoor events, September 13 in Philadelphia. (Details in Carnival section.)

**REITHOFFER—Julius**, 81, founder of Reithoffer Shows, September 18 at Philadelphia after six years' illness. Survived by his widow, Marie. Burial in Philadelphia.

**SCHWARTZ—Clara**, for 35 years a popular Danish actress playing lead role in the theaters of Copenhagen and other cities of Denmark, October 2 in Copenhagen.

**SKIBOSH—Frank**, 59, of a heart ailment in Chicago October 10. He was one of the owners of the Milwaukee niter, Scaler's House of Jazz, which folded last August. Survivors are three sisters, all of Chicago, and a brother, James Scarpace, Woodland, Calif.

**IN LOVING MEMORY**  
of Our Husband and Father  
**JOE J. SMITH**  
who passed away Oct. 14, 1954  
Wife, MARION, and Son, FRED

**STRACCIARI—Riccardo**, 80, Italian baritone, October 10 in Rome. He began singing in 1900 and during the next few years sang opera in Spain, South America and Italy. In the United States he was heard at the Met in New York and with the Scotti and the Chicago Opera companies.

**TARRI—Suzette**, 74, comedienne and character actress, October 10 in London. She gave her first performance as a child violinist in the 1890's and later became a popular oratorio and concert singer before turning to comedy. Five years ago she appeared with Danny Kaye in his first London vaudeville appearance.

**IN MEMORY OF**  
**FRANK THOMAS**  
WHO PASSED AWAY  
OCTOBER 7, 1955  
**FAMILY**

**TIBBETTS**, infant daughter of Mrs. Fern Tibbetts, daughter of Bob Orth, well-known circus man, recently after birth. Services October 7 and burial in Pomona (Calif.) Cemetery.

**THOMPSON—Chiff**, 50, former circus giant who became an attorney, at Portland, Ore., October 12.

**VALENTINE—George**, 57, former circus performer and manager of the Valentino Sisters' act, at his home in Normal, Ill., October 8.

Survivors include his widow, a daughter, a son by an earlier marriage, four brothers and two sisters. (Details in Circus section.)

**VERNON—Victor**, 47, night club entertainer, in a plane crash in Holland October 9. For many years he was teamed with a brother, Michael, who is a Girl Show operator. He was visiting relatives in Ziederlund, Holland, where he and his brother were born. Also surviving is a sister, Niki, of California.

**WILLIAMS—Lily B.**, 60, mother of Baby Thelma Amand, former fat lady with the Ringling Bros. and Barnum & Bailey Circus, recently in Miami.

**ZIMMERMAN—Aage**, 83, co-owner and operator of the Valencia cabaret, October 1 in Copenhagen. He was a veteran hotel, restaurant and cabaret operator and was active in those fields until the first of this year.

## FOLK TALENT AND TUNES

Continued from page 47

Plains' No. 1 dance spot, the Cotton Club."

Eddie Briggs, who formerly spun c.&w. platters at KCHJ, Delano, Calif., asks that future correspondence from his friends in the country and western field be directed to his home at 4510 North Arthur Avenue, Fresno 5, Calif. Eddie, who is currently concluding a two-year tour of duty with the Navy on the Far East Network in Japan, is slated to return to the States soon. . . . Al Dunaway, WHNY, McComb, Miss., letters: "We are trying hard to build up what has been a rather dormant market and we would surely appreciate any suggestions or help we can get. I am utilizing my own 'Country Capers' show on WHNY to build up the little-known artists. Our morning sessions are aired from 11 to noon, and the afternoon show runs from 3 to 4."

Bob Neal, manager of Elvis Presley Enterprises, Memphis, advises that deejay copies of Presley's latest Sun recording, "Mystery Train" b.w. "I Forgot to Remember," are available to those who write to Neal at 160 Union Avenue, Memphis. . . . Bob Thompson's "Morning Round-Up," heard Monday thru Saturday, 9-10 a.m., over KWCO, Chichasha, Okla., was extended another 25 minutes recently. . . . Nathan Street's two-hour "Saturday Shindig," broadcast over WKSR, Pulaski, Tenn., has been side-lined because of the football season. Street hopes to kick off a new hillbilly show soon. . . . Arch Harrison, former TV director for J. B. Wells and the Western Pals, Richmond, Va., is now twirling the country and western stuff over WFVA, Fredericksburg, Va. . . . Dick Dixon, former composer and arranger and staff steel guitarist at Renfro Valley, Ky., for four years, has replaced Red Kirk at WLEX, Lexington, Ky.

Vince Casey of WDBC, Escanaba, Mich., writes: "A four-hour, live-talent c.&w. show on this station has drawn 10,000 pieces of mail for contestants from 35 counties. One of these hillbillies will go to the 'Opry' with me, all expenses paid, November 10-12. My 'Casey's Corral,' on the air seven days a week, has 33 quarter hours sold across the board weekly." . . . Gene Countryman, KBTO, El Dorado, Kan., asks if any of the record companies offer single records and albums to radio stations to be given away as prizes. Countryman is currently offering a Webb Pierce album as a giveaway on his show.

## BIRTHS

**McCAULEY—**A daughter to Mr. and Mrs. Edward McCauley, recently in Detroit. Father is manager of National Film Distributors, that city.

**PACKMAN—**a son to Mr. and Mrs. Max Packman September 30 in Brooklyn. Father is a concessionaire.

**WYMAN—**A son to Mr. and Mrs. Tom Wyman, October 7 in New York. Father is a publicity photographer for Gary Wagner Associates, New York.

# HOCUS-POCUS

By BILL SACHS

**ORMOND MCGILL**, whose "Miracle Show" is on tour of the world, with Arnold Furst plotting the course, has cut short his Australian trek to work a string of high-priority dates in the Far East for the U. S. Security Forces. Mr. and Mrs. McGill planned from Sydney, Australia, to Manila last Thursday (13), and the following day were flown to Okinawa for a series of performances. The McGill show is skedded for a tour of advance bases in Korea before visiting Formosa and Japan. Furst is also trying to revamp the show's route to fill requests from Manila and Hong Kong. Furst recently attended a meeting of the newly formed Tokyo Ring No. 145, International Brotherhood of Magicians, as the guest of Prince Eun Lee, whose father was formerly the Emperor of Korea. The Tokyo Ring is under the leadership of Urataro Uehara, who is also president of the International Amateur Magicians' Club of Tokyo, Furst also recently enjoyed a visit with Bob Wagman, of Washington, who was hospitalized in Tokyo for several weeks before returning to the States. Other IBM members who Furst recently encountered in the Far East were Lieut. Ed Cesar and Rev. Phillip Foxwell, who now is chairman of the Japanese Mission for the Independent Board of Presbyterian Foreign Missions. Harry Blackstone Jr. and Furst made a visit to the Toho Film Studios in Tokyo last week. . . . D. Robbins & Company, New York, has purchased from R. N. Menge the exclusive manufacturing rights to Dizzy Drinks, a trick akin to the multiplying billiard balls except that four plastic, unbreakable whisky glasses are produced or vanished. . . . Al Sharpe's Studio of Magic is now ensconced in new quarters in the Woods Theater Building, 54 W. Randolph Street, Chicago. . . . Kim (Kuma) and daughter, Christal, are on tour with the legit show, "Tea House of the August Moon," currently in Chicago. . . . Chicago's Magic Round-tables will hold their annual benefit fund-raising party the weekend following Thanksgiving at the Hamilton Hotel in the Windy City.

**RAY-MOND**, currently enjoying hefty box office play in Newfoundland, is set solidly for the rest of the year and has been offered contracts for Europe, according to Bill Barnes, who handles the press for the Ray-Mond unit. Others on the Ray-Mond staff are Hal Haviland, stage manager and production director; Ron Young, booker; Ted Sturgis, company manager, and Jackie LaMarr and Ronnie Clark, chief assistants. Ray-Mond has also been offered several TV guest shots recently, Barnes says, but has turned them down for the present to protect his own box office. . . . Willard the Magician, of Allentown, Pa., and his six-people unit have joined the James E. Strates Shows for a five-week tour of fairs. He is featuring the Floating Lady and Seeing a Girl in Half, among others. Lee Richards continues as chief assistant. . . . Dunninger put in all of last week at the Detroit Athletic Club, a private club and probably the swankiest spot in the Motor City. The club was sold out for a month before his opening there Monday of last week (10). Demand for reservations became so overwhelming several weeks ago that the club even shut off the waiting list for cancellations. . . . Frances R. Francis (Lady Frances) has just concluded a week's stand at Ranchinn, Elko, Nev., where she appeared with the Hal Brown Quartet. . . . Prince Mendes passed on in New York recently of cancer. . . . Doug Oxner, well known in New York magic circles, was killed recently while standing in front of his own car which was struck in the rear by a speeding car. . . . Tom Hawbecker is at Orange Memorial Hospital, Orange, N. J., mending from a prostate gland operation. . . . William T. Noble, formerly associated with the late Howard Thurston, was the author of a piece on Houdini which appeared in the magazine section of The Detroit News October 12. Illustrating the yarn was a three-column shot of Robert Lund, magic enthusiast and collector of magic memorabilia, posing in front of part of his vast magic paper collection.

## BURLESQUE BITS

By UNO

Rita Ravell, "The Mexican Spitfire," arrived in New York after a long absence to say hello. She's on her way to Johnston, R. I., where she opens October 10 at the El Morocco for a week's stay and then on to Baltimore for another nitery engagement. Both bookings thru Dave Cohn. . . . Tracy Randall and Leslee Lynn, co-featured at the Hudson, Union City, N. J., last week, were two strips to appear at this Hirst circuit house. . . . Art Ford, radio showman, is opening up a new night club on East 56th Street to be called the Valentine. Inez Cavanaugh will be his first feature. . . . Lily Marlyne, platinum blonde bombshell of burlesque and nitery fame, has returned to Chicago, her hometown, for a short rest before setting out on a coast-to-coast tour of all leading burlesque theaters and niteries. . . . Bonnie Drake, Lily's sister, is appearing at the Playhouse Night Club in Chicago. . . . Lily Marlyne will also be the cover girl of Bare magazine for November and may appear at the Silver Slipper in Las Vegas, Nev., in the near future to be billed as the foremost top name featured exotic in show business today.

Bob Goodman, booker with the Milt Schuster Chicago office, reports Bobby Mohr and Dave White, comedians, putting on shows at Chez Lainson in Fort Madison, Ia.; Ming Lee, Chinese exotic, going into the Palace in Buffalo; Roxy Lynn, a pretty redhead, now at the Cayety in Detroit; Virginia Kinn, with a new spider dance, going into Indianapolis, and Coquette, a spankin' new exotic, also to Indianapolis to appear at the Fox Theater there.

Baren Christy, "The Dragon Lady," is doing a wonderful job as the feature at the Heat Wave in Greenwich Village, New York. . . . Patti Claire, at the Moulin Rouge, has a brand new routine. She's the first stripper to do a Scotch number, and it is going over well. . . . Carrie Abbott is appearing for an indefinite engagement at the Club Pigalle, New York. . . . Debbie Darling, a new stripper, is at the Club Lido, New York, and is being held over. . . . Heller Caprice in her devil dance is a show stopper at the new Club Metronome, New York. All are booked thru Trixie Rogers, New York agent.

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## Dallas Fair Takes Good Lead Over '54

**Pulls 776,285 First Six Days; 'Pajama Game,' Icer Get Big Play**

DALLAS, Oct. 15.—The 1955 State Fair of Texas jumped into a comfortable attendance lead over last year's record-breaker by virtue of an unprecedented Friday evening opening, and held on to it going into its traditionally tremendous second weekend.

A tragic mishap to the Sky Wheel, midway ride, on Tuesday (11), fourth full day of the fair, resulted in one fatality and several injuries, but did not cut into midway ride revenue and apparently was having no effect on attendance.

Thru Thursday (13), fair's seventh day of its 17-night, 16-day run, total attendance was 838,720 compared with 762,497 to the same point in 1954.

The Dallas exposition was blessed with near-perfect weather ever since the opening, altho showers had threatened for a day or two before the opening.

### Big Weekend

Three days coming up, Friday (14), Saturday (15) and Sunday (16), were each expected to attract an attendance of better than 200,000, with a record-breaking 300,000 possible on Sunday, with the stimulus of a nationwide telecast from the fairgrounds.

Friday (14) was Elementary School Day, when school kids from Dallas County grade schools attended the fair. Saturday (15) is Rural Youth Day, with over 100,000 Four-H Club boys and girls, Future Farmers and Future Homemakers expected to attend from all over Texas. The big Saturday will be capped by a football game between Southern Methodist and Rice in the Cotton Bowl at 8 p.m.

Thru Wednesday (12), "The Pajama Game," Auditorium show for the fair, had pulled a total of

28,863 at a \$4.80 top, with one over-capacity crowd in the 4,285-seat house.

"Ice-Capades" was reported pulling the usual strong crowds for the ice show at the fair and the Joie Chitwood thrill show in front of the grandstand was up considerably in money over last year.

The second week of the fair will bring up Negro Achievement Day Monday (17), East Texas Day Tuesday (18) with Singer Rosemary Clooney billed as a free Cotton Bowl attraction, Women's Day Wednesday (19), High School Day Friday (21), Fort Worth Day Saturday (22). The fair will close Sunday (23) with a Religious Festival in the Cotton Bowl and the usual free gate after 6 p.m.

There will be junior high and high school football games in the stadium Thursday, Friday and Saturday (20-22).

Fair's total attendance in 1954 was 2,506,463.

## Sidney Page Opens Fair Booking Dept.

CHICAGO, Oct. 15.—Sidney J. Page, head of the Chicago booking office bearing his name, this week announced he had completed an agreement with Paul Pagano, of Kansas City, and will enter the fair grandstand show business this winter. The fair department will be known as Page & Pagano with the latter to supply the line while Page produces the acts and show.

According to present plans the office will operate in Illinois, Iowa, Nebraska, Kansas, Missouri and Wisconsin. The agency will be represented at the Chicago outdoor meetings and also at a number of State conventions.

Page, longtime booker of club dates for many industrial accounts, has also provided the attractions at the Denver Auto Show the past six years. This year he produced the Soldier Field show at the national Shrine convention in Chicago.

## Girl Killed as Sky Wheel Seat Gives Way

**Three Others Hurt In Ride Accident On Dallas Midway**

DALLAS, Oct. 15.—A 15-year-old girl was killed instantly and three were injured, one critically, Tuesday (11) when a seat of a Sky Wheel, commonly called a double Ferris Wheel, came loose at the State Fair of Texas here.

The girl killed was one of three Memphis school girls who fell when the seat gave way. She plummeted about 92 feet to the ground, according to witnesses. One of the

*(Continued on page 63)*

## Two Fairs Withdraw From Canada B Loop

**Lethbridge, Moose Jaw Quit Circuit Because of '56 Dates**

SASKATOON, Sask., Oct. 15.—Dissatisfied with dates assigned them at a meeting in August, the Moose Jaw, Sask., and Lethbridge, Alta., exhibitions this week withdrew as active members in the Western Canada Fairs Association, parent organizations of the Class B fairs circuit on the prairies.

The withdrawals, not unexpected, were made Monday (10) at the opening of the association's fall meeting here. Both exhibitions applied for associate membership in the WCFA in order to maintain liaison with the body, which represents Class B interests in presentations to the government.

The withdrawals reduce to 12 the number of fairs on the loop. They are Weyburn, Prince Albert, Estevan, Yorkton, Melfort, North Battleford and Lloydminster in Saskatchewan; Red Deer, Vermilion and Vegreville, in Alberta, and Portage La Prairie and Carman in Manitoba.

Several years ago Moose Jaw and Lethbridge withdrew from active membership in the B circuit to form the nucleus of another circuit and in Regina last full Moose Jaw quit for a matter of hours following a hassle over dates.

Moose Jaw and Lethbridge in recent years have been complaining that their dates were either too early or too late in the summer. At the August meeting of the fair association, Moose Jaw was assigned June 28-30 dates for next year with Lethbridge getting August 14-16. Lethbridge officials criticized the August dates and complained they came in the middle of harvest time. Both fairs have now decided to go it alone and selected dates of their own choice. Moose Jaw will operate July 5-7.

### Date Conflicts

"We withdrew almost wholly because of the dates," said W. H. Johnstone, of the Moose Jaw delegation. "The June dates assigned

*(Continued on page 63)*

## STREAMLINING PAYS OFF

### Banner Year in Bag For 13 Jones Bingos

WINSTON-SALEM, N. C., Oct. 15.—With the end of another satisfactory season in sight, a more profitable result than 1954 is in the making for Bill Jones, operator of multiple bingo units on shows and at permanent locations.

Altho Jones had a few more traveling units last year, he describes this year's increase in profits as the result of a streamlining of his operation. The bingos cut from certain shows were losers, he noted, which he could not afford to carry. None of the portable games were disappointments this year.

Personally overseeing the 236-seater on the World of Mirth Shows during its route, Jones enjoyed a highly promising week here thru last night, with Wednesday (12) being one of the season's best days for him. Showers broke up the midway action Thursday night and had a likewise discouraging effect on bingo business, but last night produced another pleasing period of action.

In addition to eight traveling bingo units in use, Jones had four in stationary spots. Three of the carnival operations have gone into the barn. They were the game managed by Guy Markley, which traveled with I. T. Shows early this

year and also played some fairs independently, the unit managed by Joe Shesser, which also booked independently, and the unit in charge of C. J. Ely, which was on the Coleman Bros.' Shows.

Other portable units and their managers were on the following shows: Prell's Broadway Shows, Joe Cename; James E. Strates Shows, Pete Stamos; Ross Manning Shows, Howard Drayer, and Amusements of America, Robert Negus and Kenneth Brust. Also working this year but closed for the season now are Myrtle Beach, N. C., Gabe Nahmias; Nags Head, N. C., Eugene O'Donnell; Rolling Green Park at Selingsgrove, Pa., Dick Exner, and Knoebel's Grove, Elysburg, Pa., Joe Patterson.

Jones has been prominent in bingo since 1933, and once had as many as 22 units, three of which played around Rochester, N. Y., and four around Charleston, S. C. They have since been discontinued as the operator pursued his practice of slimming his outfit down to the

*(Continued on page 53)*

## Eli Bridge Ups Scrambler Price \$1,500 to 18G

**Hike Production; Plans to Turn Out 25 for '56 Season**

JACKSONVILLE, Ill., Oct. 15.—A \$1,500 price rise on Scramblers was announced here this week by the manufacturers, the Eli Bridge Company.

The increase, effective on all units delivered after November 1, will lift the price to \$18,000.

Introduced three years ago, the ride then was priced at \$14,000. Last year it was upped to \$16,000.

The new increase was dictated by analysis of increased costs, Lee Sullivan, Eli Bridge Company president, said.

Efforts to step up production are being pushed as a result of the huge backlog of orders which have piled up. Thus far 16 Scramblers have been delivered.

"We hope to turn out an additional 25 before the start of the '56 season," Ben Roodhouse, sales manager, said. The original production schedule called for the manufacture of 15 units in that period.

## Swedish Units End Season

MALMO, Sweden, Oct. 15.—The circus season will end tomorrow when Circus Scott winds up a 17-day stand at the Lorensberg Arena. The show has been on tour since early April, covering most of Sweden and also making a brief stand in Oslo, Norway.

Circus Mijares-Schreiber is already in winter quarters at Karlskoga. Circus Moeller was unable to finish out the season, folding several weeks ago. Trolle Rhodin's Zoo Circus ended its season at Lund Tuesday (11).

## Zemater Wins Canada B Fair Show Contract

SASKATOON, Sask., Oct. 15.—The Charles Zemater Theatrical Agency, Chicago, this week was awarded the night grandstand contract for the pared-down Western Canadian Class B Fairs. Fairs at Lethbridge, Alta., and Moose Jaw, Sask., which withdrew from the loop, signed with Bob di Paolo's KBD Enterprises, Calgary, for their grandstand entertainment.

The Zemater office produced the show for the circuit for the first time in '54. This year the contract was held by the Grossman Entertainment Service, Des Moines. Charles (Chuck) Zemater Jr., represented the Chicago firm. Eight other offices submitted bids. Bidders were Randolph Avery, Barnes-Carruthers Theatrical Enterprises, Chicago; Gus Sun Jr., Gus Sun Theatrical Agency, Springfield, O.; John Planalp, Grossman Entertainment Service; Bob di Paolo; Buck Steele, Steele's Frontier Days, London, O.; Joe Antalek, Chicago, and Garden Brothers, Toronto. The Garden bid was submitted by mail.

With the two fairs out of the circuit, it now consists of 12 annuals in six weeks. Dates will be Weyburn, Sask., July 2-4; Estevan, Sask., July 5-7; Portage la Prairie, Man., July 9-11; Carman, Man., July 12-14; Yorkton, Sask., July 16-18; Melfort, Sask., July 19-21; Lloydminster, Sask., July 23-25; Vermilion, Alta., July 26-28; Vegreville, Alta., July 30-August 1; Red Deer, Alta., August 2-4; North Battleford, Sask., August 6-8, and Prince Albert, Sask., August 9-11.

## DODGERS STUDY PLAN

### Domed Stadium Seen Good for Show Units

NEW YORK, Oct. 15.—The world champion Brooklyn Dodgers may yet be housed in a domed all-weather, all-season giant stadium that could also be adapted to house virtually every kind of show business endeavor.

Announcement of the study of the unique structure which has been underway for some time, was made this week as part of the Dodgers' need and search for a new home to replace Ebbets Field.

R. Buckminster Fuller, a leading architect of self-supporting domed structures, has been retained by Dodger President Walter O'Malley. Fuller, a visiting professor at Princeton University's School of Architecture, will be assisted in the project by 25 graduate students.

### 750-Ft. Diameter

The projected arena is circular in shape and will be covered by a thin plastic dome 750 feet in diameter. The dome, supported by a lightweight aluminum truss structure, would be 300 feet high at its zenith, or high enough to cover a 30-story skyscraper.

The planned method of construction would make it possible to eliminate all pillars. The translucent plastic dome would diffuse sunlight and cut blinding glare and shadows. Lights would be placed in the aluminum supports above the arena surface so no direct light would shine in the eyes of players, performers or spectators.

It is said that the proposed stadium would be made comfortable during the hot summer period by natural currents of air circulating beneath the dome. Similarly the air currents could be controlled in the winter to make the stadium comfortable for presentation of other sports and show endeavors.

### Good for Shows

The completion of such a structure could conceivably end the problem of housing for a number of show endeavors. The Ringling circus, currently at loggerheads with Madison Square Garden over booking terms, might find such a domed and warmed structure even more suited to their purposes. The possibility of roofing in part and warming the Polo Grounds for next

*(Continued on page 53)*

## Boston Rodeo Advance Well Ahead of '54

BOSTON, Oct. 15.—With 10 days remaining the advance sale for the Roy Rogers Rodeo, which opens at Boston Garden Thursday (19) for 12 days, is well ahead of last year.

Treasurer Edward Powers said three times as many seats had been sold during the first week of sale with the dollar revenue running about \$2,500 ahead of 1953 when the event scored a banner run.

Dick West and the Range Riders were credited with sparking the 1953 showing. A repeat appearance last year failed to come up to expectations, however. Powers reasoned that parents then could resist their kid's pleas by explaining that they had already seen the personalities.

Explanation of the big advance this year perhaps can be found in television. Rogers is screened locally on Saturdays for one and one-half hours and is judged to rank high in popularity.

Prices are pegged at \$1.50, \$2.50, \$3 and \$3.60 with children under 12 at half price. Matinees will be presented on Sundays. Three shows are set for each Saturday, including a morning session.



# ANNOUNCING

## The 35th Annual Edition of The Billboard's

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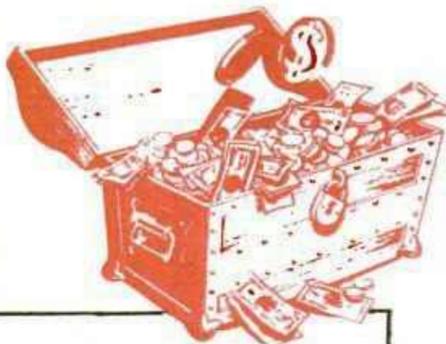
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### PIANO PUZZLES TEENS

## Steam Calliope Marks Centennial But Fades

• Continued from page 1

the 1850's and by the 1870's and later all major outfits and many minor ones featured steam calliopes. The hissing, smoking and incalculably loud contrivance always brought up the rear of a circus parade. Kids trailed the calliope thru the streets and out to the show grounds, with the instrument of high volume but not-so-high-fidelity serving in the best Pied Piper manner. That noontime chore was paired with a supper-time concert from the show grounds. Loud enough to be heard thruout most towns and small cities on circus route, it served to draw the grown-ups out to the ticket wagons.

#### Showboat Feature

Similarly, showboats had steam calliopes played to herald arrival of the floating theater at each town's landing.

Both Nichol and Kratz went out of business in the World War I era or years immediately after. The boats began to disappear and circuses began abandoning street parades. One of the last instruments was built for the Hagenbeck-Wallace Circus in the 1920's. Then users began pirating abandoned machines to re-equip those few kept in action.

One man, J. N. Van Splunter, stands out today as the last of the old-time calliope makers. He has the firm which succeeded Thomas J. Nichol and can produce steam calliopes. But years of receiving mail from what he considers curiosity-seekers and the almost invariable backing away of prospects when they hear the price has led him to withdraw from correspondence or conversation about his beloved steamers.

#### Pneumatic Models

Nowadays, most calliopes are pneumatic models. Compared to steamers, these are found in great number. In fact, the past couple of years have seen the entry of three outfits into the field of making new air calliopes. Earlier, there had been no current makers, and parts, especially the whistles, were hard to come by.

The few remaining steam calliopes include three in the circus business. The King Bros.' Circus has one it uses regularly in street parades and lot concerts. Showman B. C. Davenport had one with his circus for ballyhoo, and Harry Shell owns a new one.

Shell induced Van Splunter to make his, and thus he became first with a new steam calliope since about 1925. Now he has offers of more bookings than he can accept. He plays the calliope at fairs, centennials and celebrations, circus dates and such events as the convention of Collectors of Steam Threshing Machines.

On the rivers, the Steamer Avalon and the Hiram College Showboat are about the only remaining calliope users.

#### None on Market

Add to those the steam calliopes in the specialized museums of circus and river lore and the Edison Institute in Dearborn, Mich., plus a handful in private collections and you have the full census. None of the owners is likely to let go of his calliope, unless it is the private owner who has quoted a price of \$7,000. Some others think this is over-priced, but the fact remains that there aren't any others on the market.

While the supply has dwindled, the demand has been aroused, mostly by the vague recollection of men who saw calliopes when they were kids. Chairmen of committees for special events remember that steam calliopes mean circus, midway, outdoor show business in general. One Texas committee, not giving up as readily as most and not settling for a substitute, started with nothing more than some old photos and a strong memory and built its own new steamer. Many others have tried, but this one is believed to be the only one that works, altho the makers violated about 90 per cent of the rules

about design and materials. One of the other exceptions is a working miniature built by a Tennessee member of the Circus Model Builders' Association, John Swann.

Inventor Stoddard, who also held patents for hay rakes, bed springs and all manner of things, didn't get his calliope before the public until the Fourth of July, 1856, nine months after the patent was issued. Thus, the centennial will be observed over a corresponding period.

Maybe by the Fourth of July, 1956, the old steam calliope will have gotten enough attention again so that today's teen-agers will have some idea of what the things are. That wasn't the case with a group of Commersville, Ind., teens who looked upon King Bros.' steam calliope. Coming onto the scene cold, one of the group saw the smoking boiler and said, "Dig the old fire wagon."

## ABC Takes Over Woolfolk Fair Booking Office

CHICAGO, Oct. 15.—The Boyle Woolfolk Agency, long-time supplier of grandstand attractions at fairs, has been purchased by the Associated Booking Corporation, Freddy Williamson, ABC vice-president, announced. The Woolfolk agency, which will be moved to ABC's offices, will be operated as a subsidiary of the parent corporation.

Under the agreement, Boyle Woolfolk will be retained in an advisory capacity and will represent ABC at the Chicago outdoor meetings as well as a number of other State fair conventions. He will also continue to handle a number of accounts. Jack Lindahl, Woolfolk staffer, will join ABC as general manager of the outdoor department. It was undecided this week whether George B. Flint, long-time Woolfolk associate, would continue under the new setup.

#### Woolfolk Commutes

Woolfolk last year established a home in Los Angeles and has since commuted between that city and Chicago several times a year. Earlier this year he disposed of his interests in Standard Entertainment Service, an industrial picnic agency.

An early producer of tab shows and the booker for the Butterfield Circuit of theaters in Michigan during vaudeville's hey day, Woolfolk entered the outdoor business in 1937 as a representative of the Gus Sun Agency. Two years later he opened his own office and since has booked grandstand shows at Midwest fairs.

Ruth Walsh, office secretary at the Woolfolk agency for a number of years, will be employed by Mutual Entertainment Service, this city.

## BOOKERS, ATTENTION!

CHICAGO, Oct. 15.—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 Cavalcade 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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**SALEM OREGON**

**Merry-Go-Round Is Featured on Godfrey TV Show**

NEW YORK, Oct. 15.—A kiddie Merry-Go-Round, manufactured by the Allan Herschell Company, North Tonawanda, N. Y., was featured thru the hour-long Arthur Godfrey television show Wednesday night (12).

The ride was the high spot of a park setting. Old-fashioned band organ music also was featured.

The show, telecast in color, as well as in black and white, originated from a theater at 81st Street and Broadway rather than from Studio 50 on 55th Street, from which Godfrey usually originates the show. The shift was made because the studio stage was not built to take the weight of a Merry-Go-Round.

The ride was sent to New York Saturday (8) by Lyndon Wilson, Allan Herschell president, and was erected Monday (10).

Arrangements for the appearance of the ride on the show were made by Nat Gorham of Warren, Robins and Gorham, Buffalo advertising agency which handles the Allan Herschell account.

J. J. Weyer, inventor of the old Bolte & Weyer circus lights, is ill and in a Jacksonville, Fla., hospital.

**Ready Equipment Market Is Seen in Scandinavia**

COPENHAGEN, Oct. 15.—There is a need and a demand here, as well as in all Scandinavian countries, for new rides, park devices, juke boxes and coin-operated amusement machines. Denmark has a number of good ride builders, juke box and 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 anything relating to "amusements" from such countries as the United States or Great Britain, but there now appears to be some sort of loop-hole in the currency and import regulations which makes it possible to bring in some American park and arcade items via Belgium and Germany.

Germany has been able to get a foothold here in both the ride and arcade fields. In the ride and park fields it has placed such big items as the Rotor—which, however, has not been successful—Dancing Waters, and a small, but novel, gravity ride. Arcade items from Germany are mostly wall-box type coin-operated skill games, paying out in tokens, or American-made coin-operated games and kiddie rides.

Germany has a big advantage in that there are a number of big

**ICE SHOW REVIEW**

**Big-League 'Holiday' Strong on Production**

By TOM PARKINSON

FORT WAYNE, Ind., Oct. 15.—"Holiday on Ice" carves a firmer place in the big leagues of ice shows with the quality performance it offers in its 1956 edition. The No. 1 unit, which opened in Sioux City, Ia., and plays arenas thru May 14, with time out for Christmas, was caught at the Allen County Coliseum, Fort Wayne, Wednesday (12).

This is a big, heavy production that can be singled out for its originality and particularly for speed and smoothness in presentation. Absence of bows or encores helps keep up the pace that brings on more and more show.

"Ice Around the World" salutes "Holidays" several units that are spotted in various parts of the globe. The 24 girls and 12 boys of the chorus work with prop ice tongs and cubes, flags and a big map of the world with blinking lights to indicate where "Holiday" has appeared. This and the two separate figure skating turns that follow are adequate but not representative of the show's power. "Tennis Anyone" has Jean Cheadle and Bob Saccente in a pantomimed game that is followed by acro and figure work.

"Weekend in Las Vegas" is a

scene at a hotel desk. Bert Chapek is featured and Kenny Brent assists in comedy leaps and passes, ending with Chapek skating off in a three-point head-and-feet position.

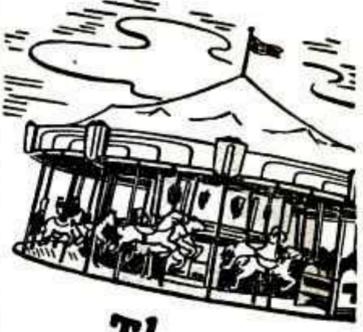
It is with "The Guardsmen" that this performance picks up pace and stature. A line of 36 skaters appears in gold helmets, red coats, white breeches and black boots for precision marching. The cadence, drum-accented music and the movements create atmosphere of pageantry, and the number clicks.

Raffloer and Mapes work with Shirley Winters in a Scotch number that combines boogie-woogie and bagpipes, clever lyrics and catchy skating. "Young in Heart" brings on popular Phil Hiser and Genevieve Norris. His manner wins the crowd and both the waltz and conga numbers are pleasing. Lighting features eight spots of different colors.

Kay Servatius makes her first appearance in "The Grecian Goddess," a production that also includes eight chorus skaters working billowy silk. Left alone, Miss Servatius displays grace, skill and beauty in figure skating and spins, establishing herself as one of the show's best performers.

Buddy Murray, with four girls assisting with the barrels, performs long and high jumps. Then comes "Wharf Scene," featuring Arnold Shoda. His skating, speed and spins are top work. There is a cotton bale setting for a dice game in ice ballet movements. The river jazz changes to "Old Man River" and the lights stay blue as Shoda moves into the main part of the number.

Sharp comedy is developed by Buddy and Baddy in "Two Happy" (Continued on page 52)



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## AUDITORIUMS-ARENAS

### Autry Considers Framing Annie Oakley Arena Unit

By TOM PARKINSON

Gene Autry, who winds up a successful rodeo run at Chicago's International Amphitheater this weekend and starts a string of one-nighters, has welcome words for building managers.

First, he voiced the opinion that high guarantees should be avoided by names and shows.

And secondly, he said that he is giving thought to organization of a second unit to play buildings the present show can't reach on its limited tours or spots that aren't large enough to spell success for the heavier unit.

Autry usually tours in the fall and winter; that's when weather isn't good for film work. He looks for these appearances to pay a profit, but they also are made to bolster his position in TV, movies, radio, record and merchandise fields. The dates are set two to three months ahead, with Herb Green in charge of the advance. Dates are announced five weeks ahead and a press-promotion man is on hand a little later. If the advance sale needs help, the agent stays in the city a full three weeks.

The tour that starts Monday (17) at Joe Givens' building in La Crosse, Wis., was contracted after Autry decided to play the Chicago rodeo, for which he and Harry Baker supply the stock. (They also supply the New York rodeo.) The 21 one-day stands will take Autry back to the West Coast.

In January he will start his winter tour, which is being built around an appearance in Milwaukee for The Journal.

Autry deals with local promoters in each stand, and in smaller cities there often is a tie-in with local clubs for auspices. He has found that clubs are sometimes too fluid to handle and he prefers working with promotion men.

While asking no guarantee, Autry does base his contracts on a somewhat higher percentage than other shows. He believes that an attraction should take part of the gamble, both on its own drawing power and on such factors as weather. This is in some contrast with policies of several arena attractions with which guarantees have caused difficulties.

In the same vein, Autry comes out against high-topped ticket scales. He says \$6 ducats mean families aren't likely to pay out, and he says that his own show works with a few \$3.60 seats, but most reserves are \$2.50 and all youngsters come in for half.

The guarantee and scale policies mean folks can buy tickets and promoters aren't likely to be knocked out of the box. Both situations mean that the town can be played again with success and by other shows.

In describing his booking system, Autry says that letters from auspices and buildings asking for his show are kept and used in making up routes. He finds that it is possible to make almost all of those that have any potential, altho it is difficult to get properly timed dates in buildings.

But Autry carries a heavy show. This one also has Gail (Annie Oakley) Davis, the Cass County Boys, Carl Cotner, a band of six, Audrey Haas, the Four Strongs, Rufe Davis and other acts.

This means that the nut is large and some towns and buildings can't support it. That's where the possibility of a new show enters. It is still in the talking stage, Autry stresses, but Annie Oakley and Pat Buttram may head up a unit that would tour next year and Buffalo Bill Jr. might top another in the future.

## 'Holiday' Big-League Fare

Continued from page 51

Vagabonds." There is an endless series of pratfalls and good business as one clown finds a haven from further tumbles on an island-like cloth sack. This is augmented with falls, splits, walks and carries, all done with a fresh approach and good pantomime to win laughs.

One of "Holiday's" big productions is based on Ravel's "Bolero." Effective lighting combines with interpretive dancing to build this one. Two duos—Jean Sook and Ted Roman, Genevieve Norris and John Dietel—performs different but simultaneous dance impressions under a red hue. A ballet chorus joins and plays up the jungle theme while a prop volcano begins rumbling. In a slow, studied pace the dancers create a rhythm with clashing swords, and the beat is picked up by the changing multi-colors. Bob Saccente, in gold leaf, skates a wild dance, drum bearers appear and the volcano erupts flame. The sword chorus is back and drum-beaters work hard as the volcano becomes more violent. Then circling skaters, the duos under different lights, and the gold dancer skate to the climax, when the volcano erupts with more flame and rumble. It's a big and impressive production.

### Animals Delight

Following intermission, "Noah's Ark" opens with rain over the skaters in animal wardrobe. This number has fresh material despite its theme of the ice field's much-labored idea of cute animals on skates. And its performance is equally fresh. The lyrics are good and the animals include oddities like a crab, an alligator and two-hump camels not usually seen in this sort of number.

Raffloer and Mapes win their ac-

colades for sophisticated skate-dancing in mirror-image fashion. It is symbolized by long, sweeping skating that gives a pleasant rhythm.

"The Seven Little Soys" has a line-up of performers in the role of an old-time vaude family troupe. There is some burlesque and satire on vaudeville, good comedy in a light vein, acrobatics, song and dance in a catch-all production that is fun and utilizes standard ice bits that are effective in small doses and might otherwise have been crowded out. Even Davy Crockett figures in it.

### "Music" Is Major

Another of "Holiday's" major productions is "Music for Americans." This is a package of seven numbers, each interpretive skating to the music of a famous composer, Youman, Gershwin, Rogers, Arlen, Berlin or Porter. Arnold Shoda is assisted by a chorus of eight in black and white wardrobe for "Time on My Hands." "Clap Your Hands" and a jubilee beat are skated by Shirley Winters. Kay Servatius and eight men dance to "Some Enchanted Evening." Jean Cheadle and four men portray the Arlen numbers. Raffloer and Mapes have the Berlin portion. Arnold Shoda and Kay Servatius perform one of the high points of the number, with lifts and carries and intricate skate work to "Begin the Beguine." Skating is excellent.

Climaxing the "Music" production is a Jerome Kern section which is big enough to class as a full number by itself. The chorus of more than 30 appears in white costumes with plumes and fans. To "Smoke Gets in Your Eyes," they skate in formations that are picked

(Continued on page 53)

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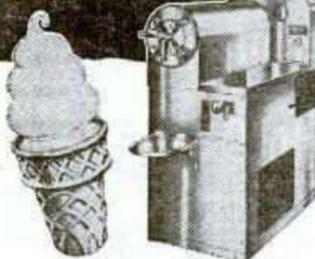
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\$39,000 WORTH

Fire Results In Trefflich Animal Deaths

NEW YORK, Oct. 15.—Twelve animals died in a fire at the Trefflich Animal Shop annex building Wednesday night (5) and owner Henry Trefflich estimated their replacement value at \$39,000. The blaze broke out on the third floor of the building, and while damage to the building itself was not extensive, smoke resulted in the animals perishing from asphyxiation. Lost were four gorillas, four orangutans and four chimpanzees. Two of the gorillas were destined for a zoo in Japan and the rest of the animals were to be shipped out to American zoos. Trefflich said their loss was covered by insurance. The gorillas had come from French Equatorial Africa.

Trefflich valued the animals at \$6,000 each for the gorillas, \$3,000 each for the orangutans, and \$750 each for the chimps.

FRIENDLY

Indians Help '56 Pontiac Dealer Bally

NEW YORK, Oct. 15.—Several New England Pontiac automobile dealers will ballyhoo 1956 models in their showrooms with a troupe of Indians inked thru Abe Feinberg, local booker.

Feinberg thought out the promotion, securing live and authentic counterparts of the car's trade mark—insignia, an Indian head. A teepee and other objects will tend to create an Indian village atmosphere. Each appearance is limited to two days on weekends. Two troupes will be used.

The thought advanced by Feinberg and bought by the dealers is that the kids will lug their parents to the showrooms and the adults will thus be exposed to the new Pontiacs and the salesmen.

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Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- A-1 Am.: Cotton Plant, Ark. Aiama Expo.: (Fair) Sulphur, La. (season ends). Am. Co. of America: Beaumont, Tex., 20-29. Amusements of America: (Fair) Lumberton, N. C.; (Fair) Lancaster, S. C., 24-29. Bayou State: (Fair) Villa Platte, La.; (Fair) Pitkin 25-29. Beam's Attrs.: (Fair) Mebane, N. C.; Jacksonville 24-29. B. & H. Am. Co.: Sumter, S. C. Big Four Am.: Malden, Mo. Big State: O'Brien, Tex. Borderland: Tahoka, Tex., 17-24. Buck, O. C.: (Fair) Laurens, S. C.; (Fair) Carthage, N. C., 24-29. Burke, Harry: (Fair) Crowley, La., 18-23. season ends. Byers Bros.: Lake City, Ark. Capital City: (Fair) Live Oak, Fla.; (Fair) Thomasville, Ga., 24-29. Catlett Greater: Rotan, Tex. Central Am. Co.: (Fair) Marion, S. C.; (Fair) Loris 24-29. Cetlin & Wilson: (Fair) Macon, Ga.; (Fair) Orangeburg, S. C., 24-29. Crafts Expo.: Firebaugh, Calif., 19-23. Drew, James H.: (Fair) Barnesville, Ga.; (Fair) Dublin 24-29. Dudley, D. S.: Brownfield, Tex.; Lamesa 24-29. Dyer's Greater: Tunica, Miss.; West Helena, Ark., 24-29. Fitzsimmons: Hereford, Tex. Franklin, Don, No. 2: (Fair) Port Lavaca, Tex.; (Fair) Alice 25-27. Gem City: (Fair) Albany, Ga.; (Fair) Anniston, Ala., 24-29. Gentsch, J. A.: Greenwood, Miss. Georgia Am. Co.: (Fair) Jackson, Ga.; (Fair) Blakely 24-29. Gladstone Expo.: (Fair) Yazoo City, Miss.; (Fair) Canton 24-29. Gold Medal: Havelock, N. C. Gooding Am. Co., No. 1: (Fair) Circleville, O. Gooding Am. Co., No. 3: (Fair) Pensacola, Fla. Greater Dixieland Expo.: (Fair) Tallulah, La. Hames, Bill: Palestine, Tex. Hammond, Bob: (Fair) Pasadena, Tex., 17-26. Hartsock, Roy: Matthews, Mo. Heih, L. J.: (Fair) Tifton, Ga.; Cordele 24-29. Hill's Greater: Big Springs, Tex. Holly Am. Co.: (Fair) McRae, Ga. Hottle, Buff, No. 1: (Fair) Panama City, Fla.; (Fair) Mobile, Ala., 24-29. Hottle, Buff, No. 3: Farmerville, La. (season ends). Ideal Rides: (6400 E. Washington St.) Indianapolis 17-24. Johnny's United: (Fair) La Grange, Ga.; (Fair) Troy, Ala., 24-29. Kile, Floyd O.: (Fair) Clinton, La.; (Fair) Liberty, Miss., 24-29. King Bros.: Tahoka, Tex. Lane, Leo: (Fair) Brunswick, Ga.; (Fair) Hawkinsville, 24-30. Latin-American: Hebronville, Tex. LeGrand's Am. Co.: (Fair) Callahan, Fla., 19-22. Lone Star: Amory, Miss.; Okolona 24-29. Majestic Greater: Eastman, Ga.; (Fair) Macon 24-29. Manning, Ross: (Fair) Athens, Ga.; (Fair) Trenton, N. C., 24-29. Marion Greater: Pageland, S. C. Marks, John H.: (Fair) Monroe, N. C.; (Fair) Winston-Salem 24-29. Metropolitan: Andalusia, Ala. Midway of Mirth: West Memphis, Ark. Milliken Bros.: Greeleyville, S. C. Mo-Ark: Broseley, Mo.; Clarkton 24-29. Moore's Modern: (Fair) Del Rio, Tex., 19-23; (Fair) Uvalde 25-30. Page & Ferris Combined: (Fair) Bishopville, S. C.; (Fair) Moncks Corner 24-29. Penn Premier: Laurinburg, N. C. Peppers All States: (Fair) Eutaw, Ala.; (Fair) Pascagoula, Miss., 24-29. Prett's Broadway: (Fair) South Boston, Va.; Columbia, S. C., 24-29. Raines Am. Co.: Tallulah, La. Raley Bros. Expo.: (Fair) Chesterfield, S. C.; (Fair) Wallerboro 24-29. Royal American: Jackson, Miss. Royal Expo.: (Fair) Vidalia, Ga. Schafer's Just for Fun: (Fair) Gilmer, Tex., 18-22. Shan Bros.: (Fair) Marianna, Fla.; (Fair) Fort Gaines, Ga., 24-29. Siebrand Bros.: (Fair) Tucson, Ariz. Smith, Geo. Clyde: (Fair) Oxford, N. C.; (Fair) Emporia, Va., 24-29. Smith, Geo. Clyde, No. 2: (Fair) Suffolk, Va. Southern Valley: Alexandria, La.; Rayville 24-29. Stephens, C. A.: Pelham, Ga.; (Fair) Starke, Fla., 24-29. Strates, James E.: (Fair) Raleigh, N. C.; (Fair) Florence, S. C., 24-29. Tassell, Barney: Cheraw, S. C.; McBee 24-29. Tinsley, Johnny T.: (Fair) Easley, S. C. Tivoli Expo.: (Fair) Mansfield, La., 18-22. Virginia Greater: (Fair) Edenton, N. C.; Williamston 24-29. Wolfe Am. Co.: (Fair) Greenville, S. C.; (Fair) Anderson 24-29. World of Mirth: Columbia, S. C., 22-27.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

- Hagen Bros.: Bristow, Okla., 18; Sapulpa 19; Cushing 20; Guthrie 21; Edmond 22; Midwest City 23; Bethany 24; Anadarko 25; Chickasha 26; Waurika 27; Duncan 28; Frederick 29. Kelly-Miller: Philadelphia, Miss., 18; Forest 19; Columbia 20; Picayune 21; Covington, La., 22; Amite 23; Plaquemine 24; Opelousas 25; Bunkie 26; Leesville 27; Center, Tex., 28; Jacksonville 29; Winnboro 30 (season ends). Kelly-Morris: Lumberton, Miss., 20. King Bros.: Moultrie, Ga., 18; Thomasville 19; Valdosta 20; Lake City, Fla., 21; Gainesville 22; Ocala 24; Lakeland 25. Polack Bros. Eastern: Utica, N. Y., 19-22; Baltimore, Md., 31-Nov. 5. Polack Bros. Western: San Antonio 18-23; Harlingen, Tex., 25-29; Little Rock, Ark., Nov. 1-4. Ring Bros.: Fulton, Miss., 18; Okolona 19; Houston 20; Eupora 21; Calhoun City 22; Newton 24. Ringling Bros. and Barnum & Bailey: Beaumont, Tex., 18; Lake Charles, La., 19; New Iberia 20; New Orleans 21-23.

'Holiday' Big-League Fare

Continued from page 52

up by hued spotlights. The color effects on the special wardrobe are unusual and they are shown in combinations and contrasts.

Elaborate chandeliers are brought on. They light up and revolve while the chorus dances in pairs. The number wins extra applause to close the "Music" number after a total of nearly 25 minutes that's all good.

Juggling, Adagio, Comedy

The Half Brothers juggle on the ice but without skates. Eight farmers' daughters serve to introduce Buddy and Baddy and this comedy pair skates in fast tempo until exhausted. Jean Sook and Ted Roman offer "Moods Adagio," that includes lifts and carries, slow motion skating and elaborate swings. "Sidewalks of New York" stars Flip and Flop in a scene that starts with a fruit peddler and cop. The slapstick, with water, involved falls and crab walk, brings laughs. A rear-to-rear approach and jump is good and a pie fight winds it up.

Wrapping up the show is "Winter Mardi Gras." The big line comes forth in ice-green wardrobe and each member carries a huge snowball that bounces. There are drills and formations of bouncing before the balls are combined to form giant snowmen. The giant wheel is performed and leading performers come out for bows.

Strong Finale

The final scene is a winter setting centered by eight girl reindeers and a sleigh, falling snow, 11 large holiday ornaments with

spiralling Strobelight effects for a fine send-off. A nice twist has chorus tossing small snowballs into the audience.

Show is balanced with wide appeal, good skating, fine costumes and music, novel properties and an over-all impression of strength.

George and Ruth Tyson are executive producers. Dolores Pallet, associate producer; Chester Hale, choreographer and staging; Robert MacIntosh, costume design; Paul Summey, orchestrations; Ted Meza, props and sets, and Dong Morris, lighting effects. Skee Goodheart is company manager.

Domed Stadium

Continued from page 49

year's New York showing has been advanced by Ringling execs.

The availability of such a structure might also spark the creation of competitive offerings to vie with the many seen annually in the Garden. The need to provide a profitable seating capacity, while allowing for the greatest distance a baseball can be hit, will necessitate planning the largest clear span structure ever built, Fuller said. No estimate of the cost has been made as yet.

In discussing the plan, O'Malley made the interesting point that Ebbets Field and other New York ball parks are usable for only 65 days a year because of bad weather.

Streamlining Pays

Continued from page 49

most economical and profitable size.

In recent years Jones has taken to using flame-proof canvas exclusively and has had no fire problems. He gets his tops from Anchor.

An adjoining group of seats was put up for Winston-Salem in preparation for overflow business, which was expected to materialize if weather proves favorable today.

The Jones units reflect the Eastern section's highly competitive aspect. They are uniformly large, brilliantly lighted and flashed with a wide variety of merchandise. The park and shore spots were in the path of several severe storms in recent seasons, but suffered no physical damage.

Jones will occupy himself shortly with storing his equipment away in Norfolk, Va., as has been customary, then will likely head for Florida and a winter of relaxation. On his calendar is the National Showmen's Association banquet on Thanksgiving Eve in New York.

Snyder Water Show Set for Aussie Tour

NEW YORK, Oct. 15. — Sam Snyder's Water Follies will tour Australia for about three months this winter. The opening date is set for White City Stadium, Sydney, December 31.

Other sites set include Melbourne, Adelaide, Perth and Brisbane. The troupe will travel by air.

Business Ain't Hay For Canada Arena

CARSTAIRS, Alta., Oct. 15.—A public meeting, attended by farmers and townspeople, decided against renting the Memorial Arena as a storage place for grain. Feeling was that the building would best be used for its original purpose—skating and hockey.

Luseland Rodeo in Red

LUSELAND, Sask., Oct. 15.—The Luseland Board of Trade reported a loss of \$159 on its July 1 rodeo, which was marred by rain. It was the first loss incurred by the rodeo since its inception 15 years ago. The Board of Trade has put up \$3,000 toward the installation of seats in the Memorial Arena.

Ice Shows

- Holiday on Ice, No. 1: Columbus, O., 18-23; Indianapolis 24-Nov. 1; Huntington, W. Va., 2-6. Holiday on Ice, No. 2: Odessa, Tex., 18; Oklahoma City, Okla., 20-23; Peoria, Ill., 25-30; Springfield, Mo., 31-Nov. 3. Holiday on Ice of 1955-'56 (European): Lyon, France, 18-27; 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, 18-26; Quito 28-Nov. 9; Lima, Peru, 11-Dec. 4. Shipstad & Johnson's Ice Follies of 1956: Chicago 18-30; Cincinnati Nov. 2-20.

Miscellaneous

- Al Avalon-Great Raymond Mystery Show: Clareville, Newfoundland, 21-23; Lewisporte 24-26; Grand Falls 27-29; Corner Brook 31-Nov. 2; Stephenville 3-5. Hitler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Dallas 18-23. Hitler's \$35,000 Armored Limousine: Mobile, Ala., 18; (Fair) Citronelle 19-22; (Fair) Blakely Island 24-29. Scott, Tommy, Show: McPherson, Kan., 18; Newton 19; Abilene 20; Concordia 21; Salina 22; Manhattan 24; Ottawa 25; Lawrence 26; Iola 27; Fort Scott 28.

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REWARD \$100.00 REWARD Store Room wanted for November and December in a city suitable for showing my Mechanical City. Room must be 24 ft. front or wider. Jewelry Workers, Novelty Men, Agents and Advance Men, look around you, space can be obtained by you thru the Xmas season. Reward earner must find out rental cost and if city license can be obtained. If building is used by me I will pay \$100.00 reward. Mechanical City is now at the Texas State Fair, Dallas, till Oct. 23. Address: DICK DILLON, Thompson Hotel, E. Liverpool, Ohio.

## 141,802 at Danbury Tho Weather Hurts

**Paid Gate Is Only 11,000 Under 1954  
Despite Heavy Rain on Several Days**

DANBURY, Conn., Oct. 15.—A spell of bad weather, including virtual washouts on two days, trimmed attendance only slightly at the Danbury State Fair. The nine-day annual, which shuttered Sunday night (9), registered 141,802 paid against the record 153,121 paid registered last year.

By mid-week it was apparent that the fair was well on its way to a new attendance record but the needed good weather failed to continue. On Thursday (13) a scant 1,576 passed thru the gates, as

against last year's 13,428, as heavy rains continued thruout the day.

Friday (14) another thousand customers were lost in the over-all count but the big drop came on Saturday (15) when 13,257 paid as against last year's 28,708. Saturday's crowd, more than anything else, pointed up the popularity of the event. The weather, which could only be described as terrible, blanketed the area with heavy rain until mid-afternoon.

### Record Closing

Perfect weather prevailed on closing Sunday (15) and the paid attendance, 38,144, was a record for the day. The previous mark was set last year when 30,033 were recorded. A record single day mark was set on the first Sunday when 43,915 were counted.

Altho the parking areas are excellent and can accommodate several thousand cars, traffic jams resulted on the two record days. Traffic was backed up four to five miles in all directions last Sunday.

While the attendance was 4,000 under 1953 and 2,000 under 1952, the fair still had a highly successful run. Attendance for adults is pegged at \$1.35. The event closes each night at 7. Patrons turn out early, however, with some knocking on the gates by eight.

Stock car racing packed the grandstand on Sunday after drawing a fair audience on Saturday. Admission was charged to the grandstand only on the two Saturdays and Sundays.

## LURE OF CANDY DRAWS MOPPETS AT GREENVILLE

GREENVILLE, N. C., Oct. 15.—Several hundred family groups were lured into the fairgrounds this week by Norman Y. Chambliss' "Candy Man" promotion. Teaser ads for over a week have asked "Who is the Candy Man?" A full page then announced his appearance on a main downtown corner, inviting the kids for free candy. Kids were given lollipops and tickets entitling them to a free bag of candy in the fair office. In many bags were also kiddie ride tickets. Hundreds of the "Candy Man prize tickets" turned up at the office in the hands of moppets wanting their free candy bags.

## Attendance Large At Winston-Salem

**Strong Weekdays Get Annual Off  
Running Under Kingman Leadership**

By IRWIN KIRBY

WINSTON-SALEM, N. C., Oct. 15.—Excellent weather for its opening days sent the Winston-Salem Fair off on a record pace this week, and altho discouraging weather set in on Thursday and Friday (13-14) patronage continued on a high level. It appeared that attendance for the five-day event would be at least as good as last year's.

It was the first event under management of Frank Kingman, who came down from the annual in Brockton, Mass., to succeed Jim Graham. Discussions about the 1955 edition were many, as Kingman had several changes in effect.

Considerable favorable comment greeted the use made of the fairgrounds' new coliseum, which was completed several weeks ago and opened with a week of "Ice Capades." The huge structure contains floor space which permits many commercial displays, and this department was larger than ever. The 6,000-seat building will be in use the year around under Kingman's management.

The fairgrounds were jammed on Tuesday and Wednesday (11-12) and thousands of cars were turned away to circle the neighborhood in search of space. A large

parking field was neatly laid out and graveled and represented a vast improvement over parking of past years. Intention is to pave the area in the near future.

Kingman intensified the grandstand program, installing Sam Nunis' big-car events for the first automobile racing held on the track since the new grounds were occupied five years ago. He was in for afternoon racing Friday and Saturday. On Friday, drizzles occurred in the morning and it remained threatening thru most of the afternoon, with the result that the 3,200-seat grandstand held only some 1,000. It dawned fair and clear today and it appeared that Nunis, dogged by rain on several weekends this year, would pull big business to the track.

Following Wednesday's banner crowd, the attendance and business experienced by most elements on the grounds fell off the next day, due to spotty showers which

(Continued on page 56)

## Jackson, Miss., Gets Weather, Record Crowds

**Royal American Gross  
Climbs 25% in First  
Four of Nine Days**

JACKSON, Miss., Oct. 15.—The Mississippi State Fair here thru Thursday (13), the fourth day of its run, romped at record-breaking pace.

Attendance thru the free gates to that point surpassed any previous year, according to L. M. Dean, secretary. The record turnouts were reflected in the business given the rides and shows of the Royal American Shows. The RAS gross for the first four days topped by 25 per cent that of last year and was well up from the previous peak here.

Grandstand business at night also was higher than last year. A Barnes-Carruthers revue is the nightly grandstand offering.

Contrasting with last year, the weather thru the first four days was ideal. Continued good weather was indicated for the closing two days.

Crop conditions in the area are the best in recent years, and this was mirrored in higher per capita spending on the grounds.

The operation suspends Sunday (16) but resumes Monday (17) with a three-day Negro fair, for which the Royal American Shows and concessions hold over. The Negro fair was introduced last year and operates with several thousand dollars in State aid for premiums.

## 1.6% Gate Drop For Huntsville

HUNTSVILLE, Ala., Oct. 15.—Altho officials of Madison County Fair & Tennessee Valley Exposition here, September 26-October 1, had expected a 15 per cent attendance increase, final figures showed a drop of 1.6 per cent under the mark of 1954, a banner year, said D. C. Finney, general manager. Officials felt that the small decline in attendance, despite excellent weather, was due to the local Sesquicentennial, dates of which closely preceded those of the fair. It was believed that the earlier event took the edge off the fair.

Exhibit departments were filled to capacity and all display advertising space in building was sold. The Buff Hottle Shows were on the midway. In the grandstand show line-up were Jimmie Downey's International Orchestra, John Flanagan's "Stars on Ice," Duraine and Ellis in light opera selections; the Skating Coles, roller skating; Little Miss Marsha, acrobatics; the Wilfred Mae Trio, Aerial Comets and nightly fireworks.

## Canada Assn. Skeds Meeting

QUEBEC, Oct. 15.—The Canadian Association of Exhibitions will hold its 29th annual convention at the Royal York Hotel, Toronto, November 22-23, Emery Boucher, secretary, announced. Four business sessions are scheduled plus tours of the General Motors plant at Oshawa, Ont., and a model stud farm.

Officers include S. N. MacEachern, Saskatoon, Sask., president and James Paul, Edmonton, Alta., vice-president.

Boucher said that all carnival, fireworks and attraction people are welcome to attend the two-day confab.

## SURVIVE THREATS

### Most Northeast Fairs Chalk Up Good Runs

NEW YORK, Oct. 15. — Polio, floods and the threat of hurricanes seemed to blanket many of the fairs in the Northeastern sector, but the annuals mostly came thru in fine style and the season will probably go down in the books as one of the best in recent years.

While it is unlikely that the same degree of success as reported from the West was attained in the East, the net results were generally excellent, albeit they were often tied in with close shaves with the calamities engulfing the area at the time.

Many fairs suffered the loss of one or more days. The fact that they pulled thru to wind up in the success column best points up the fact that interest was generally high and spending freer than it had been for the past several years.

### Extra \$\$ Lost

Still, the loss of these days, while not bogging the fair down in the financial doldrums, probably

meant the loss of thousands of dollars vitally needed for expansion or refurbishing.

Dozens of carnivals, most of them admittedly in need, got well at the fairs. Spending was good at practically all events and rides, in particular, reaped a harvest. Once again the emphasis was not so much on record grosses as it was on good earnings, meaning takes of sufficient size to match the reported stature of the event and justify the cost of doing business.

Grandstands seemed to fare well in that the cries of a decline in interest in this type of entertainment seemed to have simmered down considerably. While there was no sharp increase in business at night shows, except for what could be accounted for by better weather, the downward trend seemed to be halted.

Concession reports ranged all the way from excellent to terrible. This represented no change. Most fairs were pressed for space.

## Arizona State Inks Gaylords For Stageshow

PHOENIX, Ariz., Oct. 15.—The 10-day Arizona State Fair opening here November 4 will feature Atterbury's Sky Kings, Superman and a stageshow with the Gaylords, George Blake, manager, said.

Using the theme "This Is Livin'" suggested by Walt Ditzen, creator of the comic Fan Fare strip in over 200 newspapers, Kids' Day will be observed on the opening Friday with George Reeves, who portrays Superman in the television series, appearing as an added attraction. The Sky Kings will perform on the main avenue twice daily.

Jo and Newton (Carolina) Brunson will present their fourth consecutive "Hollywood on Parade" production on the Plaza stage three times daily. Playing the full engagement will be the Frank Wheeler Marimba Trio; Johnny O'Brien, comic; the Marsellis, acrobatic group; the Marion Rankin Dancers (7); Montyn, balancing, and the Phil Arden Trio. The Gaylords, Mercury records artists, play the last three days as an added attraction, opening November 11.

Crafts Shows are scheduled to play the carnival midway for the eighth consecutive year.

## Closing Day Big At Birmingham; Midway Up 15%

BIRMINGHAM, Oct. 15.—The Alabama State Fair finished its six-day run here Saturday (8) on a powerful note. Attendance for the day was the second biggest for a day in the history of the fair.

The strong finish in part offset the results of an all-day rain Friday (7) that had cut deeply into the normal turnout for the day. And the powerful wind-up put the fair deeply in the black.

Midway receipts for the Amusement Company of America, despite the inroads of Friday's rain, were reported 15 per cent higher than last year. Up until the rains here, the ACA had been running about 22 per cent higher than its '54 ride and show gross.

The night grandstand show—a Barnes-Carruthers revue—lost Friday night's performance to rain. Up to that point, R. H. McIntosh, fair secretary, said, the show had played to slightly more people than last year.

## GOOD RUN

### Fredericton Plans Arena, Grandstand

FREDERICTON, N. B., Oct. 15.—A new arena and grandstand are in the planning stage for the Fredericton Exhibition, it was announced by W. Hedley Wilson, president.

The event, which closed September 10, wound up substantially "in the black," according to Ray Crewdson, secretary-manager. An excellent opening, good weather thruout the week and a strong closing made for the excellent run. Attendance ran around 70,000. General admission went at 50 and 25 cents. The grandstand was priced at \$1 and 50 cents.

A George A. Hamid show played to good crowds thruout the week. Pari-mutuel harness racing was the afternoon feature. The handle on Labor Day hit \$29,600.

The Bill Lynch Shows were on the midway.



FRANK AND VERNA WINKLEY, directors of Auto Racing, Inc., capped a highly successful season recently at Tulsa, Okla., by hosting a large group of IMCA race drivers and their ladies at a banquet in the Longhorn Room of the Western Village Hotel. Trophies were awarded to high point winners in the big car and stock car divisions and special awards were made to several other drivers.

# GREENVILLE NEARING RECORD GATE FIGURE

GREENVILLE, N. C., Oct. 15.—An improvement project involving a compact but modern steel grandstand, plus a race track suitable for auto race, trotting and thrill show use, has been projected for Pitt County Fair here, managed by Norman Y. Chambliss.

Chambliss, owner-manager of the fair at Rocky Mount, N. C., said the Greenville event has grown so in its five years at the new grounds that there is an outside chance the grandstand phase of the project may become a reality during the coming year. The idea has been approved by the sponsoring American Legion Posts at Farmville, Greenville and Aden.

The fair was having a successful week thru Friday (14), with prospects good for hitting 60,000 paid admissions. Colored Day on Wednesday (12) was big, both at the gate and on the Prell's Broadway Shows midway.

Chambliss noted entertainment conditions in the area as encouraging and recalled that a record week was in the making at Rocky Mount, also played by Prell, when rain hit on the weekend. He reported grandstand business for Jack Kochman's presentation, Lucky Dogs, as good on Tuesday of that week.

As envisioned by the fair manager, the new grandstand would hold seats for 3,000 patrons. The new fairgrounds, adjacent to an airport, has virtually unlimited parking facilities.

Promotion work for Pitt County Fair included bicycle giveaways on three kiddie days, with tickets distributed to school systems by the Prell Shows. Awards of \$4,300 in premiums were announced Wednesday at a Chamber of Commerce dinner by Chambliss and his son, Joseph.

A list of 11,063 names for mailings was gotten from the weight-guessing promotion at Rocky Mount. Featured in the exhibits was the champion hog from last year's State Fair at Raleigh, and patrons were asked to submit weight guesses in order to win a \$50 or \$25 prize. The response was excellent, Chambliss reported.

The Aerial Chapmans have been the daily free act here at 5 and 9 p.m., and there has been nightly fireworks shot off by Tony Vitale.

# 200,000 Gate Rings Bell at Spartanburg

SPARTANBURG, S. C., Oct. 15.—One of the Piedmont Interstate Fair's best weeks in recent years drew to a close tonight, with another 200,000 persons estimated to have turned out during the run. School children thru high school age are admitted free thru the week. Sharing in the banner week's business was the Cetlin & Wilson Shows' midway.

Paul Black, president of the fair association, expressed pleasure at the outcome, as did personnel in all elements on the grounds. The opening on Monday (10) drew a good crowd, but Tuesday's business was the best for any weekday in several years, fair people said. Some 30,000 persons jammed the plant and stayed late to build an attendance and spending cushion early in the week.

### Country Store Clicks

Considerable interest was shown in the country store installed between the commercial and arts buildings by Tom M. Craig, secretary-treasurer, with the aid of T. A. (Red) Hyder. Authentic material was transplanted from an abandoned old store at nearby Moore, S. C., and the store was re-created and embellished with humorous signs. In the arts building Mrs. Margaret Moore had the flower show based on the theme Peter Pan. Where a beflowered Merry-Go-Round occupied the center of the floor in 1954, this week a "never land" was created, surrounded by exhibits representing the various aspects of the theme. Attendance was off slightly on Wednesday (12), Negro Day, but gate receipts were down less than \$50 for the day, it was reported. Some rain fell Thursday to discourage attendance and wash out one of the two night grandstand shows, and more rain early Saturday kept crowds away until the afternoon.

### Combo Shows

An innovation which worked successfully this week was the combining of the Jack Kochman thrill show with a Hamid grandstand revue. In previous seasons thrill shows have not gotten in during the fair's evenings, which were occupied by revue productions.

On Monday and Tuesday (10-11) and Friday and Saturday (14-15) the Kochman show was combined twice nightly with the revue. The same program was followed Thursday when Kochman's Lucky Dogs were offered in combination with the revue. The act performed at nine night shows since one of the Thursday programs was rained out.

Stock car races booked in for Saturday afternoon were called off because of rain and were rescheduled for Saturday (29). They are promoted by Joe Littlejohn and are NASCAR-sanctioned.

The night grandstand program reportedly grossed close to five figures, representing a healthy increase over the experience of past seasons. Acts in the revue included the Hal Sands Manhattan Rockets, the Flying Marilees, the Tuckers (trampoline), Smetner's perch act and Andy's Dogs. On the big Tuesday there were two full houses in the grandstand, which seats 2,000. Thursday's single show brought out some 1,500, on Friday there were a near sellout and a three-quarters house, and two three-quarters houses attended on Saturday. Night admission was \$1 for adults and 50 cents for children.

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## 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 Pearcey.
  - Crestview—American Legion Harvest Fair. Oct. 3-8. J. D. Wingard.
  - Dade City—Pasco Co. Fair Assn. March 1-10. H. A. Grutzmacher, Box 248.
  - DeFuniak Springs—Walton County Fair. Nov. 10-12. H. O. Harrison.
  - De Land—Volusia County Fair. March 9-10. Lee Maxwell.
  - Delray Beach—Florida Gladiol 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.
  - Fannin Springs—Suwannee River Youth Fair. Oct. 18-19. 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. 7-11. Quentin Medlin.
  - Jacksonville—Greater Jacksonville Ind. & Agr. 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.
  - Marianna—Jackson County Fair. Oct. 17-22. Reuben Mohs.
  - Miami—S.E. Florida & Dade County Youth Show. Jan. 25-29. P. K. Price.
  - Orlando—Central Florida Fair. Feb. 20-25. C. T. Bickford.
  - Palatka—Putnam Co. Fair & Youth Show. Nov. 7-12. Hubert Maltby.
  - Palmetto—Manatee County Fair. Jan. 23-28. W. B. Kendrick.
  - Panama City—Bay County Fair. Oct. 17-22. D. C. Suggs.
  - Pensacola—Pensacola Interstate Fair. Oct. 17-23. J. E. Prenkel.
  - Plant City—Hillsborough Co. Jr. Agr. Fair. Dec. 1-3. D. A. Storma.
  - Punta Gorda—Charlotte County Fair. Jan. 16-21. Harry Jack.
  - Quincy—Gadsden Co. Tob. Festival & Fair. Oct. 13-15. Fred Brinkman.
  - Sarasota—Sarasota Co. Fair. Jan. 23-28. Geo. W. Potter.
  - Tallahassee—North Florida Fair. Oct. 25-29. Lloyd Rhoads.
  - 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 20-25. O. C. Belott, 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.

## Chase City Week Opens In Big Way

CHASE CITY, Va., Oct. 15.—A good week has been building for the Mecklenburg County Fair here, under guidance of manager Garland Moss, and expectations are that attendance will easily surpass that of last year's edition, which was clobbered by Hurricane Hazel on its closing days.

Turnouts were big early this week, and the optimism in the fair office was shared by Johnny Denton's Gold Medal Shows on the midway. Monday (10) opened just fair, as has been the case for this event in the past, but Tuesday drew a large children's crowd and the grounds were well populated by nightfall.

Moss had a good smattering of entertainment booked in for the grandstand, including daily Hamid free acts. Jerry Lipiatt produced donkey sulky racing on four days. The Irish Horan thrill show was in on Monday (10) and Wednesday (12) nights.

Space in the exhibit buildings was sold out early this season, and the facilities for agriculture and livestock exhibits were also full. Moss advertised the fair with newspapers, billboards, bumper strips, and two radio stations.

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## 250G Fire Hits Seaside, Va., Beach

Big Funspot Is Virtually Wiped Out; Greenspoon, Cooper Plan to Rebuild

VIRGINIA BEACH, Va., Oct. 15.—Fire virtually wiped out Seaside Park here Tuesday night (11). The blaze, which took hours to control, caused damage estimated as high as \$250,000, a part of which was insured.

Jack Greenspoon, co-owner with Dudley Cooper, said that the Greenco Corporation would rebuild the destroyed section and re-ramp the remainder. The replace-

ment cost will run to about \$300,000, it is estimated.

Cooper, en route to Europe on vacation, was not aware of the loss. He was due to dock in Southampton, England, on the S. S. Liberte yesterday. His son, Joel, helped Greenspoon survey the damage.

### New Section Escapes

The new section, in the south end of the park, which houses the Merry-Go-Round, a dance hall and a gift shop, were saved by the firemen who battled thru the night.

The older section, containing most of the rides, including many which had been dismantled and placed in storage after the Labor Day closing, was totally destroyed.

Fifteen concession units, the park office and Doc's Tavern were also destroyed. Major losses included the Roller Coaster, Ferris Wheel and a new set of Dodgem cars which had been received after the park closed and which were to be used next year for the first time.

### Flames Spread

The fire started about 7 p.m., apparently in the centrally located office area in the block-long building. The flames, fanned by brisk wind, spread out rapidly to engulf the whole structure.

Walls on the ocean-front side of the building collapsed first and then the roof. Almost an entire block was covered by the building on Atlantic Avenue between 31st and 32d streets.

Mr. and Mrs. Herbert Lee Gallop, park cartetakers who live on the property, were attending a movie when the fire broke out.

Greenspoon said that \$100,000 worth of insurance was canceled out at the time he and Cooper bought out their associates several years ago.

Greenspoon also said that the corporation plans to erect a motel on the north end of the property which is vacant.

## A GRIND

### Philly Kidspot Tries, Nixes Winter Play

PHILADELPHIA, Oct. 15.—At least one Kiddieland, Playland, will shutter completely with no thought of squeezing in weekend operation during the winter months.

The funspot, located on the boulevard in the well-off North Philadelphia area, was built several years ago and is operated by John Quinn and Jack Essner.

Essner said this week that the weekend operation put into effect when school started would be discontinued. He said the return was not worth the effort.

The park, completely paved, is workable in virtually all kinds of weather. Additionally, it is situated in the middle of some of Philadelphia's biggest housing developments. While these factors would seem to give them a distinct advantage over many Kiddielands in prolonging off-season activity, Essner said it was deemed best to operate on a strictly seasonal basis.

## CONKLINS REPORT

### Closing of Sunnyside Leaves Toronto Open

NEW YORK, Oct. 15.—Toronto, with a million and a half people in its metropolitan area, will be without an amusement park for the first time in years this spring.

Sunnyside, which has been precariously clinging to one-year leases and, finally, to pacts providing 60-day cancellation clauses, is definitely thru, at long last. A multi-lane super highway has been surveyed right thru the property.

J. W. (Pat'y) Conklin, Canadian impresario, and his son and aide, Jimmie, mused over these facts here this week. A new major funspot, presented in a modern manner, would earn "millions," they said. The senior member expressed little interest in tackling another major undertaking. But skepticism was in order since his offspring, just barely old enough to remember such things, noted that his dad had "retired in 1946."

### Conklins Buy Units

Much, if not most, of the principal physical equipment at Sunnyside has been bought by Conklin

and is presently in storage. Conklin would have little difficulty in putting together more than a substantial nucleus of a major funspot, if he so desired.

Jimmie operated successfully this year for the first time a Kiddieland located on the lake shore and across the street from Sunnyside. The operation was purely experimental since the property is owned by the city and only a short-term lease was secured to begin with. The future of this operation is undetermined, perhaps because it is contingent on the possibility of a full-scale operation.

Nothing has developed from the rumors, reports and suggestions that an amusement park be built around the nucleus of the major coaster installed a couple of years ago by the Conklins on the grounds of the Canadian National Exhibition. Conklin said he had done nothing to develop such a possibility. The Conklin fun units at the Exhibition handle an impressive \$500,000 in the two-week operating period.

### Natural Area

In Conklin's opinion there isn't a better site on the continent for an amusement park than the Toronto area. Miles of beautiful lake front assure the acquisition of an excellent site which the Conklins judge should be some 8 to 10 miles from town.

New high-speed highways, similar to the one which spelled the end of Sunnyside, are in the building and planning stages. These would mean easy accessibility to any new funspot, if properly located.

Building a new spot would also make it possible to plan for adequate picnicking and parking facilities, both of which were lacking at Sunnyside.

Altho his dad soft-pedaled his personal interest, but not his enthusiasm, Jimmie has his mind filled with plans that spell success for such a venture. The fact that he did not return to school this fall could mean a desire to see if he could make those plans work.

## Winston-Salem Pulls Crowds

• Continued from page 54

started coming down regularly around 9 p.m. to break up whatever activity there was.

Promotion for the event was handled capably by Richmond Cox, World of Mirth Shows publicist, who arrived six weeks ahead of the fair and worked right on thru. Advertising was sprightly and capitalized on the new coliseum as a leading attraction. Press coverage, stimulated by interest in Kingman's first year at the reins, was heavy during the run and favorable for the most part.

The Daily Journal carried running accounts of comments by exhibitors on some of the new practices. The management, for example, instituted a requirement that is customary in the fair business, but which smacked of red tape to farmers in the Northwest part of the State, unaccustomed to any type of formality. Whereas they were free in former years to turn up unannounced at the fair up to the final day their exhibits were to be shown, this year a September 18 closing date was set for

signifying intention to exhibit.

It was noted also that the former method resulted in some confusion in the past, and that this year the necessary spaces were set up and waiting for displays which were placed as fast as they arrived.

A tighter gate policy was put into effect, with fewer passes issued. It was noted by the management that in former years many free admissions were promoted for undeserving friends of exhibitors. In justifying some of the new policies the fair noted that if it is to be a financial success, some controls have to be exercised where in previous years there were none at all. It was agreed locally that the tighter gate was justified as a business measure and that exhibitors would come to recognize the situations which forced the installing of basic regulations.

The fair, in a public statement, pointed out that in the scope of efficiency it had to make inventories and plans on the number of exhibits, so that cases, tables, shelves and other necessary arrangements could be made prior to the arrival of exhibits.

In addition to the Numis race days, the grandstand offered a nightly Hamid revue, with fireworks by Tony Vitale, the Jack Kochman thrill show on Thursday afternoon (13), and harness racing on Tuesday and Wednesday (11-12).

Some \$50,000 in purses was offered on the two horse race days, trimmed from three this year to allow for the two days of big-car racing. Attendance was big for the horse events and a track one-mile record was set Wednesday at the \$10,000 Will Reynolds memorial stakes. The thrill show drew a fair house and Hamid revue business benefited from the big turnouts of Tuesday and Wednesday.

More than \$15,000 in exhibit premiums was offered this year.

Commendable features this year are the arrangements of commercial exhibits in the coliseum, the wide promenade leading thru the World of Mirth Shows' midway between the coliseum and grandstand, the farm machinery exhibit flanking this new walkway, and the free kiddie zoo exhibit located near the children's rides.

## Equip. Market

• Continued from page 51

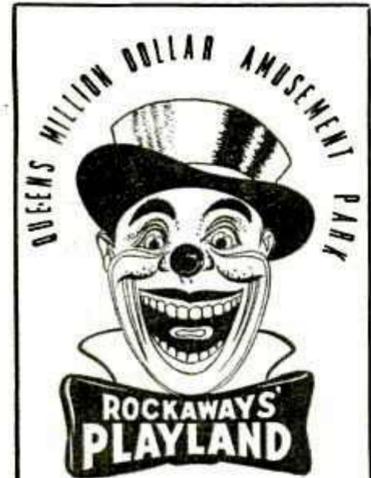
Merry-Go-Rounds, an ornate type of Ferris Wheel, and other rides, but also make a number of token-award arcade machines and other items. They also have interests in, or operate rides, machines and concessions, in Copenhagen parks (Tivoli, Dyrehavsbakken and Damhus Tivoli), as well as in other cities of Denmark and Sweden, and place some of their rides in Germany and other near-by countries. They also import some rides and coin machines from Germany and other countries.

Another Copenhagen showman, operating along similar lines, is Poul Kristensen, who this past summer has been operating a battery of four Seeburg "Bear Hunt" target machines in Copenhagen's Tivoli. He has made a number of very sturdy trackless miniature trains, two of which he operates in Tivoli, while another has been operating in the Skansen open-air museum in Stockholm, Sweden. Kristensen also turns out good midget autos and other kiddie rides, which he operates in Tivoli during the park season. Currently all of his trains, rides and coin machines are doing very good business in the section of Tivoli where a part of the British Exhibition, September 29-October 16, is installed. He also operates in Gothenburg and Eskilstuna, Sweden.

## Conn. Steps Up Ballyhoo

HARTFORD, Conn., Oct. 15.—Governor Ribicoff this week named a 22-member vacation advisory council, including Anthony N. Pera, general manager of Ocean Beach Park, New London, to work with the Connecticut Development Commission in promoting the State's resort and vacation facilities.

A budget of \$180,200 was approved as a supplemental appropriation for work in the field. It will cover advertising, promotional literature and motion pictures and participation in travel shows.



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## Sullivan Inks B Loop; Crawshaw Books Two

Fair Circuit Pared to 14 Events  
As Moose Jaw, Lethbridge Exit

SASKATOON, Sask., Oct. 15.—J. P. (Jimmy) Sullivan's World's Finest Shows will again provide the midway attractions at the Canadian Class B Fair Circuit in '56, a loop that this week lost two members. Midway contracts at the two fairs that withdrew from the circuit, Moose Jaw, Sask., and Lethbridge, Alta., were awarded Gerry Crawshaw's Royal Canadian Shows.

At the fall meeting of the Western Canada Fairs Association here Monday (10), Lethbridge and Moose Jaw announced their withdrawal from the Class B fair circuit because of dissatisfaction with dates assigned them. The annuals were classified as two of the "big ones" on the 14-stop loop.

The Sullivan organization had

## Royal American Eyes 25% Rise In Jackson Biz

Kiddieland Given Strong Early Play In Nine-Day Stand

JACKSON, Miss., Oct. 15.—Following a record-breaking six-day stand at the Arkansas Livestock Show, Little Rock, the Royal American Shows appeared well on its way here this week to another new midway record at the Mississippi State Fair.

Thru Thursday (13), the fourth day of the run here, the RAS rides and shows were racing far ahead of last year. Walter Devoyne, show treasurer, estimated that if the pace continued thru the close the final count on ride and show receipts would surpass that of last year by 25 per cent.

The fair is divided into two sections, with a six-day run for white people to close tonight, and a three-day run for Negroes to start Monday.

Weather thru the first four days was ideal, and the forecast for the remaining two days of the first six days was for continued good weather.

Highlight of the first four-day period was the strong play given the Kiddieland. "Danny Danielson's boat ride turned in the biggest business it had experienced over the show's route this season. The Larry Davis pony ride was among the kiddie units that shared in the bumper business.

The Royal American Shrine Club and the Jackson Shrines were joint hosts to underprivileged children Wednesday (12), treating them to rides, shows, refreshments, food, novelties, etc.

## Fairs Satisfactory For Marks Midway

WILSON, N. C., Oct. 15.—The John Marks Shows, playing this city's annual fair, has been racking up a season which its veteran owner notes as not sensational but satisfactory nonetheless.

Business has been fine when permitted by weather, Marks observed, and his area's residents have not been unduly short of spending money. Like many other shows, however, the Virginia-based outfit has been dogged by weekend showers which have hampered operations.

The Marks midway at this date presented an impressive array of

the circuit for the past seven years with the exception of 1954, when Johnny Denton's Gold Medal Shows snagged the contract. Only other active bidder for the circuit was Model Shows of Toronto. A letter was on hand from Cetlin & Wilson Shows but was withdrawn when it was announced that the loop had been pared to 12 fairs.

Royal Canadian Shows have been operating out of Vancouver for some 30 years with George Crawshaw at the helm. He serves as president with his two sons, Gerry as manager and Dick as assistant manager. The show's route for years has been in British Columbia, Alberta and Saskatchewan where it played small fairs, still dates and stampedes. The past season it carried nine rides and no shows. Next year it will have 14 rides and four shows, according to Gerry Crawshaw.

For six years, Royal Canadian has played the Swift Current, Sask., Frontier Days celebration and this will be tied in with the two new fairs. Route for next July will be Swift Current, July 2-4; Moose Jaw, July 5-7; Medicine Hat, Alta., July 19-21, and Lethbridge, July 26-28.

## Weiss Ends Tour, Returns To Miami

MIAMI, Oct. 15.—Martin M. Weiss, executive secretary of the Miami Showmen's Association, last week concluded a lengthy road trip in behalf of the organization.

Weiss reported a successful trip. Several dozen organizations were contacted, as well as innumerable persons active in the outdoor field.

A number of members have already finished the season and are putting in an appearance at the club. The first meeting is scheduled for November 7 and Weiss is already setting up a full schedule of activity to begin with that date.

## Greenville Builds Big for Prell's

GREENVILLE, N. C., Oct. 15.—A mixed season for Prell's Broadway Shows has resulted from weekend weather woes, but a banner week at Pitt County Fair here is erasing remembrances of the disappointing spots. Business was good thru most of this week, with Wednesday's (12), Negro Day, pulling a huge crowd to the grounds.

Off-weeks have been few, since the show has been fortunate in

back-end equipment, and its rides were sharply painted. Concession row, presided over by Harry Schreiber, has been doing fair business in keeping with that of Owner Marks' rides and shows. Schreiber scheduled a jamboree this week for the Miami Showmen's Association.

With the season's closing only a couple of weeks away, Marks has been benefiting from the unique transportation system he first undertook 15 years ago. He estimated the savings over this period as considerable in time, efficiency and rolling stock, and said the system

(Continued on page 62)

## 'WATERS' BAGS \$13,687 AT LITTLE ROCK

LITTLE ROCK, Oct. 15.—"Dancing Waters" turned in a whopping \$13,687.60 six-day gross on the Royal American Shows midway at the Arkansas Livestock Show which closed here Saturday (8).

The gross was one of the biggest bagged by the unit in its two years with the Royal American Shows and is doubly impressive because the appearance was a repeat for the water show here.

In '54, the unit also enjoyed thumping patronage here, running up a gross that topped the \$10,000-mark. Credit for the sock business was given to Clyde Byrd, fair secretary, who pulled out all stops in advertising the appearance of the show.

## Va. Dates Winners For Gold Medal

CHASE CITY, Va., Oct. 15.—Johnny Denton's Gold Medal Shows was rolling up a big week at the Mecklenburg County Fair here, recouping in part the grosses which have been disappointing at many spots this season. A large front end was in operation, containing more units than have been seen at the grounds in several years.

Denton, his broken left arm in a sling, was still very much in evidence on the lot despite his handicap. The accident took place last week at the Petersburg, Va., fairgrounds, when he stepped back over a motor while guiding a show truck.

A healthy reserve built up during last year's lush tour of Canadian Class B fairs came in handy this season, when weather and local economic hardships curtailed the show's business. Pennsylvania, where a half-dozen fairs were played, did not produce up to expectations, with the biggest disappointment coming in Red Lion, with show people reporting the date did not have the potential to

support the Denton organization. Good weeks were scored in Anderson, Rutherfordton, and the West Virginia State Fair in Ronceverte, with Petersburg also being satisfactory despite rainfall on Saturday (8). The show was looking ahead to a promising still date promoted by Dave E. Fineman, legal adjuster, at the Cherry Point Marine base, to further erase the early season deficits.

## Dallas Rides, Shows Run Ahead of 1954

Games Register 33% Increase; Food, Novelties Top Last Year

DALLAS, Oct. 15.—The midway at the 1955 State Fair of Texas showed increased receipts over last year in virtually every department this week, according to Fred Tennant Jr., fair's midway superintendent.

Tennant reported thru Wednesday (12) food concessions were up, rides up despite the Skywheel tragedy Tuesday (11), games up almost 33 per cent, shows up and novelties doing very well.

The Dowis Skywheel was dismantled and removed from the fairgrounds Thursday night (13) after engineers had thoroughly examined the device to ascertain the

reason for a seat falling Tuesday, resulting in the death of one girl and injuries to three others.

The wheels' spot on the midway was taken over by the new Scrambler ride, which had been immediately adjacent to it, but not in the choice corner spot next to the midway entrance where the giant wheels had been located.

Cliff Wilson, who has the contract for nearly all the midway shows, reported grosses were holding up well with the big weekend still ahead. Charlie Taylor's Cotton Club Revue was topping the list of shows followed by the Casino gal show, the circus Side Show and Ronnie and Donnie, Siamese twins. "Dancing Waters" brought in by Clarence Linz, who also has "Ice Capades," was pulling its usual good crowds.

All operators and concessionaires were looking forward to the fair's middle weekend when crowds of upward of 200,000 were expected to flock to the fair on each of the big days, Friday, Saturday and Sunday.

## Gooding Gives Columbus, Ga., 26% Increase

Final Count Puts Atlanta Gross at Record \$138,200

COLUMBUS, Ga., Oct. 15.—Gooding Amusement Company enjoyed better-than-'54 ride and show receipts here thru Thursday (13), fourth day of the six-day Chattahoochee Valley Fair.

The gross to that point was reported 26 per cent higher than last year. Hal Eifort, in charge of the Gooding operation here, said. Factor in the increased business was the fair's strong attendance, up about 10 per cent over last year.

Tio Zachini's dark ride experienced exceptionally good business, registering several better than \$1,000 grosses during the first four days.

The Gooding unit moved in here from Atlanta, where it registered a new record gross for the Southeastern Fair. Its take of \$138,200 after State taxes contrasted with the previous peak of \$110,612 set by another show in '46 and last year's take of \$84,068, also turned in by another show.

## Fresno Ahead of '54 For Crafts 2 Units

Crafts 20 Big Shows and its sister organization, Crafts Exposition Shows, joined forces here for the 10-day Fresno District Fair, where they racked up grosses that topped those of last year. Altho per capita spending was down, attendance was up on an average of 2,000 each day.

Biggest spending days were Tuesday and Wednesday (4-5), both kid days. The five Ferris Wheels were top money winners with long line-ups waiting to ride on the two big days. Crafts also had five Merry-Go-Rounds in operation. A total of 40 rides were set up, 20 major and a like number in the Kiddieland. Two live pony rides were included. Leaders on the back end were McAskill's Girl Show and Harry Byrant's Arcade.

The number of shows and concessions were off due to the fact

that two other major fairs overlapped which made it impossible for some operators to get here in time for the opening. Cecchini & Levaggi, who usually take most of the real estate here, were unable to make it, due to the conflict with Pomona. With less competition on the front end and bigger attendance, quite a few concessionaires reported grosses comparable to the lush postwar days.

### Few Eateries

Warren McManus canceled out his cookhouse due to illness, and the Jimmy Lynch Enterprises had the only major eatery on the grounds. Smaller outfits were brought in by Whitey Wanish and LeRoy Wicks. The latter reported Fresno was their best fair in four seasons. G. O. Wheeler topped the snow cone outfits.

Thursday (6) was Pacific Coast (Continued on page 62)

(Continued on page 62)

# ARIZONA STATE FAIR

PHOENIX

NOV. 4 TO 13 INCLUSIVE

10 BIG DAYS AND NITES INCLUDING ARMISTICE DAY—10.

NOW BOOKING SHOWS AND CONCESSIONS

No exclusives except Foot Longs. Space \$15.00 per foot. Uptown location. Plenty parking space.

**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.**

# EXPOSITION AMERICA'S

SAN ANTONIO, TEXAS—OCTOBER 25-30

**CONCESSIONS**—Can place Cookhouse, Long and Short Range Galleries, Photos, Stock Concessions of all kinds.

**RIDES**—Want Rock-o-Plane, Scooter, Looper, Kiddie Train.

**SHOWS**—Monkey Show, Snake Show, Motordrome or any worthwhile shows.

**Address: ALVIN VANDIKE, VICTORY EXPOSITION SHOWS**

231 Kendelia Ave.

San Antonio, Texas

## ORANGEBURG COUNTY FAIR

OCT. 24th TO 29th INCLUSIVE, ORANGEBURG, S. C.

## WARE COUNTY INDUSTRIAL FAIR

OCT. 31st TO NOV. 5th, WAYCROSS, GA.

Followed by

**GREATER JACKSONVILLE FAIR, LOCATED 'GATER BOWL, JACKSONVILLE, FLA.**

NOV. 9th TO 19th INCLUSIVE

**CAN PLACE** all legitimate Merchandise Games of skill. Will also place all Eating and Drinking Stands.

**CAN PLACE** Experienced Ride and Show Men in all departments. This is a Union Show covered by Union Welfare benefits.

All address this week

**Cetlin & Wilson Shows** SPARTANBURG, S. C.

## COLQUITT COUNTY FAIR, MOULTRIE, GA., OCT. 24-29

Followed by

## DALE COUNTY FAIR, OZARK, ALA., OCT. 31-NOV. 5

**CONCESSIONS**—Hanky Panks, Prize-Every-Time Games of all kinds, Water Games, Coke Bottles, Balloon Darts, High-Striker, African Dip, Age and Scales; 6-Cat and Buckets, if you have Hanky Panks to go with same; Grab, Auction Sale, Pitchmen and Demonstrators of all kinds or any legitimate Merchandise Games or Direct Sales.

**SHOWS**—Can place any Shows with own equipment that cater to ladies and children.

**HELP**—Need Help in all departments. Must be licensed semi drivers. All address

**C. C. GROSCURTH, BLUE GRASS SHOWS**

Fitzgerald, Ga., this week

# RALEY BROS.' EXPO.

NO GRIFT ANYTIME

Two Great Fairs Combined Into One—Colleton County White and Colleton County Colored Fair, Walterboro, S. C., October 24 to 29; Six Big Days and Nights. This Fair Formerly Played by Railroad Shows.

Place one more Free Act. Prefer High Pole Wire at once. State all.

Place any family-type Grind Shows. No Bally Shows allowed here.

Place any Stock Concessions and Eating Stands. No exclusive.

Beaufort County Fair, Beaufort, S. C., to follow. Payday for 20,000 Marines at Parris Island. Chesterfield, S. C., this week.

**HAROLD RALEY, Mgr.**

**ESTHER RALEY, Secy.**

**FRANK DICKERSON, Gen. Agt.**

# MIDWAY CONFAB

Victor Palmer, billposter and Funhouse operator, closed a successful season with the Morris Hannum Shows in New Holland, Pa., and returned to his home in Gettysburg, Pa. . . . Donald L. Prevost, former concessionaire and Wildlife Show operator, is now in the Army and would like to hear from friends. They may address him as follows: Pvt. Donald L. Prevost, 16494700, H & S Company, 91st Engr. Bn. (c), Fort Belvoir, Va.

William R. Tucker is confined to Jackson Memorial Hospital, Miami, as the result of a stroke suffered a week ago.

Prof. J. W. Blair has joined Shan Bros.' Shows for the remainder of the season with his magic and Hollywood Puppets. . . . A surprise birthday party was given John B. Davis, manager of Southern States Shows, recently to celebrate his 66th birthday. Party was given by his wife, Pearl, who was assisted by Mrs. L. H. Hardin. Eddie Gordon and L. H. Hardin acted as emcees. Those who attended included Mr. and Mrs. Chuck Staunko, Jim and Effie Thompson, Marge and Buck Fellows, Lee and Ilene Hart and daughter Nancy, Mr. and Mrs. Ford Smith, Pat Smith, Mr. and Mrs. W. R. Turner, Attis and Judy Warron, Mrs. L. E. Collins, Aunt Sis Estry, Mrs. John Kettle, Mrs. Jeanette Heller, Diana Carnwell, Bill Frazier, A. O. Stuart, Jack Carpenter, Al Fetchett, Gail Yoder, Mr. and Mrs. Jimmy Deal and daughter Pam, Roy Carey and Hamburger Joe.

K. E. Simmons, of the Fresno (Calif.) Bee, visited the Crafts' fun zone at the Fresno fair where he renewed acquaintances with Frank Warren, George Kotorakos and Vincent Kuropatwa. Also stopping off were Mrs. Rachael Freedman and daughter. They visited Steve Freedman who had the footlong dogs. Mrs. Freedman's parents, George and Etta Kotorakos, entertained her while she was there.

## ACA Gets Good Weather, Biz At Montgomery

MONTGOMERY, Ala., Oct. 15.—The Amusement Company of America caught good weather and matching business at the Southern Alabama Fair here thru Thursday (13), fourth of its six days.

Ride and show gross for the four-day period was almost double that for the like period last year when another show played the fair.

The fair, now in its second year, had 35 per cent greater attendance in the first four days than it experienced in the corresponding days last year, according to John Graves, fair secretary.

## Marie Quinn Succumbs in Philadelphia

PHILADELPHIA, Oct. 15.—Marie Quinn, active with her husband, John, and his partner, Jack Essner, in the operation of many carnival-bazaar events in the metropolitan area, died here Thursday (13). Her age was 57.

Mrs. Quinn was known to many Eastern concession operators and showmen since she operated family units in conjunction with the annual circus date here which is controlled by her husband and his partners.

Besides her husband she is survived by three children, Collette, Mary and Marguerite.

The funeral will be held from the Fleuhr Funeral Home, Cottman and Roland avenues, Monday (17).

C. C. (Specks) Groscurth, owner of Blue Grass, and Ted Cole, bingo op, stopped off to see the James H. Drews at Murphy, N. C.

Bob Morrison is back in Detroit from Los Angeles to supervise a number of fall events he is promoting. . . . Fred Silber, head of the Ferndale, Mich., carnival supply house bearing his name, was released from a hospital Sunday (9). . . . Charles Westerman, former Detroit midway supply man, is confined to the Battle Creek (Mich.) Sanitarium. . . . Joseph Crognale, concessionaire, who suffered chest injuries at the Michigan State Fair, is back in circulation.

After closing recently with the 20th Century Shows in Waco, Tex., Clarence and Madge Thomas and daughter Kathy are vacationing in Monterey, Mexico.

## RAY BACK

# Dominican Shipping Plan, Dates Are Set

WINSTON-SALEM, N. C., Oct. 15.—A contract for transporting shows, rides and concession equipment to the Dominican Republic World's Fair has been signed with the Buell Steamship Company.

George A. Hamid, managing director of the event, said the ship would be loaded in Savannah, Ga., and leave from that port on November 9. Personnel will leave from Miami November 15 on the liner Evangeline, owned by the Eastern Steamship Company. Arrangements have been made to transport automobiles and small trailers on the passenger boat.

John C. Ray, designer of the fun zone, returned from a survey of the fair site this week. He met with Hamid; Bernard (Bucky) Allen, manager of the fun zone; Phil Cook, secretary of the operating group, and Frank Bergen, owner of the World of Mirth Shows, whose organization is furnishing much of the riding equipment.

As a result of Ray's studies equipment slated for the Dominican event has been increased from 34 to 47 wagons. This does not include concessions or straight sales.

Names of participating concessionaires and their units are expected to be released in about a week.

## PARAKEETS

New Low Special Price for the Fall **90c** EACH

Shipped Daily—F.O.B.

**Durkee's Bird Farm**  
8967 E. Gallatin Rd. Pico, Calif.  
Phone: OXford 9-5210

## Thank You AL DEL FLORE

Owner  
Del Flore Amusements  
For your Buick Roadmaster purchase.  
"Save Money With Johnny"

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Allentown, Pa.  
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## FOR SALE

24 ft. closed Van, with all concessions. Good 20"x40" Show Top, very good Chev. Tractor, GM Diesel, 65 kw. Light Plant, like new, in good closed Van Trailer; 440 gal. Tanks, panel Switch Board, Switch Boxes, Junction Boxes, new Cable; very good Dodge Tractor. Quick cash sale give-away prices. All or separate.  
P. O. Box 433 Melbourne, Florida

## SEARCHLIGHTS

Brand-new Sperry and G.E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$300, including tires. Brand-new Generators, still crated, 16.5 kw., \$600. Complete Burner Heads, \$100 a set.

**J. PILE**

825 Becker Road Glenview, Ill.  
Glenview 4-1240 or Mulberry 5-3510

## Serfass Notes Okay Tour; High Point Disappoints

HIGH POINT, N. C., Oct. 15.—Lloyd Serfass has again been making a pretty good thing out of minor fair dates along his route, and will go into the barn at Henderson, N. C., with few regrets for the past season. His Penn Premier Shows, appearing at the fair here, have played dates of about

equal potential, many of which have paid off.

Serfass claims his booking practice allows him to avoid the common situation of a show pointing up toward the big ones. The 1956 route has developed during the fair season, with the result that repeat dates will again form the nucleus. Only a few blank weeks remain to be filled, and Serfass expects to take care of these at the Pennsylvania and North Carolina fair meetings this winter.

The front-end operations looked over by Buster Westbrook have reportedly been earning money at a steady pace. This year's trek has been notably good at fair dates in Fredericksburg, Va.; Bridgeton, N. J., and Indiana, Pa., and the poor ones, of which there have been a few, have not hurt the show to any great extent. Ill-timed rains have not helped, Serfass reports. "But we've always bounced back."

Serfass said the Boxall bingo unit he carries has put in a fine season, doing business at the weak spots to help tide the organization over. Ahead, on the route, lie Laurinburg, N. C., and the finale at Durham.

For High Point, where a disappointing week was shaping up, Penn Premier was in an obscure location with very little parking space in the neighborhood. Small confines of the lot forced an awkward layout to be employed, with rolling stock and other vehicles having to be held over in full view on the lot. This prevented the usual eye-catching display of rides and shows being employed.

Show units consisted of the Motordrome, Red Crawford; Funhouse, William Straus; "Fantasy" and Variety Club; "Auggie Dentinger; Side Show, Wild Life and Snake Show, Jeffries; Monkey Speedway, Red Crawford, and Unicorn Show, Doc Cormier. The monkey unit was added three weeks ago.

A dozen kiddie rides were up, in addition to the two Ferris Wheels, Chairplane, Octopus, Tilt-a-Whirl, Rolloplane, Merry-Go-Round and Coaster.

### FAIRS OKAY

## Strates in Spruce-Up For Raleigh

DANVILLE, Va., Oct. 15.—The preparations being made for next week's big one at Raleigh were easily evident here on the James E. Strates Shows. Rides were spruced up and show fronts put in top condition for eye appeal. Publicity, handled by Starr De Belle, broke early in Raleigh, with frequent mentions of the "Dancing Waters" attraction which has been touring with the show.

Jack Norman's revue, Broadway to Hollywood, has been joined by Gene Gory and Roberta, one of the highest-budget teams the unit has ever carried. Also relatively new is Willard the Wizard on the Illusion Show, replacing Dr. Bill Neff. Col. Del Thompson has joined with his two-headed cow and freak animal show.

The Strates organization has had a generally satisfactory fair route, with excellent weeks in York, Pa., and Charlotte. A good one at the North Carolina State Fair, Raleigh, will enable the final reckoning to be as good as any season in the recent past.

Danville started slow with cold weather setting in on Tuesday night (11). Kiddie days on Wednesday and Thursday (12-13) were heavily promoted to ensure turn-outs.

## Double Date Promises Big Week for Geo. Clyde Smith

HENDERSON, N. C., Oct. 15.—Next week's double date by the George Clyde Smith Shows promises to be one of Smith's best of the year, altho the owner, who does multiple jobs on his lot, was apprehensive this week about the busy shuttling back and forth which would be required. Smith will lay out the lot at Oxford, N. C., and also rush over for the same job at the colored fair in Suffolk, Va. Best week to date has been the one he put in ahead of the Cumberland, Md., Centennial, and another was scored at the fair in Farmville, Va. This is the 18th year for Smith

with his own touring organization, which he went out with for the first time in 1937. Prior to then he was lot man and a concessionaire with Pop Corey on the Corey Greater Shows. Smith is his own lot man, ride superintendent, mechanic and concession boss, and says he gets the job done better that way.

A hanky pank man of many years standing, he has some 15 stands of his own, all leased out to agents. On the lot here he had two Ferris Wheels, Whip, Fly-o-Plane, two Chairplanes, Merry-Go-Round and seven kiddie rides. Help problems resulted in an Octopus and Roll-o-Plane being left in winter quarters at Cumberland. Booked in are McGee's cookhouse and MacWorthy's bingo.

Show units are Snake Pit, Sherrie and Latin Quarter, Zip Templeton; Minstrel Show, Kid Drifty; Giant Whale; Jap PT Boat; Python, Peggy Ewell; Fun House, Hunter; Mystic Head Illusion and What Is It, Ed Wellers, and Side Show, Esther Lester.

Smith added a reconditioned Whip and kiddie Airplane Swing ride this year.

Established repeat dates for the organization include Farmville, played for 15 years straight, and Henderson colored fair, played since 1937. New to the route are Littleton, N. C., which was just fair because of Saturday rain difficulty, and Warsaw, Va., which was satisfactory.

Show will play the split date next week, then close the following week in Emporium, Va. Staff also includes Val Arland, business manager; Gerald Brode, secretary and assistant manager, and Frank Norton, electrician, mail and The Billboard.

# THE MIGHTY GEM CITY SHOWS

## LAST CALL! LAST CALL! FOR THE BIG ONE

### FORT BENNING, GEORGIA

**INSIDE GOVERNMENT INSTALLATION — 10 BIG DAYS AND NIGHTS**  
**OCTOBER 27 THRU NOVEMBER 5**

**RESERVE YOUR SPACE NOW**

**CONCESSIONS**

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**HELP**

Want Snow Cones, Ice Cream, Jewelry, Pronto Pups, Grab, Water, String and Ball Games, African Dip, Cookhouses, Popcorn, Age and Scales, Candy Floss, Glass Pitch, Long and Short Range, High Striker or any Concessions that work for stock. Have openings for Demonstrators and Gadget Workers.

Have some openings for Ride Help and useful Show People in all departments, come on.

**All Interested Contact: Call or Wire**

**DON GRECO**  
c/o Al-Jo Motel (Phone: 5-8324) Albany, Ga., until Oct. 22; then c/o Ralston Hotel, Columbus, Ga., starting Oct. 23.

**TOM HICKEY or SAM GRECO OR** c/o Al-Jo Motel (Phone: 5-8324) Albany, Ga., until Oct. 22; then c/o Ralston Hotel, Columbus, Ga., starting Oct. 23.

Southwest Georgia Fairgrounds, Albany, Ga.

# PRELL'S BROADWAY SHOWS INC.

## 50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

### For South Carolina State Colored Fair, October 24-29

**OPEN MIDWAY**

Will book all kinds of Concessions except Glass. Can use Colored Revue, Snake Show, Illusion Show, Want Scrambler, Round-Up, Octopus, or any new Rides. Also Dark House, Fun House, Glass House. All answer:

**SAM E. PRELL, Prell's Broadway Shows**  
**Halifax County Fair, South Boston, Va.**

### SOUTHERN STATES SHOWS

#### Want for Balance of Season

Few more Stock Concessions — Good opening for Lead Galleries, High Striker and Scales. On account of disappointment want Bingo to join at once. Can use reliable Ride Men. Frank Randall, what happened? All answers to

**JOHN B. DAVIS, Southern States Shows**  
Arlington, Ga., this week; Nahira, Ga., next week.

### WANT TO BUY TENTS

All sizes, large and small, must be in good condition and priced right. Please state size, condition and how long used in first letter.

**F. W. MILLER**  
P. O. Box 8255, New Orleans, La.

### RIDES FOR SALE

36-foot 1950 Parker Superior DeLuxe Merry-Go-Round, perfect condition, aluminum horses, \$6,500; 32' Allan Herschell Merry-Go-Round, age unknown, new top, \$4,500; Allan Herschell 10-car Ride, new top, old style, \$700; 20x40 Bingo stools, new top, \$600; Ball Games, \$75; Cotton Candy, Creators Pop Corn Machine on Trailer, \$400.

3115 Auburn St., Rockford, Ill.  
Ph. 4-5508

### MOBILE CANTEN BUS

Has 15 KW electric generator. Air-conditioned. 1/2 of bus equip. with 3 pizza ovens, 2 fryers, sandwich unit, coffee urns, hot water, stainless sinks, etc. Other 1/2 has frozen custard machine, sundae bar, milk shake mixer, freezer, etc. Neon lighting around roof, flashy appearance. Bargain \$9,800.

**C. R. HOWARD**  
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### \$50.00 REWARD

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### WANT TO BUY RIDES—CASH

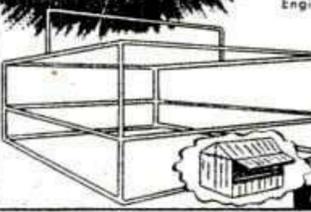
No junk—must stand inspection. State price and other details.

**LATE MODELS PREFERRED**  
Box D-157, The Billboard, Cincinnati, O.

### NEW TERRIFIC-OUTSTANDING ANCHOR TENT FRAMES

for CONCESSION and 4-WAY TENTS

Engineered For 2 Years to Assure the BEST for SHOWMEN



WRITE FOR INFORMATION

- OFFERED IN STOCK SIZES
- DESIGNED OF LIGHT WEIGHT — RUST PROOF ALUMINUM (1 1/2" x 7")
- HINGED LEGS, SLIP JOINTS
- NO SCREWS, BOLTS, PINS OR KEYS.

Made to the Quality Standards of  
**ANCHOR SUPPLY CO., INC.**  
EVANSVILLE, INDIANA      PHONE HA 5-8108  
MFRS. OF CANVAS TENTS FOR ALL PURPOSES

## METROPOLITAN SHOWS

AMERICA'S NEWEST AND MOST MODERN RAILROAD SHOW

### WANT FOR DOTHAN, ALA.

**CONCESSIONS**

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**HELP**

Cookhouse, Custard, Eating and Drinking Stands. All legitimate Concessions open. Candy Floss, Snow Balls, Glass Pitch, Crockery Pitch, Bird and Bear Pitch. Scrambler, Roll-a-Whirl, Tilt, Scooter (Jim Floyd, get in touch), Octopus or any Ride not conflicting with what we have. Want Live Pony Ride. Organized Girl Show for Revue (Nick Sciortino, contact), Motordrome (with or without outfit), Fun House Operator and Monkey Show (with or without outfit) or any Grind Show. Ferris Wheel and Ride-o Foreman, also Second Men on all Rides. All winter's work. Concession Help to up and down Concessions.

Address **SHIRLEY LEVY**  
Andalusia, Ala. or Phone 363-L, Gantt, Ala.

### DURHAM, N. C., WHITE FAIR, OCT. 24-29

#### ATTENTION, CONCESSIONAIRES!

Last chance to play a really big money fair in '55. Money plentiful here, space reasonable.

**CONCESSIONS**

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**SHOWS**

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**RIDES**

Will book any legitimate Concessions. Good opportunity for Derby, Pitches, Fishpond, etc. **MINSTREL SHOW** (we have complete outfit), Dillinger Car, Midget or any other worth-while attraction not conflicting.

Place any Flat Ride not conflicting. Especially good opportunity for Scooter, Scrambler, Round-Up.

All mail and wires to  
**LLOYD D. SERFASS, Gen. Mgr.**  
Laurinburg, N. C. All phone calls to **HARRY (BUSTER) WESTBROOK**, Pinecrest Hotel, Laurinburg, N. C.

### CONTROL ADMISSIONS

with **STROBLITE** "INVISIBLE" IDENTIFIER



Hands of patrons are stamped with **INVISIBLE** ink which becomes visible under the Stroblite UV Lamp. Harmless. Used by Ballrooms, Pools, Amusement Parks, Dances, etc.

**COMPLETE KIT, \$45**

Write for Information.  
**LUMINOUS COLORS, BLACKLIGHT LAMPS** for stage, displays, decorations, etc.  
**DEPT. B 6**  
**STROBLITE CO.** 75 W. 45th St., N.Y.C.

### ANIMAL TRAINERS

NEEDED FOR  
**GRIFFITH PARK ZOO**  
CITY OF LOS ANGELES

\$337 to \$417 mo.

COME, WRITE OR PHONE  
**ROOM 5, LOS ANGELES CITY HALL**  
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### PEPPERS ALL STATES SHOWS

Jackson County Fair, Pascagoula, Miss., week October 24 to 29. \$50,000,000.00 ship building, working three shifts.

Want Agents for Ball Games, Balloon Darts, Cigarette, Pan Game, Penny Pitch and Coke Bottles, Long and Short Range, Hoop-La and Novelties. Long season in good cotton territory. Address: **FRANK W. PEPPERS**  
EUTAW, ALA., THIS WEEK; PASCAGOULA, MISS., NEXT WEEK.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Oct. 15.—The summer membership drive has produced a total of 155 new applicants, with a good percentage of them based in Detroit, Bill Green, president, announced. For the first time motion picture operators, stagehands and others have been included in the rolls.

Increased activity is apparent around the clubrooms as more members leave the road for the winter. Almost daily visitors include Hymie Stone, Oscar Margolis, Louis and Sam Maltin, Frank Blooming, Jack Dickstein, Irving Rubin and Ed Gold.

Bob Morrison and Jack Dickstein are supervising clubroom renovations, including repainting of the marquee. Awards in the membership drive will be given at the first meeting.

Members who worked the State Fair here were wreathed in smiles as a result of record grosses. Included were Eph Glosser and his Roundup, Walt King and his rides and lead gallery, Charlie Hodges and W. G. Wade Sr.

John Mulder and Pete Norman were responsible for the \$350 collected at the Saginaw, Mich., Fair. Eph Glosser's work on W. G. Wade Shows also produced a sizable sum for the welfare and cemetery fund.

Mrs. A. Schriedel, of Edgewater Park, was awarded the wrist watch. The club's ballroom was recently rented by the Edgewater Employees' Association for a party and dance. Elmer Mahoney, a MSA member, is president of the group.

## Heart of America Showmen's Club

913 Broadway, Kansas City, Mo.

KANSAS CITY, Oct. 15.—The clubrooms are being renovated under the supervision of the house chairman and all will be in readiness for the first meeting of the fall season October 21.

President F. W. (Boxie) Warfield is currently out of the city but is expected back in time for the opening meeting. The Ladies' Auxiliary will resume its meetings on the same date.

George and Hattie Howk, concessionaires at nearby Fairyland Park, have again taken up residence in Kansas City. George Sargent, who managed the Kiddieland there, has also moved back to town. Several members opened concessions at the American Royal Horse and Cattle Show, which opened here today (15) and runs thru October 22.

A large number of membership applications will be voted on at the first meeting.

# CLUB ACTIVITIES

## Lone Star Show Women's Club of Texas

3105 Forest Avenue, Dallas

DALLAS, Oct. 15.—Meeting of Monday (26) was called to order by President Beth Anderson, with Secretary Grace Tinder giving the treasury report and reading the minutes.

Main topic was the clubroom expansion project which is scheduled to get under way soon and be finished within two months.

Those who worked the Memphis Fair included Martha and Chuck Moss, Bette and Bob Harris, Pearl Vaught, Ida Smith, Joanne Millar, Zula and Paul Juhlin and M. McIntre. Hazel Medlin left for Los Angeles to join the road company of "Plain and Fancy." Red Kearns off to Hobbs, N. M. Dick Ford in Lubbock, Tex. Mary Ellen and Jimmy Liberman up from Longview to visit Edna Hacker. Sally Murphy is back after a Middle West jaunt. Milly and Fred Hudspeth and son Ward back here for the Dallas Fair.

Ed and Erma Meek are sporting a new 41-foot custom-built house trailer. Mildred and J. D. Taylor are driving a new car. Peggy Alexander presented her husband with a son. Pop Vernon and John Ellis are on the mend as is Millie Cepak. Renee Gordon reports doing okay.

Membership saddened by the death of Al McCall, Joe Isles' mother, and John Bailey, the father of Ketta Lindsey.

Robbie Ponton is selling greeting cards with proceeds going into a special club fund. New members include Margaret MacFarland, proposed by Al Vaughn.

## National Showmen's Association

317 West 56th Street, New York

The first meeting of the 1955 season, Wednesday, September 28, was very well attended.

Among the visitors from out of town were Lydia Noll, sister of President Margaret McKee. She was here from her home in Fort Pierce, Fla. Also Irene Beatty and her sister from the World of Mirth Shows.

Kate Anderson presented the club with a plaque with the new change in the Pledge to the Flag.

Loretta Raab and Elinore Rinaulde are grandmothers again. Jane Hughes is the mother of a girl. Dorothy Pachman Goldberg moved into her new split-level home in Lake Mahopac, N. Y.

A beautiful orchid was presented

to Pearl Meyers by our president. Pearl's sister bought her a house in Grand Rapids, Mich., and her brother gave her a new car. She is leaving us and, of course, many people are entertaining for her. She received many beautiful gifts at the party which was given in her honor by Francis Simons. The Al McKees and Lillian Swanson and her husband also entertained for her. She promised to visit with us at banquet time.

Palmino Famtino is in Italy visiting his ailing brother and fortune teller Rose Wewtlake and Mrs. Van Roolto are going to California. Among the not-such-pleasant news was: Treasurer Grace Steiner and Josephine McNish underwent operations; Mable Straits slipped and broke several ribs; Jean Grey's husband is in the hospital and Ann Peterson was taken ill. We wish them all a speedy recovery.

The L.A.N.S.A. presented Bellevue Hospital with a new awning for the children's playground as well as some new facilities for play. We certainly lost an organizer when Jean Dellabates died this past summer. Also the mother of Rhoda Koren and sister of Mildred Petersoa. Since this meeting was somewhat of a social function, we were served delicious portions of liver, potatoes, pigs in the blankets, whipped cream, cake and coffee.

A membership report revealed that several new members were accepted during the summer.

## Michigan Showmen's Association

3153 Cass Ave., Detroit

Ladies' Auxiliary

There was a large turnout at the first meeting of the fall season. Frances Moran, president, wielded the gavel, assisted by Marjorie Mansell, first vice-president; Marion Fodal, second vice-president; Tina Weiner, third vice-president; Grace Zeigler, treasurer, and Carrie Dear, secretary.

Helen Cook, co-chairman of membership, reported Rose Shemil had brought in 32 new members, Bernice Stahl, 11, and Betty Greeley, 2.

A vote of thanks was tendered Bobby Schultz for getting the rooms in shape. Edith Schultz welcomed the new members to their first meeting.

Reported on the sick list were Pat Grognale, Leona Bennett, Ann Barker and Jenny Heshner.

Home after a good road season are Laverne Taylor, Helen Cook and Laura Baker.

## Caravans, Inc.

130 North Wells, Chicago

CHICAGO, Oct. 15.—President Eva LeRoy presided at the Tuesday (4) meeting in the Hotel Sherman. On the platform were Marianna Pope, first vice-president; Veronica Potenza, second vice-president pro tem; Agnes Barnes, third vice-president, and Wanda Derpa, secretary. Invocation was delivered by Irene Coffey.

Correspondence read from Jeanette Hart and Edith Streibich with the latter thanking the members for their best wishes and cards sent during the illness of her husband, Joe.

Claire Sopenar, in charge of purchasing the luggage to be given away during open house, described it as three pieces, a pullman, wardrobe and overnight case, all in pink. Marianna Pope and Mollie Raymond are in charge of award books with proceeds to the Multiple Sclerosis Society in memory of Edna Stenson.

Pat Potter, elevator operator in the Hotel Sherman, is in Illinois Masonic Hospital with polio. Eva Clark is convalescing at 2744 North Wilton, Chicago, after surgery.

Pearl McGlynn, chairman of the bazaar, reminded members to send in gifts early.

Named to the nominating committee were Clair Sopenar, Lucille Hirsch, Pearl McGlynn, Mae Sopenar, Lillian Lawrence, Frieda Rosen and Helen Wettour. Alternates are Helen Hoffmeyer, Mollie Raymond and Isabell Brantman. Judge, clerk and counter respectively are Lillian Lawrence, Marie Dornfield and Rose Jarboe. Committee will meet October 11 in the Hotel Sherman for dinner and then go to Wanda Derpa's office at 130 North Wells here to draw up the slate for '56.

Hostesses for the first fall social, to be held October 18 in the Hotel Sherman, are Agnes Barnes, Isabell Brantman, Marianna Pope and Mae Sopenar.

## Showmen's League of America

54 W. Randolph St., Chicago

CHICAGO, Oct. 15.—The second meeting of the year was held Thursday (13) with Elmer Byrnes in the chair. All officers were still in the South where they were winding up their seasons.

Lou Leonard and Tom Sharkey returned from the road and attended the meeting. Henry Polk was back from a season with the

William T. Collins Shows but left to visit his daughter in Louisville. William Hetlich reported on his trip to the Bahamas. Hank Shelby and Abe Raymond, recently on the sick list, were at the meeting. Chick Schloss reported Harry Ferris was out of Evanston Hospital and that Lou Keller was still confined at home.

Earl Lindsey was a regular clubroom visitor along with Pat Butram. Al Kaufman sent in a box of cigars to celebrate his becoming a grandfather.

Morris Haft presided at the board meeting at which W. H. (Splinter) Royal was voted into the membership.

A bingo party will be held by the house committee October 22. Event will be held in the clubrooms and will begin at 8 p.m.

## Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Oct. 15.—The club resumed its winter schedule Monday night (10) when William Hobbday, a past president, conducted the meeting with Joe Mead, secretary, on the stand. The clubrooms will remain open from noon until midnight each day from now on.

New members, including M. R. Freedman, J. Edward Jarreau, Jessie E. Sprinkle, Melvin Fleck, John P. Harveny, William R. Scanlon, Jessie Gomez and J. C. Shuping were welcomed into the organization.

A life membership was voted for Eddie Hellwig, manager of the West Coast Shows.

L. Eddie Roth, operator of the Kiddieland on Ocean Park Pier, introduced his son-in-law, Lou Rosen, and his nephew, Alan Pinchuk.

Al Flint, executive secretary, reported on the club's shindig on the Crafts Shows midway at the Fresno District Fair in Fresno. Flint attended the event and said that a sizable sum was raised and there was a good turnout.

## International Showmen's Association

415 Chestnut St., St. Louis

ST. LOUIS, Oct. 15.—The clubrooms are now open daily and the first meeting of the year is scheduled for November 3.

New members include Chris Specht, Robert Reed, Jess McHehard, Robert Harvey Littleford, Raymond LeRoy Reed, Paul M. Petersen, Paul J. Dell and F. H. Smith.

A benefit held on Buff Hottle Shows at the Tupelo, Miss., Fair netted \$1,290 for the club's treasury.

**WELCOME**  
To ARANSAS PASS, TEXAS

**AMERICAN LEGION POST 580**

FALL FIESTA, NOV. 7 TO 12

Sportsmen's Paradise, Where the Fish Bite Every Day

Featuring

The Four Flying  
Valentines Free Act

Carnival

Attractions  
Hill's Greater Shows

Fred Herrin

Presents  
Paramount  
Fireworks Display

\$1,000—Boat—\$1,000

Motor and Trailer given away  
on the Midway Saturday night,  
November 12.

\$25.00—Free—\$25.00

Rod, Reel and Line to anyone catching  
the largest trout the week of Nov. 7-12.  
Hovey's Tackle Shop.

LOCATED IN THE HEART OF THE GULF COAST BILLION-DOLLAR INDUSTRIAL FRONTIER

YOUR BUSINESS WILL BE APPRECIATED BY THESE FIRMS

Bexleys IGA Store  
Bakery Cafe  
Rhodes Drug Store  
J. L. Tabet & Co.  
Aransas Pass Hospital  
Yeager Electric & Plumbing  
Lacks Auto & Hardware  
Handers Humble Service  
Geo. Clark Chevrolet Co.  
Ben Franklin 5c & 10c Store  
Williams Humble Service  
Woods Lumber Co.  
Aransas Lumber Co.  
Ma Harpers Place; Sammy George, Mgr.  
BGM Food Liner—Ice & Storage  
Sutherland Flowers  
Cage-Marshall Funeral Home



Selling the first tickets to the Mayor and Chief of Police  
Reading from left to right, Chief of Police Felix Turnbough, Mayor Pat Kindel; American Legion Commander, Post 580, Fred Tabet and Jack Edwards.

THESE PROGRESSIVE MERCHANTS  
EXTEND TO YOU  
A HEARTY WELCOME

Crotts & Johnson Prossers  
Masell Marine Exchange  
Seals Diesel Engine Service  
Coastal Freezing Plant  
Eddie Pools Place  
Texas Club  
Johnson Humble Service  
Hughson Foodcraft Store  
Martins Continental Bus & Cafe  
Commercial Motors, Ford Agency  
Army Surplus Store  
Glendenings Federated Store  
Pick & Pay Grocery  
Little Bob's New Cafe

**WELCOME HOME, SHOW FOLKS**  
Modern Motels and Trailer Parks

**MILD WINTER CLIMATE**  
Free Lighted Fishing Piers

**JOHN KEELER  
MODERNISTIC RIDE UNIT  
WANTED**  
Second Men on Wheel and Merry-Go-Round. Willie Brown, get in touch with me.  
Callahan, Fla., Fair, Oct. 19 to 22; then 311 W. Bay St., Mayflower Bldg., Jacksonville, Fla.

**FITZSIMMONS SHOWS**  
Need a few more Hanky Pank Concessions. Want Octopus or Flat Ride. Teddy Burke needs Agents. All contact  
**FITZSIMMONS SHOWS**  
Hereford, Tex., Oct. 18-22

**FOR SALE CHEAP**  
22x36 ft. new Canvas, Stools, Public-Address set (if desired), Bingo, now operating on show. Good Caterpillar, with racks to load sweeps and tubs. See it Marion, Iowa, Park, ask for McElhinney. \$4,500 cash, \$5,000 on time. Can place High Act, Second Men and Foremen who drive for balance of season.  
Contact **DYER'S GREATER SHOWS**  
Tunica, Miss., this week; W. Helena, Ark., follows.

**CHEAP MONKEY  
NO BARGAIN  
FOR SERFASS**  
HIGH POINT, N. C., Oct. 15.—A good buy in a rhesus monkey turned around to haunt Lloyd Serfass recently as soon as he received shipment on it. Seeking a rider for his Monkey Speedway, he heard of an available rhesus for \$25 and sent the money. The monk arrived in good shape but was of outlandish size, standing practically waist high. Caring for the animal has become so expensive, the showman notes, that it will just have to start paying for its keep, so it is destined for the Side Show. "The thing is so big," he notes, "it could eat those speedway cars."

**HOUSTON COUNTY FAIR  
Dothan, Ala.  
OCTOBER 24 TO 29**  
For independent midway. Can place Ball Games, Water Joints, Penny Pitches, Bear Pitch, Bird Pitch, Cat Racks, Buckets, Swinger, any and all Hanky Panks, Age-Scale, Palmistry, Eating Stands. This is last big fair. Wire or come on, I will take care of you all.  
**Address JOHN REED**  
Andalusia, Ala., till Friday, Oct. 28, will be on lot to give locations at Dothan, Saturday morning, Oct. 29.  
P.S.: Can place Agents for Buckets, Swinger and Six Cats. Also Ball Boy and Inside Help for Six Cats.

**OHIO'S BIGGEST EVENT—JAYCEES FALL FROLIC  
AND HALLOWEEN CELEBRATION**  
**THIS IS THE BIG ONE**  
On downtown streets Zanesville, Ohio, 8 big nights, Oct. 24-31 incl. Parades, Bands, Dancing on the Streets, Free Rides for Kiddies  
Wanted—Concessions and Shows. Eating Stands, Floss, Apples, Popcorn, Waffles, French Fries, Ball Games, High Striker and Slum Spindle, Long and Short Range, Darts, Mug and Cake Battles. Also Hoop-La, Knife Rack, Scales and Age, Pan and Mouse Games, Bumper, Derby Racer, legitimate Concessions of all kinds. No graft. Reasonable rates to all. Rides booked, Nolan Shows.  
**For space contact CONCESSION MGR.**  
Phone: Gladstone 2-8252, Zanesville, Ohio.

**JOHNNY'S UNITED SHOWS**  
"HONESTY IS OUR POLICY"  
Now playing TROUP COUNTY FAIR, La Grange, Ga.; PIKE COUNTY FAIR, Troy, Ala., follows, then the CRENSHAW COUNTY FAIR, Luverne, Ala. Join now for these choice spots.  
CONCESSIONS: Long and Short Range, Photos, 6-Cats, High Striker, Heart Pitch, Hoop-La, Ball Games, Coke Bottles and Penny Pitch. SHOWS: Girl Show with own equipment or operator for office-owned Grind Shows of all kinds, Monkey, Fat, Illusion, Mouse and Mechanical. For Sale—Spitfire, Kiddie Auto, Rensselaer Train. All equipment in first-class condition. HELP: Tilt Second Man, Minstrel Show Help, Girls, Musicians and Comedians.  
**All replies to JOHN PORTEMONT, La Grange, Ga.**

**WANT  
RIDES OF ALL KINDS  
STRICTLY LEGITIMATE CONCESSIONS**  
Week of Oct. 24, McBea, S. C.; then into Georgia.  
Don't let size of town fool you.  
Write or wire this week, Cheraw, S. C.  
**BARNEY TASSELL SHOWS**  
P.S.: After Oct. 29 can use Ferris Wheel.

**PAGE AND FERRIS COMBINED SHOWS**  
Want for BLAKELEY COUNTY AGRICULTURAL FAIR, Moncks Corner, S. C., next week with 3 others to follow including WARSAW, N. C., ARMISTICE WEEK CELEBRATION, then opening Florida route Nov. 21.  
CONCESSIONS: Eating and Drinking Stands, Hanky Panks, Short Range, Diggers, Wheels and Grind Stores. Some P.C. open. Especially want Glass Pitch, Thurman Marshall wants P.C. Agent. SHOWS: Minstrel, Drome, Mechanical, Life, Illusion and Big Snake. Want White Girl Show and Colored Girl Show with own equipment. RIDES: Any Kiddie Rides not conflicting.  
**All replies to BILL PAGE, Fairgrounds, Bishopville, S. C.**  
P.S.: People joining now will be given preference for Florida route.

**LONE STAR SHOWS**  
AMORY, MISS., OCT. 18-22; OLOMA, MISS., OCT. 24-29.  
Want Hanky Panks of all kinds, Ball Games, Glass Pitch, Bingo, etc. Those who wired or tried to contact me at Columbia, Tenn., contact again as we did not stop there. Jimmy Ackley wants Agents for Pin Store, Count Store, Nails and Buckets. Also Help for Cookhouse. Want Ride Help, First and Second Men for Tilt. Also other useful Ride Help. Must drive semis. All mail and wires to  
**J. R. McSPADEN, Owner-Mgr.**  
JIMMY ACKLEY, CONCESSION MGR.

**Winston-Salem  
Big Winner for  
World of Mirth**

WINSTON-SALEM, N. C., Oct. 15.—A good week was under the World of Mirth Shows' belt prior to Thursday's (13) rain which broke up the night play at Winston-Salem Fair. Friday drew threatening weather, but a rehearsed kiddie day, plus good attendance for today's finale, enabled the show to pull out in excellent shape.  
An altered midway was necessitated because of the building of a new Coliseum since last season. The new layout required much additional cable for operations of the children's ride section, which was not in complete order on the regular Children's Day. The bad weather which hit late Wednesday created a muddy situation at the midway entrance and at the back end, but an almost endless stream of trucks carrying gravel and shavings enabled the fun zone to run in full swing by mid-day.  
With a wide promenade created between the Coliseum, which held the commercial exhibits, and the midway, a heavy volume of traffic was steered thru the various show units. Bernard (Bucky) Allen noted a highly satisfactory week for concession operations, and rides and shows also fared well.  
Eighteen show units were in the back end. Included besides the units carried thru most of the season were the \$100,000 Rolls Royce sports car and the McCleans' collection of miniatures, Uncle Sam's Sweethearts.  
Publicist Richmond Cox had been working on the date for six weeks, assisting the new manager, Frank Kingman, former manager of the fair in Brockton, Mass., and secretary of the International Association of Fairs and Expositions.

**St. Louis Club  
Nets \$\$ From  
Hottle Benefit**  
TUPELO, Miss., Oct. 15.—The treasury of the International Showmen's Association, St. Louis, was richer by the sum of \$1,290, raised at a benefit show here Thursday (6) on Buff Hottle Shows. Event was held in the Sciortino show top.  
Leo Bistany served as auctioneer and emcee and was assisted by Jack Flynn, Irish Gaughn, Joe Sciortino, Buff Hottle and Euby Cobb, club's secretary. Entertainment was provided by Sciortino and Eddie Zucchini's grandstand acts.

**REWARD!**  
For information leading to return of 1953 GMC truck, 14 Ft. red Fruehauf van body, green chassis.  
Last seen Oct. 8 in Ozark, Ark., cargo chinaware 10" dishes stamped in back "Laurel."  
Contact  
**JAMES CASSIDY**  
Fairgrounds, Raleigh, N. C., or  
Fairgrounds, Phoenix, Ariz.

**FOR SALE**  
CUSTARD TRUCK, fully equipped. New 10 kw. Generator. Glass enclosure, low mileage, 1946 Ford. Priced to sell  
**N. J. BOSCO**  
Forest Park Chalfont, Pa.

**FOR SALE**  
Late model Octopus and Roll-o-Plane. Reason for sale, have two of each.  
**FRANK JOSEPH**  
in care of  
**John Mark's Shows**  
Per Route

**SAVE MORE MONEY—  
MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

**Greater JACKSONVILLE  
AGRICULTURAL and INDUSTRIAL FAIR  
GATOR BOWL  
Nov. 10<sup>th</sup> to Nov. 19  
ON THE MIDWAY  
CETLIN & WILSON SHOWS  
DUVAL COUNTY'S FIRST AND ONLY  
AGRICULTURAL FAIR AND LIVE  
STOCK EXPOSITION IN 15 YEARS**

Can place Eating and Drinking Stands, Kitchen Gadgets and Direct Sales. Write or wire:  
**S. E. LORIMIER, Sec'y**  
Chamber of Commerce, Jacksonville, Florida  
Phone ELGIN 3-6161

**CENTRAL AMUSEMENT CO.**  
Wants for LORIS, S. C., AGRICULTURAL FAIR, Oct. 24-29—one of the best in the South. This is a Day and Night Fair with 2 Special Kiddie Days, big program all week and plenty of people.  
Want Hanky Panks, no ex. Want Eating and Drinking Stands, Cotton Candy, Snow Cones, Custard and Novelties, and what have you? Can place some P.C. Want Motordrome and any worth-while Shows. Also Rides not conflicting.  
**All contact SHERMAN HUSTED**  
Marion County Fair, Marion, S. C., this week; then the Great Loris Fair, Loris, S. C., Oct. 24-29.

**Middle Georgia Colored Fair, Macon, Ga., Oct. 24-29, followed by Fitzgerald, Ga., Colored Fair**  
Can place Minstrel or Jig, Hawaiian Show and Snake Show. Hanky Panks of all kinds. Dave Endy, please contact immediately.  
**SAM GOLDSTEIN, MAJESTIC GREATER SHOWS**  
EASTMAN, GA.

**TED LEWIS**  
WANTS FOR JACKSONVILLE, FLA., NOW OPEN, AND ALL WINTER IN FLORIDA  
Concessions that work for stock; Scales, Bumpers, Ball Games, Pitch-Till-You-Win, Duck Pond, Glass or Bear Pitch, Floss and High Striker. SHOWS: Snake, Two-Headed Baby, Monkey, Five-in-One, Yellow Girl Show and Congo. RIDES: Coaster and Merry-Go-Round. Following people please contact: Rip, Ed Johnson, Ep Glosser, Wilcox, George or Peggy Minden. All replies:  
**TED LEWIS, Moncreif Road, Jacksonville, Florida.**

**SHAN BROS.' SHOWS**  
WANT  
For the following Fairs: Ft. Gaines, Ga., Apalachicola, De Funiak Springs and Ocala, Fla., with other Florida Fairs to follow.  
Concessions of all kinds. Open midway. Especially want Photos, Palmistry, Novelties, Scales, Glass Pitches, Cookhouse, Grab and Lead Gallery. Want Ride Men for Octopus, Tilt and Wheel who drive. Can place Big Snake, Wildlife and other Grind Shows. Want Performers and Musicians for Minstrel Show.  
Mariana, Fla., Fair now; followed by Ft. Gaines, Ga., Fair.

**C. A. STEPHENS SHOWS**  
WANT FOR BRADFORD COUNTY FAIR, STARKE, FLORIDA, OCT. 24-29  
CONCESSIONS: Long and Short Range, Novelties, Ball Games, Bumper and String Games. SHOWS: Place Big Snake (Jack Orr, answer), Side Show (with own equipment), Unborn, Monkey and Mechanical City.  
Address: Pelham, Ga., this week.

when answering ads . . .  
**SAY YOU SAW IT IN THE BILLBOARD!**

## WANT FOR Carolina State Colored Fair

The Largest Colored Fair in the Carolinas.  
WINSTON-SALEM, NORTH CAROLINA  
OCTOBER 24-29

Can place Concessions of all kinds, Eats and Drinks. No Exclusives.  
Will book money-getting Grind Shows.

All replies  
**MARKS SHOWS**  
Monroe, N. C., this week.



Greenville, S. C., this week; then the Anderson, S. C., Colored Fair, October 24-31;  
the biggest Colored Fair in the South—three big Kid Days.

Place Concessions of all kinds—Snow Cone, Novelties, Hats, French Fries, Ball Games, Pitch-Till-You-Win, Bumper, Long Range, Hanky Panks of all kinds. Good opening for Glass Pitch. Everything open. Positively no EX.  
Will book Grind Shows on small percentage. Good opening for Minstrel or Colored Girl Show. Brother King, wire me.  
The Anderson Colored Fair will be better than ever this year—best crops in years—plenty of money and a chance to get yours.  
All replies to **BEN WOLFE, Greenville, S. C., this week.**

## ONslow CO. FAIR—JACKSONVILLE, N. C.

NEXT WEEK—OCT. 24 THRU 29

This fair is being sponsored by the majority of the civic organizations of the area and offer concessioners an opportunity for a big week. All concessions can be booked except Bingo. SHOW and NON-CONFLICTING RIDES CAN BE PLACED.

Address all communications to  
**BEAM'S ATTRACTIONS**  
FAIR GROUNDS, MEBANE, N. C.

## WANT FOR ANNUAL FUN FEST

Newark, Ohio, Oct. 26 to 29

Stock Concessions of all kinds—Photos, Palmistry, Jewelry, Bingo, Shows of all kinds.

**POWELSON AMUSEMENTS**  
Box 125, Coshocton, Ohio Phone 1088M

## 12 Months' Work—ATTENTION—12 Months' Work

INDEPENDENT RIDE OWNERS AND FOOD CONCESSIONS—OPENING IN 10 DAYS

Can place a few more Rides for permanent Amusement Park on the Gulf of Mexico (in Florida). Nothing of its kind near. Operates 12 months a year. Thousands of people. No moving or setting up every week. This is a new park, operated by a Florida Corporation. Get in on the ground floor.  
RIDES: Train that will ride both kiddies and adults. Live Pony Ride, also Saddle Ponies for adults. Boat Ride, Roller Coaster and one more Ferris Wheel. All Rides must be in good condition, new paint and well lighted. Only consider steady people.  
CONCESSIONS: Candy Floss, Snow and Popcorn. (No Games.)  
Wire or Write Air Mail at once—No Phone Calls.

Address: **J. M. STEVENS**  
P. O. Box 354, Playland Park, Tarpon Springs, Fla.

P.S.: Can also place sober Ride Help. Park experienced Help and Older Men given preference. Prefer Florida residents.

## GEORGE CLYDE SMITH SHOWS

Greenville County Agricultural Fair, Emporia, Va., Week October 24.

WANTED—Ball Games, Pitch-Till-Win, Cork Gallery, Penny Pitch, Hoopla, Grab, Fish and Duck Ponds, Basketball, Six Cats, Buckets, Swinger, Glass Pitch, Photo, Slum Spindle, Age and Scale. All concessions open except Custard, Bingo, Popcorn. General Ride Help, truck-tractor Drivers. For sale, 1948 Spitfire; No. 12 Eli Wheel, Smith and Smith Chairplane, Fun House, Jap PT Boat, Mounted on 37-foot Semi Trailer. Can be seen on above fair grounds. All replies

**GEORGE CLYDE SMITH SHOWS**  
Oxford, N. C., this week; Emporia, Va., next week.

## GEO. COLEMAN

\$100.00 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.

OCONEE FAIR, DUBLIN, GEORGIA, OCT. 24 TO 29

WORTH COUNTY FAIR, SYLVESTER, GEORGIA, OCT. 31 TO NOV. 5

WILL PLACE CONCESSIONS: Merchandising, Outright Sales, Hanky Panks, Skill Games of all kinds. Good opening for Photo, Bobo, Long and Short Range, etc.  
Note: We are now Booking and Contracting for the 1956 Season which opens early in April. Winter Quarters Address: Box 899, Augusta, Georgia. All address this week.

**JAMES H. DREW SHOWS**

c/o Western Union, Barnesville, Ga. (No phone calls.)

## ATTENTION

TO ALL MY FRIENDS IN SHOW BUSINESS  
**I, W. J. Hunter (Sticks), am connected with Wayne Thompson, Inc.**

Dodge and Plymouth cars, Dodge trucks. I would appreciate your business.  
Come and see me.  
266 HILLIARD STREET, ASHEVILLE, N. C.

## Marks Finds Fair Satisfactory

Continued from page 57

has given him peace of mind about his moving problems.

### Skilled Driving Economical

At teardown this weekend the trucks will be manned by union drivers for the 180-mile haul to Monroe, N. C. As many as 20 drivers from centers like Lynchburg, Va., have participated in the operation so far. They arrive in their own cars and truck the show to its next stop, with cars following, driven by wives or other drivers. Marks pays them a dime a mile plus gas and oil, whereupon they get into their cars and drive home for their regular week's work.

As described by the show owner, this operation holds down his weekly parts bills to around \$25. In addition, while the cost of moving is slightly higher, the show has the benefits of skilled driving and proper care for equipment. The union men, anxious to return home for regular work, give trucks a thorough check-over before pulling off the lot and waste no time arriving at their destination.

Marks noted the plan has drawn no criticisms from union organizations. At one Northern spot, he recalled, a trucking outfit was being picketed, but the union allowed striking drivers to pick up their side money by hauling the Marks show.

The show will close in two weeks at the colored fair in Winston-Salem. Still dates this season were typical, Marks says. The fair season has been marked by poor weather on key days, with Gastonia, N. C., offering the only full week of operations so far. Albemarle, N. C., and Roanoke, Va., produced excellent business when not hampered by rain.

Show fronts, executed by "A. B. C." Fitch, of Maine, give the back-end a sparkling appearance, and this year's Marks-owned units are notable for the lavish costuming used. There is considerable use of sequined material and many numbers featuring strobe-lighted, luminous fabrics. Other eye-appeal elements used profitably this year have been the three Cole Bros.

## Greenville Big

Continued from page 57

ing in top money in the back end. On the lot here were the revue featuring Tirza and her Wine Bath, who joined some eight weeks ago; Sally Lane and her monkey and Jimmy Ferenzi's Jeannie. Other units are the Motordrome, Charley Burro; "Drums Over Harlem." Professor Vidalia; Monkey Speedway, Bob Johnson; Side Show, Capt. Frank Allen, and Exotic Birds, Irene Burton. Tirza and Sally Lane are well-known burlesque names, and their popularity has served to attract additional patrons to the midway.

Another jamboree for Miami has been scheduled for the closing date at the colored fair in Columbia, S. C., following next week's engagement at South Boston, Va.

Prell last year toyed with the idea of pulling out of winter quarters relatively late for the 1955 season, and in fact did embark on still dates a bit later than usual. The plan of playing only fairs did not materialize, since it presented labor problems too complex to overcome. It is planned to go out as usual next year, he said.

## Fresno Ahead

Continued from page 57

Showmen's Day with a party in McAskill's Girl Show top. Refreshments were served along with the entertainment. Frank Warren, president, and manager of the Crafts Expo, reported profits were sizable altho a final count had not been completed.

Shows split up again after the close here. 20 Big will play Ridgecrest, Blythe and Yuma and then to Phoenix, Ariz., for the Arizona State Fair. Expo unit will also be at Phoenix after dates at Handford and Firebaugh, both in California.

Swede and Torchy Colcleaser are the proud parents of an adopted daughter, eight-month-old Donna.

Circus elephants carried under arrangement with Floyd King and a pair of roving aerial searchlights.

Booked in for the better part of the fair season has been Jack Smith's Motordrome. Harry Weiss' bingo has put in a satisfactory year, and Ralph Endy had his Scooter on the midway here. Other show units are Side Show, Jimmy Cervane; Fun House, Al Palmer; Harlem in Havana, Jim Simpson; Moulin Rouge and Flamingo, Jack Weiner and Al Mercer, and Zombie Show.

## FROM THE LOTS

### Motor State

BROWNSVILLE, Tenn., Oct. 15.—With cotton crops good, the show has been scoring well on its tour thru the South, with grosses 15 to 25 per cent above those for corresponding dates of 1954. Up to 40 concessions are being carried.

Joining during the fair here were Broxton's bingo and H. A. Thomas' Minstrel and Girl Shows. Completing the back end are Sammy Lewis' Illusion Show and revue and the show-owned Monkey Circus. Ten rides are being carried. Purchased recently was a power plant from the Lewis Diesel Engine Company, Memphis. It is being installed on a new specially built semi, making two plants the show will carry.

Managerial personnel remains the same; Joe Frederick, owner-manager; W. Vandergrift, assistant manager and special agent; Mrs. Marian Frederick, secretary; R. J. McMillan, lot superintendent, and George Christensen, transportation. The show is moving on 21 truck-trailers.—JOE FREDERICK.

### Belle City

MILWAUKEE, Oct. 15.—When the show played St. Francis, Wis., we were fortunate to catch a warm Saturday and Sunday (1-2) to put us over the hump. The show closed after that stand.

During the last three weeks the weather at night was cold with the result that business was poor. Charles Panacek and his wife, Dottie, are going North on a duck-hunting vacation, while Bernie Wenzel and his family headed South. Joe Henke and Bob Beaudry went duck hunting at Horicon, Wis. Jebo, head ride man, will take a few rides to the Kaukauna (Wis.) Street Festival and then move to the Memo Falls (Wis.) Street Festival.—E. JOE HENKE.

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Care Louisiana State Fairgrounds, Shreveport, La.

## ROADSHOW REP

Owing to illness in the family of Lila Harriman, necessitating her return to Chicago, Brunk's Comedians were forced into an early closing October 1 at Portales, N. M., reports Owner-Manager Henry L. Brunk. During the past season the show was the subject of feature stories with pictures in The Amarillo (Tex.) News Globe, Denver Post, Grand Junction (Colo.) Sentinel, Durango (Colo.) News Herald, Canon City (Colo.) Record, Clovis (N. M.) News Journal, Albuquerque (N. M.) Journal and El Paso Times. The show will reopen in late April of 1956. Following the close Francine Pisano returned to Chicago to resume vocal work with bands. Jill, of the team of Jack and Jill Knecht, is visiting her family in Wichita, Kan., while Jack is in Clovis, N. M., to prepare new equipment for the act. During the winter he will work clubs around Denver. Gladys Bell is visiting friends in Denver. Monte Montrose returned to his home in Shanandoah, Ia. Dick Wagaman is visiting his folks in West Burlington, Ia., for a few weeks before joining the Tilton Show for a winter tour. Doug and Yvonne Ackley are visiting his folks in Dallas. Dave and Eileen Platt returned to Ohio, while Joe Groves went to his home in Boise City, Okla. Jack Vivian has joined his wife, Irene, in Hollywood. Mr. and Mrs. Brunk and son are now in Boise City, Okla., where the elder Brunk and Bob Willis are repairing show equipment before storage. While the show was in Portales personnel visited the closing matinee performance of the Clyde Beatty Circus in nearby Clovis, N. M., and later a number of the circus folks returned the visit, including Agent Bill Moore and Mrs. Moore, Jack Knight, Charles Cuthbert and the Scotts. When the Plunkett Show played Boise City, Okla., October 6-8, the Brunks visited the attraction, reporting that the opening day of the stand was lost due to high winds. The Plunkett Show lost 12 days during the season due to bad weather.

While in New Albany, Miss., recently, Arthur E. Bitters, of the Kelly-Miller Circus and former agent for the Winner, L. Verne Slout and Christy Obrecht rep shows, took time to delve into files of the local paper for data on the W. I. Swain Show, which played that town in 1928. "Many old-timers will remember the plays advertised by Swain at that time," said Bitters. "They included such plays as 'Lure of the City,' 'The Girl He Couldn't Buy,' 'Companionate Marriage,' 'Tempest and Sunshine' and 'Is Woman Immortal?'" Bitters studied the files after a story told him by Jack Connor, manager of the local hotel, about a fight that took place in Connor's lobby between the agents of the John Robinson Circus and the Swain show. Connor related that both outfits were playing Albany that week and, as was often the case in those days, they covered each other's paper. . . . H. M. Goring writes from Abilene, Kan., that he has bookings set for sponsored dates in that State and Southern Missouri for his music-drama solo show. "Because of poor crop conditions in these areas I don't look forward to big business, but feel I can make the grade because my expense is low," says Goring. . . . Allen Jameson writes from Saratoga, N. Y., that he has been touring Northern New York and recently took in the trotting races at Saratoga. . . . A. A. Anderson writes from Baltimore: "It is interesting to read about Toby and those who played the role, but as I remember it, it was harder to get a good Toby play than it was to get a good Toby. There were plenty of plays, but few that could stand on their own. Most of them were built around snappy gagging. I worked in Pennsylvania with several stock companies and we tried out Toby bills, but they seldom clicked in the larger towns we played. It was strictly small-town entertainment, and they were flat unless you ignored the script and got in some punch lines."

## Drivin' 'Round the Drive-Ins

Lou Lipman and Morris Keppner, Mansfield Drive-In, Willimantic, Conn., have instituted a dollar-a-car policy on Mondays and Tuesdays for the remainder of the season. . . . Sperie Perakos, general manager, Perakos Theater Associates, New Britain, Conn., has started use of 24-sheets to bolster trade at drive-ins at Southington and Plainville, Conn. . . . Buck Night, the drive-in theater practice under which two adults are admitted for one admission, was extended to the Palace Theater (Middletown, Conn.) engagement of Universal-International's "Private War of Major Benson." . . . The Southington (Conn.) Drive-In Theater, operated by Perakos Theater Associates, has inaugurated a Buck Night policy on Wednesdays.

In a participation effort for the Connecticut flood relief campaign, Paul W. Amadeo, general manager, Pike Drive-In, Newington, Conn., turned over \$600, a recent night's

receipts, to campaign headquarters. Admission was reduced from 70 cents to 50 cents that evening—a weeknight—in an attempt to bolster attendance. . . . William Hayes, manager of the Lockwood & Gordon Norwalk (Conn.) Drive-In, has resigned to become manager of the Sampson-Spodick-Bialek Empress Theater, that city. Replacing him at the drive-in is William Daugherty, formerly manager of the L&G East Windsor (Conn.) Drive-In. Harry Sullivan succeeds Daugherty at the latter.

Bernard Sherman, Milwaukee theater owner, has applied for a building permit to begin construction of a \$250,000 drive-in theater in suburban St. Francis. Expected to have a capacity of 1,000 cars, the development will also include a playground and a park. The St. Francis zoning and planning commission has slated public hearing to determine whether to give Sherman an okay to go ahead on the 31-acre plot.

STATEMENT REQUIRED by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233), showing the Ownership, Management and Circulation of The Billboard, published weekly at Cincinnati, Ohio, for October 1, 1955.

1. The names and addresses of the publisher, editor, managing editor and business managers are: Publisher, The Billboard Publishing Company, Cincinnati, Ohio. Editor, R. S. Littlefield Jr., New York, N. Y. Managing Editor, R. S. Littlefield Jr., New York, N. Y. Business Managers, E. W. Evans, Cincinnati, Ohio; W. D. Littlefield, New York, N. Y. 2. The owners are: The Billboard Publishing Company, 2160 Patterson St., Cincinnati, Ohio; Mrs. Marjorie D. Littlefield, Ft. Thomas, Ky.; R. S. Littlefield Sr., Trustee, Ft. Thomas, Ky.; R. S. Littlefield Jr., New York, N. Y.; W. D. Littlefield, Manhasset, L. I., N. Y.; Jane L. Stegeman, Ft. Thomas, Ky.; Mariana W. Littlefield, Manhasset, L. I., N. Y.; Marjorie L. Ross, Ft. Thomas, Ky.; L. M. McHenry, Ft. Thomas, Ky. 3. The known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None. 4. Paragraphs 2 and 3 include, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. 5. The average number of copies of each issue of this publication sold or distributed, thru the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was 57,146.

E. W. EVANS, Business Manager.  
Sworn to and subscribed before me this 27th day of September, 1955.  
(Seal)  
LAWRENCE W. GATTO,  
Notary Public, Hamilton County, Ohio.  
(My Commission expires July 15, 1956)

## Detroit Icery Slated to Bow

DETROIT, Oct. 15. — A new community-type rink for ice skating, the Winter Wonderland Skating Club, 16611 Schoolcraft, in the northwest section of the city, is scheduled to be opened next month by Grace and John McErlane.

Mr. and Mrs. McErlane, newcomers to the amusement field, are building the artificial outdoor rink, 85 by 85 feet, facing one of the main thoroughfares. It will be fenced in and adjoin an 84-foot-long brick concession building in which Mrs. McErlane plans to sell coffee, hot dogs, candy and soft drinks.

Organized as a club, the rink will be open to skaters of all ages who purchase a 25-cent membership card. A professional instructor will provide classes. The tentative schedules has three skating periods per day, the afternoon and evening periods of three hours each.

## Moose Jaw Dance Op to Part-Time Roller Skating

MOOSE JAW, Sask., Oct. 15.—George Nellis, operator of Temple Gardens Ballroom here, plans to have his dancery double as a roller rink this winter. He has ordered 300 pairs of skates with plastic-coated fiber wheels.

Roller skating will also be offered by the Moose Jaw Kinsmen Club in the Natatorium, using a wooden floor placed over the pool.

S. Paul, who operated the roller rink in the Arena, which was destroyed by fire this fall, is seeking property and plans to build a rink.

## Girl Killed

Continued from page 49

other girls is in critical condition in Dallas. The other member of the trio escaped with bruises, a badly gashed leg, and shock, as she had stayed with the seat and fell only about 15 feet.

Also injured was a 13-year-old Winona, Tex., girl, who was riding in another seat and was struck by the falling seat as it went thruout the framework of the ride.

"Two Allen screws holding the retaining ring on one side of the seat gave way," a police inspector said after making an examination.

The ride was dismantled following the inspection.

The Sky Wheel is owned by the Dowis Sky Wheels, Inc., Sterling Colo. It had been in operation six years and during that period had experienced no accident, according to R. D. Dowis, manager of the ride.

## "Not Conventional"

JACKSONVILLE, Ill., Oct. 15.—To correct possible wrong impressions, Lee Sullivan, president of the Eli Bridge Company, for years the dominant manufacturer of Ferris Wheels, was quick to point out this week that the Sky Wheel is not a conventional Ferris Wheel.

"We make only conventional Ferris Wheels and our company has turned out 1,032 such wheels since 1906," Sullivan said at the Eli Bridge plant here.

"During that time," he added, "no patron, to our knowledge, has ever been killed on a conventional Ferris Wheel."

Sullivan's statement came in the wake of wide-spread publicity given the Dallas tragedy and to the fact that newspapers and commentators referred to the Sky Wheel as a double Ferris Wheel.

Some newspapers, he pointed out, showed pictures of only a single wheel, thus throwing out the suggestion that the tragedy occurred on a conventional wheel.

A number of carnivals thruout the country reported their Ferris Wheel patronage off from normal levels in the days immediately following the Dallas accident, but they all expressed the belief that Ferris Wheel receipts would return to their usual levels within a few more days.

## 500 Turn Out For Mineola's Fall Reopening

MINEOLA, N. Y., Oct. 15.—More than 500 skaters attended the September 14 22d annual opening of Earl Van Horn's Mineola Roller Rink, highlighted by distribution of souvenir programs and skating exhibitions by the rink's 1955 national champions.

Back on winter schedule, the rink is operating nightly except Mondays. In addition to regular matinees on Saturday and Sunday, the rink offers a Saturday morning session for children. As in former years, the Mineola will also be open for holiday matinees.

Back at the electric organ is Barbara Weeden Kiefer. Returning to Mineola's professional staff after an absence is Donald Mounce, former world and United States figure skating champion. Held over from last year's staff are Jean Van Horn, former national figures champion and gold medalist; Margaret Hanford, former national dance champion and gold medalist, and June and Walter Bickmeyer, former national figure champions. Mineola is unique in that all members of its teaching staff are former national amateur titleholders.

Plans are well advanced for the rink's annual Halloween masquerade party October 28. As in former years six gold wrist watches having a total value of \$300 will be awarded to men and women wearing the finest, most original and funniest costumes.

## Bowers at Sweetwater

SWEETWATER, Tenn., Oct. 15.—Porter Bowers, who recently took over as manager of a Rader portable rink here, reports he has the operation on a paying basis again thru the booking of numerous church and school group parties. The rink has put in 21 weeks here and is slated to move into Florida late this month under Bowers' management.

## Two Withdraw

Continued from page 49

to us would conflict with everything else. It would be school examination time and we couldn't have farm boys and girls' camps, for example. June fair dates in the past proved very good."

George K. Ross, Lloydminster, WCFA secretary, said the differences of opinion over dates had been a problem for the circuit for some time. The difficulty of arranging acceptable dates for 14 members was apparent when the shortness of the fair season and distances involved in moving attractions were considered.

He recalled that in August the association had considered and then rejected a suggestion that the B circuit break up into two separate groups. It was decided, he said, that there would not be enough members in each section to insure each group making acceptable arrangements with grandstand and midway attractions.

A better layout of fairgrounds, more standardization in prize lists, a system of honoring outstanding farmers, and up-graded midway attractions were among suggestions offered fairs by Rupert Ramsay, director of extension services for the University of Saskatchewan. He addressed delegates Tuesday (11).

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400 pr	Rental Shoe Skates . . .	
1,800 pr	Men's and Ladies' . . .	5.00 pr.
1,100 pr	Camp-on Skates . . .	2.50 up
400 sets	Cottrell plastic ball bearing reject wheels . . .	1.50 set
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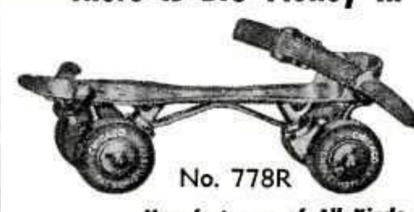
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## Ringling Plans Latest Closing, Cuban Run; Loses Day to Mud

### Seeks to Force New Orleans Permit; 3d Section Delayed by 5-Car Derail

CORPUS CHRISTI, Tex., Oct. 15.—Ringling Bros. and Barnum & Bailey Circus is contracting its latest closing date in history. The big show is expected to shutter on December 4, perhaps at Fort Myers, Fla.

Some reshuffling of the immediate advance route was indicated when the Memphis date was postponed to November 2. Prospects for last-minute changes next week loomed as the show began court action to force the city of New Orleans to issue a license for Friday (21) thru Sunday (22). The proposed St. Louis date apparently was not materializing since the arena was not available.

Closing on December 4 will fit in with the scheduled TV show from quarters on December 16. It also meshes with a scheduled departure from Sarasota on December 22 of the unit which will play Havana.

The Cuban engagement is scheduled to start on Christmas Day and run thru January 16.

#### Texas Dates Sag

Meanwhile, the show was playing Texas to mixed results. Some of the stands were holding to the high pace set earlier. But San Antonio didn't hold up that well thru two days. Brownwood and Temple also were off the pace.

## Fred Derrick, Famous Rider, Dies in Britain

TORQUAY, England, Oct. 15.—Fred Derrick, retired bareback rider whose fame was wide early in the century, died at his home here. He was about 75 and had been in ill health for some time. Death came on September 21.

Derrick became an accomplished rider in Europe at the turn of the century and was seen there by Barnum & Bailey agents during that show's tour of the continent. He went to the United States in 1903, same season that Barnum & Bailey returned.

With the Barnum show, he and Ella Bradna performed a carrying act for many years and he also worked a principal riding act. It was after their act was discontinued that Ella Bradna began her "act beautiful" of later years.

Meanwhile, Derrick continued riding and joined the Hanneford Family, with Poodles, about 1917 or 1918. He continued performing in the United States until the 1930's, working with Sells-Floto and other circuses. Then he returned to England.

Among survivors are his widow, Edith, of Torquay.

## Bailey-Cristiani Plays Shreveport

SHREVEPORT, La., Oct. 15.—Bailey Bros. & Cristiani Circus played to good business that equaled last year's for the Shrine here. It also was making Shrine club dates in Monroe and Alexandria, plus dates in Minden, Ruston, Winnfield and Natchitoches, La.; Pine Bluff, Ark., and Tulsa, Okla. Ringling-Barnum withheld advertising in Shreveport until after the Shrine date. R-B appears as part of the Louisiana State Fair.

Both performances were lost at Corpus Christi on Wednesday (12) because the lot was too soft to support wagons or the tents.

#### First December Dates

The late closing was generally interpreted as an effort to count in as many days as possible this year to make up for short grosses at many spots on the route.

Never before has Ringling-Barnum played December dates. While old Ringling Bros. routes were not available for a check immediately, it was believed that the original show didn't stay out that late any time after it became a circus. A look at Barnum routes reveals that not since 1876 did the show play in December, and that was to make an indoor run in New York for two months ending December 9.

#### Buck Packs' Shrine

At New Orleans the show resisted when the city council decided against issuing the permit. Reason for the denial was generally believed to be that New Orleans Shriners objected to the Ringling show coming in to compete with the Tom Packs show, which is sponsored by the Shrine.

The show filed suit in District

(Continued on page 68)

## King Books Thru Nov. 19; 3 Shows at Charleston

CHARLESTON, S. C., Oct. 15.—Three performances were needed by King Bros. & Cole Bros. Circus to accommodate crowds here Monday (10). The big attendance followed one of the heaviest advance sales the show has had this season. Auspices was the Moose lodge.

Earlier, Lumberton, N. C., Wednesday (5), scored two three-quarter houses, with Jaycee auspices and a street appearance. Laurinburg, played on Thursday (6), gave a one-third afternoon and three-quarters night.

Lake City, S. C., was the stand for Saturday (8) and an auxiliary airport was set as the lot. Site had to be changed at the last minute, however, because the airport was activated for possible emergency landings. Weather was cloudy in the afternoon and rainy at night. Nevertheless, the circus pulled a three-quarter afternoon and night turnout that was somewhat better.

Paul Pyle continues with the show as lot superintendent.

## Miller Average Okay in Miss.; Batesville Off

BATESVILLE, Miss., Oct. 15.—Al G. Kelly & Miller Bros. Circus has been drawing good business in Mississippi stands, but Batesville, played on Monday (10), fell short of the average. Coming of fair weather for cotton picking held down attendance here.

At Indianola on Tuesday (4), the show had a three-quarter afternoon and turnaway at night. Winona, the Friday (7) stand, gave two strong capacity houses. In Charleston, scheduled for a matinee-only on Sunday (9), the show played to a turnaway.

## Chuy Mijares, Swedish Owner, Passes at 62

KARLSKOOGA, Sweden, Oct. 15.—Funeral services for Chuy Mijares, Swedish circus owner who died here Wednesday (5), were held in Stockholm Sunday (9). His age was 62.

He is survived by his widow, Baptista Schreiber, high school rider and a member of a well-known European circus family, with whom he organized and operated the Mijares-Schreiber Circus. A brother also survives.

Mijares was born in Mexico. With his brother, Manuel, he formed a wire walking act with which he was featured for several years with the Barnum & Bailey Circus.

The circus is in winter quarters here.

## Schuler Set To Aid Polack Eastern Bally

NEW YORK, Oct. 15.—Charles Schuler left here today to handle publicity for Polack Bros. Eastern unit appearances in Baltimore and Philadelphia.

The veteran publicist, who severed his connection with the Ringling Bros. and Barnum & Bailey Circus radio department in mid-season, had set up headquarters in New York.

## Wathon Off To Europe For Talent

NEW YORK, Oct. 15.—Stanley W. Wathon will sail next Wednesday (19) aboard the liner Queen Mary for England and Europe in search of unique novelty-thrill attractions.

The New York booker, who for years was a principal figure in the handling of circus talent in England and on the Continent, will spend some time in London where he has real estate and business interests. He will then journey to Germany, where he will be the guest of Lorenz Hagenbeck, then on to Switzerland, Vienna and Stockholm.

Mrs. Wathon will accompany him on the first part of the journey which will last about six weeks.

## Cristiani, Stevens Split-Up Reported; Show Goes Indoors

PINE BLUFF, Ark., Oct. 15.—Robert (Big Bob) Stevens has closed as agent for the Bailey Bros. & Cristiani Circus, it was reported reliably here Friday (14). He and Lucio Cristiani, owner-manager of the show, began a series of meetings at Wichita Falls, Tex., which lead to the separation.

Stevens and Cristiani had been together since formation of the

## Ben Davenport Plans Winter Tour, 2d Unit

SPARTA, Tenn., Oct. 15.—B. C. Davenport announced here that his Merchants Free Circus will stay out all winter playing Florida, and that it will be expanded to two units early in January.

The show includes a circus performance, walk-thru, concessions and rides and is sold to merchants groups and chambers of commerce as a promotional offering. He said it would not return to Texas quarters this winter.

Davenport said the show has

## R. A. Miller's Indoor Circus Staff Shaping

PIGEON FORGE, Tenn., Oct. 15.—Progress is being made in building the staff of the new Miller Bros. Indoor Circus, it was reported this week by R. A. Miller, one of the brothers organizing the show.

He said that they had found organizational work to be slow and tedious at the outset but that it now seems to be taking good shape. Some acts have arrived at the quarters here, he said.

With him in the organization is a brother, M. A. Miller. They have operated the Fort Weare Game Park here for several years and conducted a business in animals. Miller said that they are aiming at dates in larger cities, playing auditoriums and arenas under auspices.

## Hagen's Poles Late; Shows In Rodeo Arena

RUSSELLVILLE, Ark., Oct. 15.—Hagen Bros. Circus played to half and three-quarter houses here Tuesday (11), a week behind the fair. Both shows were given without the big top.

Breakdown of the pole truck caused the trouble. When it became apparent that it would not arrive in time to use the tent, Manager Bob Couls and the Jaycee auspices contacted officials of the county fairgrounds and arranged to use the rodeo arena.

The day before at Conway (10), the show had a three-quarter afternoon and near-full night. Show was 10 days behind the Faulkner County Fair and two days behind the annual at Little Rock. Joint auspices of DAV and VFW were used.

#### Walters in Ark.

MONETTE, Ark., Oct. 15.—The Cole & Walters Circus appeared here Saturday (8) and drew half and three-quarter houses in fair weather with Legion auspices.

present show. Earlier, Stevens had had Bailey Bros. Circus in co-operation with Gil Gray, and the Cristianis were in partnership with Floyd King.

Stevens was expected to join the staff of an indoor circus.

The Cristianis circus starts indoor dates at Tulsa on Monday (17) and continue into November, by which time the show will be in Illinois.

done well this season, its first, but that it had been necessary to change agents several times. He said that the set-up differs from what most agents are familiar with and that he now has three advance men ahead of it.

His lion and elephant acts have been in South America with the Circus Razzore for two years and are due to leave Caracas, Venezuela, early in January, arriving in New Orleans about a week later.

Davenport said that at that time he will have one unit featuring the five elephants of Pete and Norma Davenport Cristiani. The second unit will feature the lions, worked by Arumi Singhi, and the five Davenport elephants handled by Raymond Frievogel.

## Geo. Valentine, Catcher, Dies; Managed Acts

BLOOMINGTON, Ill., Oct. 15.—George D. Valentine, 57, former member of famous flying return acts, operator of his own trapeze troupe and manager of the Valentino Sisters, died at his home in adjacent Normal, Ill., here Saturday (8).

He was forced to retire from performing five years ago because of a heart ailment. Earlier he was active in the YMCA training gym for flying return acts, which helped make Bloomington national headquarters for that type of act.

#### With LaMarr, Concello

Valentine began in the flying return business with Harry LaMarr and the Flying LaMarrs. Later he was a catcher for the Flying Sullivans, and he caught for the Flying Concellos. Forming his own act some years ago, he continued until five years ago, when illness forced him to quit. He then managed the Valentino Sisters' act.

Masonic services were held Monday (10) and the final rites were Tuesday (11), with burial in the American Legion section of Park Hill Cemetery.

Among those from out of the city were Mr. and Mrs. Herbert Victoria, Chicago; Mrs. Walter Jenner, Peru, Ind.; Mr. and Mrs. Max Winlows, Chicago; Mr. and Mrs. Kurt Oranto, Chicago; Mr. and Mrs. Roy Deisler, Fort Wayne, Ind.; Ray Humphrey; Mr. and Mrs. Andy Bakalar, Streator, Ill., and Mr. and Mrs. Ivor Vinecore, Rutland, Ill.

#### Brothers Have Acts

Included among the floral pieces were those from Clyde Bros. Circus, the Dr. E. R. Braly Circus, Wayne Larey, the Wirth Circus of Australia, and Antoinette and Arthur Concello.

Survivors include his widow, Lorraine, and their daughter, Cherie Diane, who comprise the Valentino Sisters; four brothers, William, Roy and Fred, all of whom have their own flying return acts, and Charles, all of Houston; two sisters, Mrs. Lillian Allen, Angleton, Tex., and Mrs. Geraldine Horton, Winnie, Tex., and a son by a previous marriage, George Jr. A sister died earlier.

#### Razzore Buys Top

CARACAS, Venezuela, Oct. 15.—Circus Razzore has placed an order for a new big top to be built in Chicago by the U. S. Tent & Awning Company. The show has been featuring elephants and lions owned by B. C. Davenport, of Texas.

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**UNDER THE MARQUEE**

Buck Leahy, having closed the season with Mills Bros., is making dates out of Lancaster, Pa. . . . L. M. White, circus fan and editor of The Mexico (Mo.) Ledger, is circulating the centennial edition of the newspaper. . . . Don Franklin's elephants, with George King, have signed for all-winter work with the Handy-Andy stores out of San Antonio.

An historical yarn, authored by F. Beverly Kelley, noting the 100th anniversary of the callopie, appeared in the Sunday (9) issue of The New York Times Magazine.

Fay and Bill Snyder, who were recently set for Club Manhattan, Detroit, opening October 10, have purchased a registered Shetland stallion for their act, along with six more Boxers. . . . The Aerial Alcidos, Sid, Kay and Eeverly, recently played the Longview (Tex.) Fair and have more annuals in the Lone Star State, closing in San Antonio, before going to Florida to prepare for a 12-week tour of Cuba.

C. W. Broun Jr., of United Productions, Sarasota, Fla., reports that the firm has again been signed to produce the annual free children's Christmas Carnival there. Last year's event, sponsored by major business firms, drew a turnout of 4,500 children. The show is offered on a downtown lot.

Vet circus man Jake Posey recently underwent a major operation and would like to hear from friends, according to Bob Orth. Mail should be addressed to Posey in care of Los Angeles General Hospital, Ward 4800. Orth is back in Venice, Calif., after attending funeral services Friday (7) in Pomona, Calif., for the infant daughter of Mrs. Fern Tibbetts, the Orths' daughter. The child died shortly after birth. Mrs. Orth expects to remain in Pomona for some time to take care of Mrs. Tibbetts and her four sons.

Karl Wallenda writes from the Circus Royal Dumar in Bogota, Colombia, that weather is cool, there is rain every day, and that business ranges from weak to very good.

The American Druggist magazine for October has a cover photo of Ray Sinclair, clown for Hunt Bros.' Circus, and his dogs. . . . Mike Calderazzi, Charleston, S. C., writes that he caught King-Cole when it gave three shows in a day. He reports his health is better and he is out of the hospital and connected with the M and M Sports Center.

Leo Francis, clown, has signed to do Santa at the Block Store in Indianapolis during the Christmas season. This will be his 17th year there. . . . Mae Noell, of Noell's Ark Corilla Show, calls attention to the layout on Buffalo Bill in Town and Country magazine. The article includes photos and color art work, and all comes from a book to be published in November.

LaCrosse, Wis., CFA members hosted the Sverre Braathens recently, showing them the 13-acre show grounds dedicated last August. The 35 members saw Braathens' color slides also, reports William Johnson.

Making the Bondville, Me., fair was Ed Tiernay, whose family act was with the Bill Ketrov shows and who had the Canadian show, "Maple Leaf Circus," sometime ago. He was master of ceremonies for a show which included Shirley Haver, contortion; Three Renowns, acrobatic dance burlesque, and Rayford, the clown.

Bert and Corrine Dearo made a "Super Circus" date in Chicago, visited the Showmen's League club-rooms, and then hopped to Evansville, Ind., to take delivery on new rigging built by Carl Sahlens. They'll make Orrin Davenport's dates at Kansas City and Wichita, then Texas and Old Mexico.

Clown John Toy reports that he caught Kelly-Miller, Ringling King-Cole, Nat Lewis, Clyde Beatty, Orrin Davenport and Noel

Van Tilburg shows this season after closing with the spring edition of Rogers Bros.' Circus.

While King-Cole was showing in Georgia, Mrs. Vicki King, wife of co-owner Floyd King, spent several days in Macon readying their home for return of the family later this fall. . . . Several Macon, Ga., friends of the King-Cole show visited when it was near its winter quarters town. . . . Paul M. Conaway, Macon show attorney, plans to visit Noyelles Burkhart on the Ringling show soon. . . . A Mack Dodd again is in charge of Macon's Moose Lodge annual Halloween Circus, October 31, credited with cutting out prankster damage in the city.

In Chicago during the annual rodeo last week was Earl Lindsay, former treasurer on Hagenbeck and Cole Bros., now business manager for Gene Autry. . . . Noel Van Tilburg, Minneapolis circus fan trade show producer, was in Chicago Thursday (13).

Art (Doc) Miller, veteran biller, is back in Elmira, N. Y., but he is getting ready to go again. He reports the death of Dugan Clark, circus biller who began with the old Frank Robbins show, this summer.

William Moore visited the Bailey-Cristiani Circus at Shreveport, La. . . . CFA Jack Painter, formerly of West Virginia, now is on the Louisiana Tech staff at Ruston, La., and caught Bailey-Cristiani there along with Frank Fraser. Fan Hardy O'Neal caught it in Shreveport.

Jim Stutz writes that Hitler's Armored Limousine did well at the Tupelo, Miss., fair, and that Walsh's Matchstick Cathedral also did well there. Stutz and Charles Ranbow, Reading Pa., renewed their acquaintance after a 23-year lapse at Tipton, Tenn., recently.

John J. Ruff, Pine River, Minn., former circus bandsman, writes that he and his wife are vacationing in the South. . . . The Wilfred Mae Trio has closed its season with the Braly units at Southern fairs and will play club dates before returning to Miami and Havana for the winter. They and Gordon Harrison, of the Claude Harrison troupe, escaped uninjured in an auto crash recently when a truck drove into the path of their car.

Mrs. Howard King reports from the King-Cole Circus that Lt. Cmdr. and Mrs. James Toulbee spent several days as guests on the show before sailing October 5 for two years' duty in Italy.

CFA's Pettus (Brownie) Brown and Jess Beadles, Hopkinsville, Ky., were hosts to Helen and Whitey Haven, elephant trainers. . . . The Richmond (Va.) Times-Dispatch for September 26 carried a feature article and photo about L. Wilson Poarch, CFA, and his circus collection.

Jorgen Christiansen is telling the story of the recovery of his Norwegian Elkhound, which is part of his act with Polack Bros. The dog disappeared while the show was in Orlando, Fla., and police, the humane society and others were alerted to watch for it. Shriners all helped and an announcement was broadcast. Christiansen also called the J. D. Ewings, whom he knew from the time Cole Bros. was at Rochester, Ind., and who now live in Orlando. He asked them to place an advertisement in the newspaper. Three days later in Albany, Ga., Christiansen decided to telephone the Ewings to see if there was any news. But before he could place the call the Ewings appeared at his trailer with the dog. After a woman had seen the newspaper ad and brought the dog, the Ewings drove 680 miles to return it to Christiansen.

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Those who want a good deal in earrings and assorted pins should write to Jewels By Stanlee, Bristol, Conn. A \$9 revolving display stand is offered free when you order one gross of earrings in assorted styles (24 karat gold and rhodium plate finish) at the low price of \$54. The same revolving stand will be given with one gross of assorted pins for \$60. All earrings and pins are \$1 to \$3 values. In addition the firm features manufacturer's closeout necklace and earring sets in 24 styles with hand set stones, assorted colors and in satin-lined boxes. Write for further information on items stocked by this com-

pany. All items shipped with money-back guarantee.

Genuine aged parchment is used by Sherfy's, Ltd., Seattle, for its newest items, reproductions of the Bill of Rights, Constitution, Declaration of Independence and Lincoln's Gettysburg Address. Cost to pitchmen is 9½ cents each. They may be sold for 59 cents each or four for \$2. A giant reproduction of the Declaration of Independence, 36 by 48 inches, on the same type parchment and 72 American silk flags are \$19.50.

Malcolm K. Finke, of First Distributors, Inc., the Chicago wholesale mail-order house of general merchandise, announces that because of the firm's rapid growth it has leased a No. 2 warehouse at 3600 West Fullerton Avenue. The addition has 20,000 square feet of space. Showrooms and offices of the firm remain at 4135 West Armitage Avenue. First has just released its 1956 catalog of 340 pages. It lists more than 5,000 items, including giftwares, toys, photographic equipment and soft goods.

Seals Jewelry & Novelty Company, Chicago, recently issued an elaborate circular listing and illustrating a wide line of giftwares, many of them styled in attractive plexiglass. Offered at attractive prices are such items as key chains, perfumers and atomizers, bud vases, a large line of compacts, salt and pepper shakers, paperweights, bookends, desk sets, letter or napkin holders, night lights and candle holders, lighters, utility boxes, cigarette cases, purse butlers, men's jewelry and costume jewelry in abalone, shell, carved plastic and hammered gold.

A new gimmick for pitchman is a mixing ball for the home. One magazine headlined a picture of the item, "Dig That Crazy Ball." The mixing ball put in a glass covered with a plastic cap will whip up milk shakes and aerate frozen and powdered fruit juices so that they taste like fresh fruit juice. The ball may be used for eggnoes, powdered milk, cocktails, scrambling eggs, blending mayonnaise, etc. Quantity lots may be obtained from Merle V. Watson, Inc., Development Division, Peoria, Ill.

Monogram Embroidery Company, Chicago, has placed on the market a new safety device which provides protection for youthful bike, scooter and motorcycle riders after dark. Called Flash Back, it is a panel, 3 by 6 inches, of reflective material that glows brilliantly when struck by auto headlights. Flash Back is personalized with the youngster's name in red or blue with matching trim. It is sewn on the back of a sweater, shirt or jacket. Washable, it lasts indefinitely. Retail price is \$1 postpaid.

Lady, the star of Walt Disney's new full-length Technicolor cartoon, "Lady and the Tramp," is the latest in pull toys. The doll may be mounted or taken off a low slung scooter which clinkety-clacks when children pull it. A peg and hole arrangement in each paw makes it possible to stand or sit Lady in any position. The item is packed in a little corrugated dog house printed in two colors. It is offered at \$3.98 retail by Eldon Manufacturing Company, Los Angeles.

Tricky and charming is the novel Mickey Mouse hat designed by Benay-Albee Novelty Company, Maspeth, N. Y., manufacturer of Western and novelty hats. Called the turn-a-bout face hat, it is designed to be worn on the back of the head. One size fits any boy or girl, thus eliminating inventory problems. From the front the hat appears to be a regular Mickey Mouse beanie. The crown and

(Continued on page 68)

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in lots of three.  
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## PIPES FOR PITCHMEN

By **BILL BAKER**

**JOE JOBLOTS . . .** posts the info that one of the big dates of the year was the Trenton State Fair. Among those displaying their wares and talents were: Betty Witaaker on a sewing machine hat stand and realizing a gross she will long remember; Joe Marks, of Marks and Weiss, noted comedians, was putting on his usual good act at his fire novelty stand, and Duke Segal had his dancing dolls performing to big crowds. Joe also says that Willie Miller, the hat operator, is now booking agents for next year.

**JACK (BOTTLES) STOVER . . .** pens that he and Fred (Red) Craun have made the last round in West Virginia and have moved on to the tobacco markets in and around Virginia. He also says that Willie (The Kid) Diethich and George Stacey have been taking care of the boys around Winchester, Va. It seems, according to Bottles, that business in that region has been bigger and better than ever this season.

**ACCORDING TO . . .** the last report we received from Big Al Wilson, he was pitching camp in Waterloo, Ia., and working polish with Kid Ward at the National Dairy Cattle Congress. From there he was heading South to take in the American Royal Livestock and Horse Show at Kansas City, Mo. Seen around the Waterloo stand were Sally Fields; Jack Kid Flowers, on glass cutters; Don Crabbe, on balloons; Mrs. Hallagan, with pie crimpers, and Gabby the Gadget Girl.

**POSTALING . . .** "A line to the sheeties." E. C. Pardee says that he's been picking up some scratch while traveling around the tobacco markets in North Carolina. He also reports that he and Mr. Hutchins contacted

**A SECOND S.O.S. . . .** is sent up by old Doc Blanton. The Doc is on the flat of his back with a bum ticker and would like to hear from some more of his friends in the business. The boys can contact him at Box 631, Spindale, N. C.

**JACK (BOTTLES) STOVER . . .** is making the Forest Festival at Elkins, W. Va.

**THE HOT DOPE IS . . .** that Ralston, Williams and Fats Teter are getting their share of the moola in the West Virginia area.

**TEX DABNEY . . .** the paper man, posts that his wife, Bertha, who was formerly known as Bertha the Pen Lady, is in Room 4241, Duke Hospital (Holmes Section), Durham, N. C. Tex says that the little woman will need plenty of moral support so naturally she would appreciate having all of her friends in the business drop her a line.

**REPORTS HAVE IT . . .** that Pop Pardue has been prancing around Buchannon, W. Va. It appears that ole' Pop is still going strong despite his 71 years.

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**COMING EVENTS**

- Alabama**  
Phenix City—Thanksgiving Festival, Nov. 21-26. J. M. Chapman, Box 349.
- Arkansas**  
England—Fall Festival, Oct. 17-22.
- California**  
Firebaugh—Cotton Carnival, Oct. 19-23.  
San Diego—Fall Flower Show, Oct. 21-23.  
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**  
Chilpey—West Fla. Dairy Show, Nov. 5. J. E. Davis.  
Opa Locka—N. Dade County Home Progress Expo., Oct. 28-30. Joseph Behoff.  
Live Oak—Suwannee Valley Hog Show, Oct. 17-22. Paul Crews.  
Tampa—Florida Living Exposition, Oct. 25-29.  
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.  
South Bend—Antique Show, Oct. 17-20.
- Louisiana**  
Baton Rouge—Dixie Horse Show Jubilee & Livestock Show, Nov. 3-6. Mrs. Helen F. Cobb.  
Crowley—Int'l Rice Festival, Oct. 19-20. J. W. Barnett.
- 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. Titcomb, 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.
- Missouri**  
Kansas City—American Royal Livestock Show, Oct. 15-22. C. M. Woodard.  
Kansas City—Antique Show, Oct. 23-25.
- New Jersey**  
Teaneck—Bergen County Industrial Exposition, Nov. 2-8.
- North Carolina**  
Raleigh—Raleigh Rodeo, Oct. 18-22.
- Oregon**  
Portland—Expo. of Progress & Pacific Int'l Livestock Assn., Oct. 15-22. Jack Matlack, 402 Times Bldg.

- Pennsylvania**  
Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. C. L. McAdams.
- Tennessee**  
Nashville—Nashville Rodeo, Nov. 8-12.  
Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.
- Texas**  
Arlansas 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 Bray, 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 Angelo—Oil Show, Oct. 11-15.  
San Antonio—VFW Expo. of America's, Oct. 25-30. Ralph W. Stevens, 313 Houston Bldg.  
Tyler—Tex. Rose Festival, Oct. 21-23. Frank Bronaugh, Chamber of Commerce.
- Utah**  
Ogden—Ogden Livestock Show, Nov. 12-17. E. J. Fjeldsted, Kiesel Bldg.  
Ogden—Ogden Livestock Show, Nov. 11-16. Rudy Van Kampen, 3720 Riverside Road.
- Virginia**  
Richmond—Do It Yourself Hobby & Photo Show, Nov. 1-6. 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. 25-29.
- Saskatchewan**  
Regina—Sask. Wheat Pool, Nov. 1-12.  
Saskatoon—Meat and Poultry Show and Sale, Dec. 15-16.

**R-B Plans Latest Closing**

Continued from page 64

Court asking for a writ of mandamus which would require the city to grant the permit. Final outcome remained to be seen at week's end, when the show dates were coming up fast.

In the past several seasons few shows have resorted to court actions in similar cases. However, in earlier years there were frequent suits for writs and often these were won. Conversation among show agents in recent years often has turned on the wisdom of filing such suits, and some agents are known to feel court action overdue generally.

The Ringling show has been short-handed for some time and has placed ads in classified sections of newspapers seeking help. When the Clyde Beatty Circus closed, a number of working men went over to Ringling. Some staffers and other personnel also transferred shows.

While the dates for the Cuban engagement have been set, there was no indication on the show about who might be scheduled to appear in the winter work. Decision was waiting on John Ringling North.

Art Concello, former general manager of the show and a leading contender for the Madison Square Garden date next spring, was on the show several days. This apparently was no more than a social visit, but it gave rise to considerable speculation around the country.

At the same time, there have been rumors about other well-known circus executives joining the show or preparing to, and about corresponding changes in the present staff.

All of these proved to be unfounded, however. Altho the show's top executives remained silent on the subject, it was confirmed that none of the changes had taken place. One rumor proved to be a revival of a July offer which was not taken up.

At Lubbock, Tex., on Thursday (6), the show had a full house at night. A 230-mile jump put the

show into Brownwood, Friday (7), where it had a one-quarter afternoon and three-quarter night. Gil Gray played there four days earlier. Temple gave Ringling a half and three-quarter combination for Saturday (8).

On the Sunday run to San Antonio, five stock cars on the third section were derailed in Austin. First two sections moved without incident. None of the horses was hurt. Performers were taken from Austin to San Antonio by bus and cars were railed in later after repairs were made.

The San Antonio stand opened Monday (10) with a one-quarter afternoon because of rain and a near-full night house. The second day there had a half house in the afternoon and a three-quarter score in the evening. Rain hit the matinee again. Ringling was a week ahead of Polack Bros.' Western unit.

The loss of Corpus Christi followed a 10-inch rain by two weeks. This flooded the lot and showers since then kept it soft. First truck on the lot sank to the frame, and soon after the day was declared lost.

**MERCHANDISE TOPICS**

Continued from page 66

back of the hat shows a huge Mickey Mouse molded face, with rolling movable eyes. It is made of reprocessed felt and retails at 98 cents.

Prest-O-White, the latest and fastest way to clean white wall tires, does the job in one minute. All that is necessary is to spray it on an rinse it off. Handy sprayer comes with the bottle of non-inflammable liquid that removes scuff marks, dirt and dust. The firm claims that the product is harmless to rubber and clothes. A 16-ounce bottle retails for \$1. Write Chemade Products Company, Detroit, for quantity prices.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

### MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Adair, Robt.  
Allen, Henry L.  
Allen, Roy Frank  
Algood, James P.  
Almanza, Fred J.  
Andrews, Tracy (Crown)  
Anthony, Bumps  
Anthony, Mara  
Austin, Jack  
Austin, Wm. Ray  
Ayers, Maurice C.  
Bailey, Alfred E.  
Bailey, Dave  
Bailey, David L.  
Baker, James M.  
Baker, Louis  
Baker, Shorty  
Ballard, Elmer  
Barbee, Bill  
Baross, Tony & Monica  
Beard, Earl W.  
Beall, L. D.  
Beall, Mrs. Laura D.  
Beatty, John E. (Wingy)  
Beck, Robt. E.  
Beecher, Arden (Crown)  
Begur, Butch  
Bellows, Alan  
Best, Dick Charles  
Bimbo, John  
Bimbo, Jos.  
Blackman, Jos. M.  
Blake, Tex  
Blakely, Benton H.  
Blakeman, Lily  
Boatman, Mrs. Sam  
Bona, Cherie  
Bone, John Howard  
Boyce, Louis  
Brady, W. J.  
Branzo, Abbe  
Broadway, Asia  
Brook, Walter J.  
Brown, Chester W.  
Brown, Earl I.  
Brozio, Walter  
Budo, Charlie  
Burd, Mrs. S.  
Bumgarner, W. L.  
Campbell, Myrna & Bill  
Canady, Barney & Mrs.  
Canter, K. G.  
Carden, Catherine L.  
Carland, Mide  
Carlie, Wm. H.  
Carroll, James R.  
Caruso, John  
Casper, Joe  
Cerrone, Izzy  
Chambers, Mrs. Patsy  
Chance, Frank  
Chapman, Mrs. E. A.  
Chavez, Reina  
Cherry, John  
Clayton, Charlet M.  
Coburn, James F.  
Coco (The Clown)  
Cole, Bonham E.  
Commack, Jerry  
Conatser, L. C.  
Coniss, Eddie (Lam Lam)  
Conlon, Edith H.  
Cox, Lloyd E.  
Crane, Cloise A.  
Crane, Ed & Mrs.  
Crawford, Dorothy  
Cromer, Robt. L.  
Crowe, Charlie  
Crown, Jessie  
Cruz, Ed  
Culpepper, Milton  
Curtis, Jack & Peggy  
Dahi, Sid  
Dailley, James  
Dale, Bill  
Davis, N. E.  
DeCoste, Romaine (Mr.)  
DeLano, Buddie  
Dehmer, Mrs. Jack  
DeGrosso, Louis  
DeSilva, Geo  
De'Heilly, Lawrence & Mrs.  
Diaz, Tony  
Dickerson, Joe  
Dixon, Richard  
Donnelly, Russell  
Doud, Dick (Gil Gray Circus)  
Downs, Jack (Adv. Agent Shaefer Bros.' Shows)  
Drake, Robt. B.  
Dubbles, with Johnny J. Jones (Show)  
Dugan, Robt.  
Duke, Raymond  
Dunlap, E. J. (Cookhouse)  
Dunn, David B.  
Durand, Mde. Rose  
Edwards, J. A. (Stone)  
Edwards, Mrs. Joye  
Eisenberg, Abe  
Fagerbury, Arvid  
Fields, Vernon E.  
Fitzpatrick, Mrs. Ann  
Fowler, Floyd J. & Loretta  
Francis, Leve  
Francis, Leo LaGoldie  
Francis, Len (Crown)  
Francis, Stanley  
Frank, Jack  
Frank, Mrs. Ruby  
Frazier, Sonny  
Frederickson, Mrs. H. P.  
Freese, M. G.  
Friend, J. Donald  
Frith, Eugene & Burns  
Frost, Mrs. Joe  
Frost, Maudeline  
Frye, Katie A.  
Glasgow, W. A.  
Glosser, Eph  
Gordon, Charles L.  
Gosney, Ed (Blackie)  
Graves, John & Mrs.  
Grosen, Gene  
Hagen, Edw.  
Harper, W. C.  
Hasson, Bobby  
Hatchett, O. J.  
Hazen, Bob  
Henderson, Wm.  
Herrington, Wm.  
Hibler, Al  
Hildebrandt, Frank B. & J.  
Hill, F. R.  
Hill, Joe  
Hilsinger, Floyd E.  
Hollenbeck, Mrs. H. C.  
Hoffman, Mrs. John  
Hogan, John  
Holub, Nick  
Holms, Peggy  
Holkamp, L. B.  
Hopper, Jr. Wm.  
Hudson, Dewitt  
Huff, Marshall  
Hughes, Rice P.  
Humphrey, Mrs. Bud  
Hunter, Mrs. E.  
Hunter, LeRoy L. (Neon Dept.)  
Huzsek, Michael  
Ivey, Mrs. J. W.  
Ivey, Mrs. Lillian O.  
Jackson, Billy  
Jenkins, R. A. (Doc)  
Jonas, Steve Mike

Stewart, Mrs. W. L.  
Sulinski, Charles & Mrs.  
Stoppel, W. R.  
Story, Jos.  
Stroy, J. G.  
Stroud, Howard  
Surguveni, A. U.  
Suber, Mrs. Emma  
Sullivan, Joe  
Swank, Susan & Grace  
Swisher, H. C.  
Sword, Buford L.  
Tate, Julie  
Taylor, Carl K.  
Taylor, Jasper  
Thomas, Dot & Mike  
Thompson, George  
Tobin, Regan Hyman  
Tolley, Virgil  
Towner, Tom  
Travis, Jimmie  
Treadwell, James C.  
Triskies, The Great  
Tuttle, Stuart W.  
Tutterow, Charles C.  
Uvanich, Miller  
Uvando, Sallie

### MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Barris, Mrs. Monica  
Bernstein, William  
Boyer, Jack  
Burke, Arnes P.  
Burke, G.  
Burdson, James  
Clarkson, Robert  
Curtis, Mrs. Charles  
Dorsey, Thomas  
Dorsey, George P.  
Earle, Beatrix  
Eldert, S.  
Fell, Carl  
Foley, Mr. & Mrs. James  
Freeman, Sonny  
Gardner, Mrs.  
Gardner, Geraldine  
Hafer, John Kelly  
Havers, Leon  
Heath, Janet & Harold  
Jabara, Mrs. Louise  
Kalfit, Joe  
Kuhn, N.  
Lester, Paul  
Mack, John  
Malley, Roger W.  
Martens, Fred  
Medlin, Mrs. Ruth  
Meulemans, Charles  
Morgan, Mabel Stark  
North, R.  
O'Day, Hank  
Ortiz, Manuel  
Patnode, Mrs. K.  
Powers, Babe P.  
Porter, Mrs. Mayzell  
Provencher, Lucien  
Radcliff, Marion  
Rose, Harry I.  
Spencill, Ruth  
Sullivan, Texas Jack  
Teple, L.  
Thompson, Robert  
Thomas, Chick & Betty  
Vert, Elva  
Velasco, Lolita  
Weintraub, M.  
Williams, Y. G.  
Zuhryn, Emil

### MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Allen, Stanley  
Aulger, Addison  
Ballou, C. E.  
Barrett, J. B.  
H. R. Briggs Show  
Erwin, Walter F.  
Gillette Bros.' Show  
Harter, Lewis H.  
Thomas Joyland  
King, Florence  
Kortez, Pete  
Lee, Robert J.  
Martz, Kenneth  
Mathews, Mr. Henry  
Matthews, Virginia  
Perez, Jimmy  
Phipps, Russell H.  
Peavy, Mr. & Mrs. L. W.  
Rood, Dr. Elmer F.  
Raynard, Matthew C.  
Smith, Paulina  
Seefeldt, Mr. Jack  
Shepard, Mr. J. W.  
Swanson, Ruth L.  
Swanson, Mr. Jack  
Wayman, Mr. Morris

### MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Parcel Post  
Crimmins, Harry 24c  
Abbott, Dave  
Ackley, James W.  
Albert, Elmer J.  
Ames, Jack Sr.  
Bice, Larry D.  
Boitze, Albert & Bernice  
Bordonaro, Raymond  
Borsvold, A. E.  
Boudreau, Mrs.  
Buck, Curt Gilbert  
Braunstein, Benjamin F.  
Brown, Thomas E.  
Browning, Jack  
Buck Bros.  
Bunch, Edward J.  
Burge, Lloyd  
Burns, Marie E.  
Burns, W. J.  
Burto, Leon H.  
Bydairk, Albert  
Calder, Jim  
Cannon, Harry  
Cash, John S.  
Coats, C. F.  
Collier, Lester N. Jr.  
Collins, Jimmie  
Cordell, Harold W.  
Crownell, Mrs. Peggy  
Cutler, Mrs. Rose  
Delaney, J. J.  
Delano, M. W.  
Dewey, Roy T.  
Dudley, Harry G.  
Dutrow, M. B.  
Eagle, Chief Ed.  
Edson, Brad J.  
Fink, John V.  
Ford, Mr. & Mrs.  
Frazier, Dollie Reed  
Frazier, Ed  
Friend, Don  
Friend, Mr. & Mrs. J. D.  
Fry, Mr. & Mrs. Harvey  
Gibson, Virgil  
Gilbert, A. L.  
Gilinea, Morris  
Goina, Harry  
Gordon, Jessie M.  
Gordon, Maxine  
Goss, Chas. T.  
Goss, Grace  
Gray, William  
Greenslit, Orville J.  
Grutel, Jim  
Guillemette, H. P.  
Hampton, Dudley  
Harmon, Wm. R.  
Hessey, Paul  
Hoagland, Jinks D.  
Holston, J. F.  
Hughes, John  
Husted, Sherman  
Hyman, Harry J.  
Impeduglia, Lucille  
Jackson, Jimmy  
Jurden, Donald Eugene  
Kasin, Coach  
Kearns, Mr. & Mrs. Jack  
King, William M.  
Kortez, Peter  
Krieger, Al  
Kreger, Robert

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## Reg. \$12.50 OUNCE

(One Ounce per Bottle)

NATIONALLY ADVERTISED IN **LIFE** and FASHION & TRAVEL

# White Showers Perfume

by Yvonne



Perfect for gifts

# Yours for \$10.80

Per Doz. \$108 Per Gross packaged bottles plus postage

Sample shipped postpaid \$2.00

The ultimate in fine perfumes. Enchantment and romance in every drop. Nationally advertised at \$12.50 ounce bottle. Now while our limited quantities last we slash the price to make 'way for more Christmas merchandise. Men will buy you out . . . women will beg men for more. Buy now for big Gift sales ahead. Make more money with the perfume buy of the year.

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Nationally advertised Life Tags with \$12.50 price is attached to every bottle.

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All-metal Santa with Reindeer . . . . . dx. \$ 4.20  
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Wholesale Distributors Since 1880  
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Cincinnati 36, Ohio

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Vinson, Jack E.  
Walker, James Mrs.  
Wallace, Mrs. Dell T.  
Walsh, H. P.  
Webb, Mary  
Weir, Joe D.  
Willis, Thomas Jr.  
Williams, Willard & Ruby  
Wilson, Harvey S.  
White, Cash  
Wingfield, Harry  
Womack, Chas. T.  
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25" MAMA DOLL  
All Rubber Doll. Plastic head, washable hair fully dressed. \$30.00 Doz. \$48.00 Doz.



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Plastic body, Saran wig. \$48.00 Doz.

Still delivering at BARGAIN PRICES!  
**\$5.50 doz. SPECIALS!**  
IN GROSS LOTS ONLY  
Min. order: 3 doz. at \$6 doz.  
for any number listed below!

22" CLOWN ★ 12" PLUSH BEAR  
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F.O.B., N.Y.C., 25% Deposit, C.O.D. If not rated, FREE 32-pg. catalog.

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122 W. 27th St. N.Y., N.Y.

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### \$1.50 per dozen

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c/o The Billboard  
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• Jewelry, Watches, Appliances & 101 Names Brand Items.  
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**HARRY COHON & SONS, INC.**  
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"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

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Glamorous Hollywood - designed pieces, exquisitely finished in highly polished gold plate aglow with numerous genuine rhinestones and machine-cut jewels. ALL SETS IN SATIN-LINED GIFT BOXES.

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Pin and Earring Sets, \$6.50 per doz.  
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## Packard Jewelry Co.

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In Time for the Big Xmas Rush  
With Our Newest, Biggest NAME MERCHANDISE  
Housewares, gifts, Jewelry, power tools, tableware, appliances, watches, etc. No Investment. Write today to: ROSEL SALES, Dept. M1 487 B'way N.Y.C. 13

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Order your FREE Catalog and Price List... Now!

Form with fields for Name, Name of My Company, Address, City, Zone, State.

H. B. DAVIS CORPORATION. 145 West 15th Street, New York 11, New York

FOR LOWEST PRICES! 6 PC. WATCH SET

Swiss Jeweled Watch Gold Plated with sweep second hand and expansion band... \$5.15 SET

SEND FOR FREE CATALOG OF NAME BRAND MERCHANDISE AND CONFIDENTIAL PRICE LIST.

Terms: 20% With Order, Balance C.O.D. Send Certified Check or Money Order. F.O.B. Boston.

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

PERFUMES

Write for literature on hundreds of fast selling packages of Perfumes, Colognes, Sachets and Cosmetic Sets. We offer the largest fragrance line for the direct salesman. Also General Household Items.

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Dept. 88, 400 N. Bishop, Dallas, Texas

INTRODUCTORY OFFER!! Try Our "BAKER'S DOZEN" Jar Deal!

CLUB DEALS - JAR TICKETS - BINGO TICKETS. Write for Complete Information - Prices and Samples.

GLOBE MFG. CO. 2241 SO. INDIANA AVE., CHICAGO 16, ILL. VICTORY 2-0550

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

- 2 Check the heading under which you want your ad placed: Acts, Songs, Parodies, Agents and Distributors, Animals, Birds, Pets, Business Opportunities, Costumes, Uniforms, Wardrobes, Food and Drink Concession Supplies, Formulae, For Sale—Secondhand Goods, For Sale—Secondhand Show Property, Help Wanted, Instructions, Books, Cartoons, Magical Apparatus, Miscellaneous, Musical Instruments, Accessories, Partners Wanted, Personal, Photo Supplies and Developing, Printing, Salesmen Wanted, Scenery, Banners, Tattooing Supplies, Wanted to Buy

3 Indicate below the type of ad you wish: REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00. DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name, Address, City, State fields.

when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15c a word—Minimum \$3

CASH WITH ORDER

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER

(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

ACTS, SONGS & PARODIES

ACTS WANTED—COMEDY OR VARIETY talent interested in sock comedy material at low-budget prices. Send \$3 for "Comedy Notebook..."

ATTENTION, ACTS, AGENTS, MANAGERS, Producers, Directors, Committee Members! Bits, Blackouts, Comedy Songs, Gags, Monologues, Parodies, Skits, Sketches, Specialties, Stories! Top material for Stage, Screen, Radio, Television, Clubs, Show Productions! Giant Catalogue ready! Over 500 assorted items! Rush \$5!

CHALK TALK SUPPLIES—RAG PICTURES. Books on entertaining, Black Light Novelties. Send 10¢ for catalog. Balda Art Service, Oshkosh, Wis. no12

OLD BOOKS OF RICH HUMOR, REMARKS of Bill Nye, George Peck. Also Westerns. Book Ends, Box 851, Fort Wayne 1, Ind.

23,000 PROFESSIONAL GAGS, ROUTINES, adlib, doubled! 1,600 pages! For free comedy catalog write Robert Orben 73-11 Bell Boulevard Flushing 64, N. Y. JA21/56

AGENTS & DISTRIBUTORS

A BEST SELLER—WORLD'S FAMOUS French-Type Perfumes. Reproductions 15 each. Originals \$10 to \$40. Individually Gold Boxed, \$1 Sellers. Costs you \$4 dozen. Mammoth Treasure Presentation Kit, containing 3 Thrilling Fragrances in one Fabulous Gold Box, \$5 Sellers. Costs you \$8 dozen. Get Acclaimed Special: \$1 brings samples of both prepaid. "Husk" O'Hara, 5732 North Kenmore, Chicago 40, Ill. oc29

AMAZING CLOSEOUTS

Tailored earrings, asst. gr. \$15.00. Stone earrings, asst. gr. 18.00. Stone & Tailored brooches, asst. gr. 16.50. Bracelets, round & link, asst. gr. 24.00. Tailored tieside sets, boxed, asst. gr. 2.50. Stone tieside sets, boxed, asst. gr. 4.50. Ropes, all-bead, asst. dz. 3.00. Ropes, chain-bead, asst. dz. 2.00. Men's stone rings, asst. dz. 2.75. #2160 rhinestone neck & earrings, boxed, asst. dz. 7.20. #2164 rhinestone neck & earrings, boxed, asst. dz. 9.00. #2256 3-piece pearl set, boxed, dz. 18.00. #1202 3-piece rhinestone set, dz. 30.00. P-45 3-piece rhinestone set, dz. 30.00. C-3 3-piece rhinestone set, dz. 30.00. #3052 3-piece rhinestone set, dz. 45.00. #3670 3-piece rhinestone set, dz. 51.00. Try a sample dozen of any items listed above at reg. prices. 20% deposit, balance c.o.d.

NEW ENGLAND JEWELRY BUYERS 124 Empire St. Prov., R. I.

AMERICAN FLAGS Beautiful large 8x17 ft. U. S. Flag. New wool, finest quality, with rope, snap hook \$75.00 value. Only \$12.50 postpaid.

Box 150 B & L SURPLUS Ogden, Utah oc-28

AAA AMAZING CLOSEOUTS — \$3,000 monthly 90% profits. Rush \$1 (deposit) for samples. Instructions. Satisfaction guaranteed. AAA 100 Airport, San Antonio 9, Tex. oc29

ASSORTED FILIGREE, TAILORED AND stoned Earrings, gross, \$15; 3 dozen, all different, samples, \$5 postpaid. Jacobi Mfg. Co., 1715 E. Mercer, Seattle 2, Wash. no12

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitmen and salesman; complete line Ladies' and Men's, Children's Hosiery Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (S-1741), 1258 Market St., Chattanooga, Tenn. no12

ATTENTION — PITCHMEN, DEMONSTRATORS, Crewmanagers; male or female wanted to demonstrate or supervise new restyled, full color, Kopeefun, in leading chain and department stores during Christmas season. High commission earnings. Write fully, giving age, times sold, city or territory preferred to Demonstration Manager, Embree Co., Elizabeth 4, N. J. oc29

BRACELETS, NECKLACES, PINS AND Earrings. Production overruns, 59¢ to \$1 retailers. Limited quantity, \$24 gross; 6 dozen, \$14. Postage extra. Debonair Manufacturing, 188 Whitmarsh St., Providence, R. I.

CREWMANAGERS! DEMONSTRATORS! Pitchmen! Salespeople! Tremendous Xmas potentials! Rush \$1 for samples—six terrific novelties and "Fifteen Money Making Plans!" Talking Toys, P.O. Box 892-B, Hollywood 28, Calif. no26

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesman wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

EARN \$5,000 BEFORE CHRISTMAS. SPECIAL auto and furniture cleaner, waxer, polisher. \$24 per gross. Less than 17¢ pint bottle. Hostess aprons for premiums, \$1.50 dozen. 2 samples of each \$1. refundable. Macels Products, 1020 Canal St., Decatur, Ala. oc29

EARRINGS — ASSORTED STONED AND tailored \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I. no5

BILLFOLDS

Hand tooled and laced, Men's and Ladies' Styles, Calfskin leather. Dozen \$15 Sample \$2

CIGARETTE CASES

Leather laced and tooled. Dozen \$10 Sample \$1

JACK EASTWOOD 694 1/2 Jefferson Chillicothe, Ohio

FAMOUS CELLINI BANGLE BRACELETS—All colors, \$6 per gross plus postage, c.o.d. For adults and children. New England Jewelry, 124 Empire St., Providence, R. I. oc29

"FOG-STOP" WINDSHIELD CLOTH. Instantly removes blurry mist, frost, sleet, snow. Stops windshield fogging. Samples sent on trial. Kristee 79, Akron, Ohio. np

We'll Start You in Your Own STAMPING BUSINESS

Big year round business; steady income; big profits stamping Social Security Plates. Start at home in spare time. Send 50¢ for sample plate with your own name and Social Security number. Catalog free.

GENERAL PRODUCTS

188 State St., Dept. BB-10, Albany, N. Y.

HOTNUT D-LUX ACTION DISPLAY MERCHANDISERS, parchment cylinder revolves on electric bulb. Hold 5¢, 10¢, 25¢ cellophane bags, 100% profit on nuts (not a coin vendor). Sell in routes, secure prospects from business opportunity ads, buy sample, we drop-ship on your order to purchaser. Write for details. I.C.M. Corp., 105 N. Clark, Chicago. ch-no5

JOBBERS ONLY—LADIES' 51/15 NYLON, \$5.50, 60-15, \$6; Kant-Run Stretchy nylon \$9. Write for details. Erie Hosiery Co., Box 943, Charlotte, N. C. oc22

JOKERS FUN SHOPS—FULL CREDIT ALLOWANCE. Returned jobbers offer same terms to dealers. Eagle Specialty Co. Akron 14, O. oc28

MAKE \$10,000 YEAR AND MORE WITH our (2) great Wholesale Catalogs, (64 and 300 pages), Appliances, Homewares, Jewelry, Furniture, Sporting Goods, Toys! We drop ship. Free Catalog Plans! General Wholesalers, Box 3058CH, San Francisco. ja14

MANUFACTURERS CLOSEOUTS

Tailored Earrings and Pins \$1.50 dz. Charm Bracelets, boxed \$2.00 dz. Rhinestone Earrings \$1.50 dz. Rhinestone Earrings \$2.50 dz. Earrings & Cuff Links \$2.50 dz. Enamel-on-copper pins \$2.50 dz. Men's Tieside Sets, boxed \$2.50 dz. Cultured Pearl pins & Earrings \$2.00 dz. Tailored Necklaces Asst. \$4.00 dz. Ornamental stay combs \$1.00 dz. Ropes Asst. \$3.00 dz. Swirl Pin & Scatter pins \$2.00 dz. Pin & Earrings set, boxed \$3.95 & 2.30 dz. Stoned Pins and Earrings, boxed \$4.00 dz. 20% deposit with order, bal. C.O.D.

KAREN ORIGINALS

45 N. Main St. Bristol, Conn.

NEW LOW PRICES—LIGHT REFLECTING Signs. Red hot and sensible 7"x11" illustrated color blended; 2000 varieties. 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. oc29

NEW 29¢ KITCHEN GADGET, 300% PROFIT. Sensational seller; housewife, stores, mail, sample \$1.50; catalog free. Dohm-Marks, 2308AA South 9th Ave., Maywood 11, Ill. ch

PAPER NAPKIN HOLDER, WITH 1 Q. Ticket, paper, practically all profit. Brand new, sell in route, sales distributors. We will drop-ship, only sample necessary. Write for information on this big money item. Copperite, Inc., 74 W. Washington, Chicago. ch-no5

PERFUME VENDORS IN NEW FORM. Solid pack purse size compacts, item sells quickly, top quality perfume, vendors hold 40 units, big profit repeat item, sales distributors, sell in route, will drop-ship. Write for setup and photos. Copperite, Inc., 74 W. Washington, Chicago. ch-no5

PREMIUMS, GIFTS, PRIZES — ALL nationally popular name brand items of Jewelry, Appliances, Housewares, Watches, Radios, Hi-Fi Phonographs, etc. Send \$1 now, for big catalog. Refund on first order. Halen, Inc., 125 Fifth Ave., Dept. B, New York, N. Y. ch-1fn

PREMIUMS, GIFTS, PRIZES—BIG PROFIT making wholesale catalog free! Write Dept. B, Jay Norris, 467 Broadway St., New York City, N. Y. ch-np

REAL DIAMOND RING. SELL DIRECT. Make big middleman's profit. No investment. Experience unnecessary. Free catalog, details. Gleamlight, 111-P North Columbus, Mount Vernon, N. Y. no19

FAMOUS MFR. CLOSEOUTS

Stoned or tailored Earrings \$2.00 dz. Pierced earrings on display \$1.50 dz. Charm & Link Bracelets, asst. \$2.50 dz. Lord's Necklaces, boxed \$2.00 dz. Pin & Earrings, boxed \$4.50 dz. Pearl Necklaces \$1.00 dz. Children's Jewelry, boxed, asst. \$3.00 dz. Ropes, assorted \$2.00 dz. Shorty Tie slides, carded \$1.95 dz. Cufflinks, carded \$1.95 dz. Cameo sets, boxed \$7.20 dz. Ankets, G.F., carded \$3.50 dz. Stone Neck & Earrings, boxed \$3.00 dz. Tie Slide sets, asst. \$5.00 dz.

Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.

1820 Westminister St. Providence, R. I.

THE WATCH THAT GOES EVERYWHERE. Earn big money now. Build future selling new exclusive novelty watch for everybody. Nationally advertised \$24.75 to \$35. Premiums, Incentive Awards, Gifts. Confidential prices. Franchise for users. Sample free plan. Dept. B, Franklin Watch, 580 Fifth Ave., N. Y. ch

WORLD'S FIRST AND ONLY. EVERY home a prospect. Hydro-Tomic Rat and Mouse Killer Cones. Sells instantly at \$1. Package of 24 cones, money-back guarantee, 2 demonstrator packages \$1. Big discount to quantity buyers. Write: World Business Enterprise, P. O. Box 5615-A, Tampa, Fla. oc29

YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. Nathan Portnoy Associates, 1218 AF, South Jefferson, Chicago. ch-np

24 BOTTLETTES IMPORTED FRENCH PERFUMES for \$1. Today's most popular odors, attractively packaged; women big buyers. Sample postpaid \$1 with sure-fire sale plan and wholesale prices. U. S. Distributor, Importers, P. O. Box 521, Waterloo, Iowa. oc29

5,000 GROSS ASSORTED EARRINGS AND Neckties. While they last, \$7.80 per gross. Samuel Silverman & Co., 1820 Westminister St., Providence, R. I.

ANIMALS, BIRDS, PETS

A-1 SNAKE DENS! SAVE MONEY. ORDER one, two, three or four, \$25. Dens for your exhibit at wholesale prices. A-grade, adult Snakes that live. Our selection, according to best available, one or two of a kind, no Water Snakes unless requested, Rattlesnakes, fixed or hot. Includes packing and shipping container cost, order by telegraph: Ross Allen's, Miami, Fla. \$10 deposit required. Showmen, don't forget our professionally mounted snakes and trophy skins for your display.

ENGLISH SHEPHERDS FOR THE SHOWMAN who's personal pride demands beautiful, intelligent watch dog. Easily trained for tricks; pups, unrelated pairs. Stodghill Ranch, Quinlan, Tex. oc22

PLENTY SNAKES, MANY VARIETIES; also Iguanas, Armadillos, Terrapins, Alligators, Coati-munis, Pacas, Agoutis, Capybaras, Emus, Nutria, deodorized Skunks, Guinea Pigs, Bantams, Peafowl, Parakeets. Shipping to shows over forty years. Otto Martin Locke, Phone 141, New Braunfels, Tex.

SIKIE BUCK, \$65; WHITE FALLOW BUCK, \$65; 3 White Tails, \$100 each; Bull Elk, \$150; 2 Sea Lions, \$100 each; pair Pink Flamingos, \$175; pair large Bison, \$800; Brahms Cow and 5-month-old heifer calf, \$275; pair large Black Bears, \$125; pair Manxby Monkeys, \$50; Rhesus Monkey, \$15; Coati-mundi, \$15. Drum's Lakeside Zoo, Courtland, Ohio. Phone Green 163.

BUSINESS OPPORTUNITIES

BOOKKEEPING—TAX RECORD DISTRIBUTORSHIP. Sell merchants, farmers, accountants; substantial profits. Big season now. Handytax, 5632-M, Lankershim, North Hollywood, Calif. ch-no12

CHOICE BUSINESS OPPORTUNITIES

AMUSEMENT COMPANY, W. Cen. Florida. Install & service amusement machines. Loc. in lg. vacation, summer resort, year round amusement play-land. Lg. bids. thoroughfare. Approx. 100 mach. on locations thruout the city. 50%-50% basis w/loc. owners. Ideal opp. for one familiar w/machinery. Dept. #6761.

CIGARETTE MACHINE ROUTE. So. Calif. 40 machines, in stores, and other locations throughout the L.A. area. Inventory is always fresh, machines in xint. condit. \$6 profit per pack. 3¢ per loca. Machines serviced by owner who will instruct new buyer. Bus. suitable in any loc. Ideally priced, terms. Dept. #22613, for further info.

MUSIC & BOOK SHOP, W. Cen. Oregon. Xint. profits in this top trade center. Top franchises. Handles complete music & instrument sales. Ideal man. thoroughfare loc. Full price, only \$5,500. Dept. #22581-5M.

MUSIC & COIN MACHINE BUSINESS, Nevada. 165 strategic locations in booming section of the state. Nets \$50,000 per yr. Largest business in the area! Complete equipment—modern machines. Priced to sell. Terms. Dept. #22554.

RADIO STATION, W. Virginia. 1000 Watt station, operating on 1150 KC, sells radio advertising. No competition, either radio or TV. Loc. in lg. indust. town, with large population. Lg. 2 story bldg., complete furnished w/all necessary equip., transmitter & tower on premises. Xint. buy. Dept. #6809-30S.

FREE BULLETINS ON ABOVE BUSINESSES

CHAS. FORD & ASSOC.

6425 Hollywood Bl., Los Angeles, Calif.

87 Walton St., Atlanta, Ga.

CHOICE WINTER SPOT WANTS RIDES. Fairyland Park has ideal front location for Scooter, Tilt and Eli Wheel. Will make inviting P.C. deal to right party. This spot crying for these rides. Advise what you have and when. 3647 N.W. 36 St., Miami, Fla.

DEMONSTRATOR'S PROFIT MAKING dream. New Florida Citrus Fruit. Peelers. Brightly carded to sell for 59¢; rush order trial 1/2 dozen, \$2; 1/2 gross, \$17.50; gross (144), \$25. Bargain House, Box 642, Tallahassee 2, Fla. oc28

FOR SALE—3 KIDDEE RIDES: FLYING Jenny, Auto Ride, Rocket Ship, in operation. A-1 condition. Used only six months. Lease available. Good price for all three. Contact George Gordon, 3009 Ocean Front, Ocean Park, Calif.

GET IN ON GROUND FLOOR WITH AMAZING new cold weather snow removing chemical. Deal in position to handle \$50,000 season business. Investment secured by sales, \$1,000 required, state-wide franchise. B. & K. Industries, 2808 Westworth Ave., Chicago, Ill.

OPPORTUNITY UNLIMITED SALE or LEASE

RECORD DEP'T in major Appliance-Furniture Store. Established 32 years. Past ten years sales averaged \$50,000 annually.

Valuable contacts. Air conditioned; parking space. Modern display fixtures included if leased. Stock can be purchased 30c on the \$1.

Phone or write Mr. Jay.

JAY'S 530 SOUTH ADAMS STREET PEORIA, ILL.

FORTUNE POSSIBLE - RAISING FISH-worms and crickets. Sell by mail. Millions used yearly. Free literature. write today. Carter, Farm-F, Plains, Ga. no5

HUGE PROFIT ITEM REPEATS IN MANY ways by mail or direct. Everything supplied. Free details. Sample included for 25c. Write: Best Distributing, 200 W. 34th, N. Y.

IMPORT DIRECT FROM JAPAN - LOW-cost, fast-selling merchandise for highest profit. Airmail \$1 for confidential price list and simple home business plan. Anyone can operate. Francis Justice Company, Akasaka Postoffice Box 7-C, Tokyo, Japan. no5

KIDDELAND-REASONABLY PRICED AT \$15,000 for quick sale. 36 ft. 3 abreast Carousel, Skyflier, Whip, Boatride. Can be moved from location or lease available. Write to Kiddeland, 132 Brooklawn Terr., Bridgeport, Conn.

LOOK AGENTS - SELL TV COLOR Screens. Puts television in color in two minutes. Sample only \$1, jobber's price. Moody's Supply, 3026 Mesquite Rd., Ft. Worth 11, Tex. oc22

MAKE EXTRA MONEY! START YOUR own business at home - at wholesale prices! Giant 100 page catalog. Free details. BTS Products, Box 217, Oakland 50, N. J. ch-no12

NEW ELECTRIC MACHINE BAKES greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipe. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

RUSH LETTER FOR THE TRUTH ABOUT 500 radio stations that offer free advertising for selling your products by mail. Carter, Box 261-B, Gainesville, Ga. oc22

COSTUMES, UNIFORMS, WARDROBES

DERBIER. \$2: CLOWN SUITS, \$10: STRIP. Minstrel, Santa Claus Costumes; Wigs; free list. New address, Leroy Carpenter, 4618 Park Ave., Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARAMEL Corn equipment. Floor Machines. Replacement Kettles for all Poppers. Kristy Korn, 120 S. Halsted, Chicago, Ill. no26

FOR SALE - SECOND-HAND SHOW PROPERTY

A MINIATURE STEAM LOCOMOTIVE. Excellent condition; pulls 30 adult or 60 children; five coaches and 1 1/2 mile track. Details on request; to settle estate. R. Thurston, 142 Driving Park, Rochester, N. Y.

BINGO SUPPLIES and EQUIPMENT 7 and 10 color specials 4-5-6 and 7 ups Midgets, 3,000 series-7 colors Paper and Plastic Markers Wire and Rubberized Cages Pencils-Crayons-Clips 5x7 Heavyweight Cards Electric Blowers & Flashboards Lapboards Made to Order Free Catalog Available JOHN A. ROBERTS CO. INC. 817 Broadway, Newark, N. J.

SALE OF ALL SALES UP TO 75% ONE SAMPLE ORDER WILL CONVINCe YOU \$7.50 Leather Billfolds, boxed and tagged, \$10.00 per dozen; 24 pieces of Wallace Silver, boxed, \$25.00, \$29.95; Pearl & Rhinestone Set, \$14.00, \$3.95; Billfold, leather, \$6.00 per dozen; \$6.50 Alarm Clocks, \$1.90 each; long type Necklaces, \$3.75 per dozen; Jewel Watches, \$2.95 each; 3-piece Comb & Mirror Set, \$12.95-\$10.00 per dozen; \$6.95 3-piece Comb & Mirror Set, \$7.00 per dozen; Watch Chains, \$5.00 per dozen; \$11.75 Bulova Watch Bands, \$1.75 each; Ladies' Watch Band, \$1.50 each; Retractable Pens, \$1.75 per dozen; new waterproof 17-jewel Watch, steel case, \$8.90 each; new Elgin, rebuilt to look like \$100, each boxed and tagged, \$12.50 each; 50 factory-built Bulova, Gruen and Benrus, slightly used, guaranteed like new, \$8.50 each; Swiss made 17 and 21-jewel watches, \$5.50 each; Leather Bands, \$1.00 per dozen; English Sheffield Crown-Marked 9-Piece Steak Set, in velvet box, \$49.95-\$7.50 each; 8-piece Steak Set, stainless steel, \$1.25; 3-piece Carving Set, boxed and tagged, \$7.95, 90c each; man's new dress Watch, \$1.95, \$1.00 per dozen; children's Hand Bag, \$3.00 per dozen; \$4.95 boxed Dolls, 90c each; Nylon Hair Brushes, \$6.00 per dozen. Money-back guarantee on all merchandise. Send check or 10% with order. C.O.D. We pay postage. NATIONAL DISTRIBUTING CO. Box 261, Ocean Drive, South Carolina

Free... deducted 1st order. Refunded if not satisfied. 1956 WHOLESALE CATALOG & Dealer Card • General Merchandise • Watches • Appliances • Jewelry • Hardware • Tools WHOLESALE DISTRIBUTING 3324 W. Roosevelt Rd., Chicago 24, Ill.

NU-NAK NOVELTIES Plaster Slum Waycross, Georgia

BUILD RIDES FROM TESTED PLANS-Kiddie Auto, Airplane, Carousel, Rocket, \$5 each; Ferris Wheel, Kiddie, \$8; Major, \$25; Free circular. Brill, Box 875, Peoria, Ill.

CONCESSION TRAILER

7x14, A-1 Shape, has Snow, Floss, Popcorn, Peanuts, Hot Dogs, Juice dispensers. Awning opens 4 ft. all around. A real buy at \$850.

SHORT RANGE

Built in back of '50 GMC Vanett. Shape in truck for 2 other joints. In A-1 shape, good tires.

DICK DICKERSON 1105 St. Agnes St. Houston 25, Texas EXHIBITORS NEW SLIDE PROJECTOR, two Carriers, 3 1/4"x4", 2"x2", Color Wheel, Spot Light. Illustrated circular. Gronberg Projector Works, Sycamore, Ill. oc29

FOR SALE OR TRADE-Splitfire, bottom loading model, Allis Chalmers motor, recently overhauled; Boat Ride, no motor or portable tank; Loop-A-Plane, Eyerly 1935 without motor. All for \$2950. Would trade on adult Ferris Wheel or Merry-Go-Round and Kiddie Rides not confining. Myron Floersheim, Springer Lions Club, Springer, N. M.

KIDDIE RIDE LESS AIR PLANES, TOWER, Sweeps, Motor, Gears, Fence, Ticket Box. New, come get it, \$425; can furnish Air Planes for extra money. Eugene M. Gruner, R. 2, Murphysboro, Ill.

MANUFACTURER, REPAIR, TRADE ANY-kind canvas. Any size good as new tent. What do you have or want? Smith Tent, Auburn, N. Y. no12

PUNCH & JUDY SHOW! DELUXE CABINET, 9 Characters, Dialogue, Like new, \$100 postpaid. John Levy, 135-C N. Carrollton, New Orleans 19, La.

PUNK SHOW-TOP AND BANNERS, SET down; Girl Show, top and banners. Banner for 1 and 1/2. Also well-framed Fun House. Duke Denison, 3033 Pontiac Lake Road, Pontiac, Mich.

TILT-A-WHIRL, 1951, USED IN PARK; perfect. Kid Ride truck and Pretzel Circus ride. Shafers Rides, Ph. 1265R, Washington, Ind.

TRAIN RIDE, \$1200; FUN HOUSE, \$850; Auto Ride, \$300. Trade Train for Airplane Ride. Tony Bonk, 3609 Dale, Man-litowoc, Wis.

4,000 STEEL AND WOOD FOLDING Chairs, Bleachers, Theaters, Stands, Stadium Chairs. Line Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

PROFESSIONAL SCHOOL-LEARN TO BE a trapeze artist. Web, Rings, Trapeze, Neck Swing, Ballet, Foot Juggling, Adagio, Hand Balancing. Full particulars. Write: Box 1022, The Billboard, 1564 Broadway, New York, N. Y.

MAGICAL APPARATUS

A BRAND-NEW #24 CATALOG-MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Graphology, Magic; 144-page illustrated Catalog, 50c wholesale. Nelson Enterprises, 336 S. High, Columbus, O. oc29

SUB MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. oc29

MISCELLANEOUS

A MILLIONAIRE'S SECRET FOR SUCCESS is yours for only \$1 from Russell Lane, Hustonville, Ky.

ATOMIC ENERGY SCIENCE PRE 1600 A.D. The key (handbook) to the folklore of the Hypnotic Magician. Super-salemens. Robertson, 52 Berkeley St., Boston 16, Mass. \$3.50 c.o.d. no5

BEAUTIFUL CHARCOAL PORTRAIT DONE from your photo, \$10. Unusual gift for your loved ones. John Walencik, 15703 Kennicott, Harvey, Ill.

GENUINE CALLIOPE RECORDS-5 NEW hi-fi releases on 45 and 78 r.p.m., \$1.10 each, 5 record albums on 78 r.p.m., \$5.85 postpaid. Tazgart, 1602 National, Rockford, Ill. np

YOUR NAME IN HEADLINES ON STAND-ard newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each, headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. oc29

WANTED MINIATURE RAILWAY FOR amusement park. Frank Kert, 3930 Langley Ct. N.W., Washington 18, D. C.

M. P. FILMS & ACCESSORIES

SOUND FEATURE FILM RENTALS ONLY \$3.95 per 3-day giant sale on used sound prints. Write: Sound Films, Box 262, Chicago, Mass. np

16MM SOUND FILM RENTAL FEATURES with shorts, \$2.50, \$3.50 and \$5. None higher; new outright list available. Rogers Films, Lombard, Ill. no19

16MM. 5000 SOUND REELS, DIRT CHEAP. New list features, Westerns, Serials, War films. Sell. rent. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. no26

FOR SALE-PHOTO GALLERY, MARKS-Fuller outfit, D. P. 3 in F/3.5, fluorescent lights; new Paul Hanson Camera, 2 lens, 2 in F/2, 1 1/2x2 to 5x7. Never used; Marks-Fuller enlarged lens. Sacrifice for \$175. Mrs. May Best, P.O. Box 226, Charleroi, Pa.

LORD BALTIMORE PHOTO MOUNTS AT LOW PRICES The covers on these are in maroon, lined with white, and the inserts are of Antique white, with silver border around picture slot.

Table with 2 columns: Photo size, Price. For 1 1/2x2 Photos, \$1.50. For 2x3, \$2.00. For 2 1/2x3 1/2, \$2.50. For 3x4 1/2, \$3.00. For 3 1/2x5, \$3.50. For 3 3/4x5, \$3.90. For 5x7, \$6.00. For 5 1/2x7, \$6.50. For 8x10, \$9.00.

NIGHT CLUB MOUNTS Vertical or horizontal Hundred Thousand 3 1/2x4 1/2 or 3 1/2x5 sizes, \$2.65 \$21.50 Polaroid size, 2.55 21.50 5x7 size, 4.50 41.00 8x10 size, 7.00 65.00

GUMMED BACK MOUNTS Attractive-For 1 1/2x2, 2x2 1/2, 2 1/2x3 1/2, 3x4 and 3 1/2x5 Pictures-Per 100 \$1.25; Per Thousand \$8.50

PHOTO KEY CHAINS 100 \$6.50 Per Thousand \$60.00

POCKET MIRROR FRAMES For 1 1/2"x2" Pictures-100-\$7.00 =2000 GLASS FRAMES Very attractive, easel back, assorted colors. For 3x5 Photos-Doz. \$1.75; 100-\$13.20 For 5x7 Photos-Doz. 1.00-15.00

INTERNATIONAL SALES COMPANY 414-B East Baltimore St., Baltimore 2, Md.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. ch-1f

PERSONAL

AL AND GRACIE FRAZER, WHERE ARE you? Ray Ess, 1216 E. 1st St., Loveland, Colo.

\$25.00 REWARD for whereabouts of PHILLIP J. DELANO All information held strictly confidential Phone Wire Write

BERMAN SALES CO. Phone 521, R. D. 1, Pennsburg, Pa.

ROBERT-IMPETATIVE YOU CALL OR write before November 9. Have hat and pipe lost at accident. I Love you, Irene.

PRINTING

ALWAYS FASTEST SERVICE-QUALITY Posters. Three colors, 14x22 Window Cards, \$8 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement occasions, many illustrated. Tribune Press Dept. 80-55, Earl Park, Ind. oc29

EMBOSS PROCESSED LETTERHEADS! Sparkling gold and colors. Dynamic en-graving. Circuses, Midways, Orchestras, Magicians. Samples, dime-surprised! Solidays Colorprint, Knox, Ind. no5

WILL SEND YOU 1000 NAME AND AD-dress Labels for \$1.50. They are printed in blue ink on quality gummed paper. Labels in pad form. Send your orders to: Billie M. Mihaika, 518 Cherry St., Ham-mond, Ind. oc22

100 \$1x11 BOND LETTERHEADS, \$1; 6 1/2 Envelopes same price. 1000 Business Cards, \$2.95 postpaid. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. oc22

200 \$1x11 LETTERHEADS, 200 6 1/2 Envelopes, both \$3.50. Black or blue ink. Mallo Press, 787-B Leith St., Flint 5, Mich. oc22

1000 NAME - ADDRESS GUM LABELS \$1x11 \$1 postpaid 3 lines, black ink. F. F. Shelley, Box 8, Hawthorne, Calif. oc29

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

BASS - GOOD RHYTHM; MUST READ well and have some knowledge of dinner music. Location, top salary. Write Shaughnessy, 1869 Selby, St. Paul, Minn.

HELP WANTED - ANYONE WINTERING in or near Sarasota; Free Children's Carnival, Sarasota, Fla., December 17. Kiddie Rides, Punch and Judy, or what have you? United Productions, 204 Florida Theater Bldg., Sarasota, Fla.

LEAD AND SECTION TENOR. 2 CLARINET for location hotel band. Must play good clarinet. Contact Harry Kaye, Box 163, Union, Ohio. Telephone: Mo. 25349.

PIANO MAN FOR TRAVELING COMMERCIAL orchestra. Guaranteed salary. Travel in new sleeper bus. Little John Beecher, 1811 City Nat'l Bank Bldg., Omaha, Neb. oc25

TROMBONE-MICKEY, TRAVELING ORCH., sleeper bus, guaranteed salary, no characters; others write: Bob Calame, 2107 N. 18th St., Omaha, Neb. oc22

AT LIBERTY-ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

CIRCUS & CARNIVAL

CARPENTER-REPAIRMAN - MOTEL. CIR-cus, carnival. Good health; age 46; wages \$45 weekly. Box C-310, c/o The Billboard, Cincinnati 22, Ohio.

MISCELLANEOUS

HYPNOTIST - FOR STAGE PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Of-fice Box 2002, Seattle, Wash. mh17'56

TICKET SELLER, GRINDER, READER. Park or show playing Florida. State all in first letter. No wires. Male. No lush. E. Knox, Box 283, Ashland, Ohio.

MUSICIANS

ALL GIRL COMBO PLAYING SOUTH American swing. Dixieland. Good wardrobe, reasonable. Box C-311, c/o Billboard, Cincinnati 22, O.

ARRANGER, C O M M E R C I A L, TENOR Band, etc. J. M. Dougherty, 4846 Swiss Ave., Apt. 1, Dallas, Tex.

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 anywhere; top talent. Guitar, songs, comedy. Stations, agents, write. Can emcee television jamboree. State all in first letter. Farin West, 1814 Hewitt Ave., Cincinnati, O.

AVAILABLE IMMEDIATELY - SERIOUS and competent bassist wants steady work with good modern well-organized group. Will travel. Local 892, college education and Masters degree in music. 15 years experience in dance field, read or fake (correct bass notes), latin, jazz, society, dixieland. Arranger and double trombone and tuba. Writer: Musician, 1009 S. Tejon St., Colorado Springs, Colo. oc22

BASS FIDDLER, TROMBONE, TENOR, Clarinet doubles. All essentials, locations only, commercial, show experience. Eddie Bolick, General Delivery, Prescott, Ariz. oc22

EXPERIENCED DRUMMER AVAILABLE Nov. 10. Not union, but will join; would like locate in average size city; long locator in preference to high salary; prefer commercial group, minimum read work; age 30, sober, reliable; go anywhere; have car. Write: Drummer, Box 102, Aneta, N. D. oc29

HAMMOND ORGAN, AND I WILL MAKE money for your dining room-tavern. Sober, plenty experience, conscientious. Box C-297, c/o Billboard, Cincinnati 22, O. oc29

MALE VOCALIST-POP BARITONE, AGE 25, neat appearance, sober, reliable; will travel; available after Oct. 23. Jeff Lewis, Box 456, Effingham, Ill. Pa. 170-W.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 50-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; sales kit furnished. Match Corp., Dept. D-87, Chicago 35, Ill.

CALIFORNIA SWEET SMELLING BEADS-Sensational sellers. Free particulars. Mis-sion, 2238 BB, West Pico, Los Angeles 6, Calif. no12

MAKE \$2 HOURLY. SELL RA-GLO SIGNS; bars, stores, restaurants. Brilliant Ra-Glo signs, 17 signs, 7x11, \$1 postpaid, 110 Signs \$5 postpaid. Sell 35c ea. 50% deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6, ch-np

\$300 FIRST WEEK OR MONEY BACK-New GLO Ad Clock unlike any in world Electric Ad Clock Co., 618 Orleans, Chi-cago 10.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3, Calif. no12

WANTED TO BUY

FERRIS WHEEL, MERRY-GO-ROUND, OC-topus, Tilt-A-Whirl, Kid Rides. Advice, lowest price, make, condition. Mickey Per-cell, 900 Main St., South Williamsport, Pa. oc29

PITCHMAN WANTS EQUIPMENT TO DEM-onstrate coils from 6 cylinder car. Also test points; price must be reasonable. John Peterson, Logan, W. Va.

WANT LATE MODEL 12 PASSENGER Stretch Type Bus. Make not important, but want good solid body. Bobby Mills, Columbus, Neb.

WANTED-HAND ORGAN, STREET PIANO or other Hurdy Gurdy. Write description, price. A. Washburn, Washington Ave., Old Tappan, N. J.

Pittsburg Master Painters Products Formula with titanium, inside, outside, ready mixed paint in oil, white, not a flake in a product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only; \$1.35 per gallon in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon. Richard's Chrome-Finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon. Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Bathing tray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only-\$2.20 per gallon in five-carton lots or more. Less than 30-gallon quantity, \$2.40 per gallon. Special-3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1" 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton-\$1.15 per set. 25% deposit with order, balance C.O.D., F.O.B. Chicago. COOK BROS. Chicago, Ill.

Better Quality PRECISION RETRACTABLE BALL PENS and NEW POCKET PROTECTOR! Three different color pens in white plastic Pocket Protector. Finest quality gold metal caps, plastic barrels; write in red, blue, green inks. Retractable L-50 pens, in 10 colors \$18 gr. Prices on request for L-100 gold metal pens, C-12 chrome pens. Refills 6c each. Write today for low, wholesale price list - free! Won't smear, quick drying, won't blot! COSMO PEN CORP. 23 W. 38 St., N.Y. 18 • BRyant 9-2757

ANNOUNCING CRISLOID PLASTICS, INC. has merged with THE SILVERLOID CO. Dice and Dominoes Crisloid plastics inc. THE SILVERLOID CO. A SUBSIDIARY 71 Reynolds Ave., Providence 5, R. I.

FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details • Hand Polished \$7.50 • ALUMINUM IDENTs 6 Gr. • CRAB BAG RINGS \$5.00 gr. • HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr. • MEXICAN EARRINGS \$5.40 Do. & Up SEND FOR NEW CATALOG TODAY We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: FRanklin 2-2567

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

## Ops Go Strong on Pool Games; Mfrs., Distribs Get Reorders

By KEN KNAUF

CHICAGO, Oct. 15.—Coin pool play is reaching a popularity unmatched by any new location-type game since shuffle bowlers invaded the amusement game field years ago.

Operators throught the country are now moving these pool games into their locations, and the fact that distributors of the games report reorders from the majority of their initial pool game customers indicates that operators are getting good receipts from the games.

Manufacturers report steady and increased production runs on pool games and reports from suppliers of parts for the games show that parts have already been shipped to equip over 5,000 new coin pool games.

### Chi Boom

Pool game sales have boomed especially in Chicago, where the games have been approved for play by the City Game Panel and operators were given the opportunity to place something besides shuffle games on their locations.

Manufacturers generally agreed

that while a large quantity of games have already been shipped, the games have yet only scratched the surface of the potential market.

Said Avron Gensburg, Genco Manufacturing & Sales Company vice-president, "Pool game reorders are coming in at a more than satisfactory clip. Only a few territories have received large quantity shipments. The games that have been shipped have created more orders and snowballed the business."

Gensburg reported the games

going well in the Western and Eastern States and in the Southeast. He said the games were going over particularly well in Pennsylvania, Ohio, Michigan, California, South Carolina, Minnesota and Missouri.

"The game is in its infancy, with every week showing a greater volume than the previous week. We'll be making the game in one form or another for a good many months to come," said Gensburg.

(Continued on page 82)

## Oregon Ops Work To Rebuild Music

### Pin Ban Hits Operators Who Let Juke Boxes Play Second Fiddle to Games

By BUFORD SOMMERS

FORTLAND, Ore., Oct. 15.—The danger of letting music play second fiddle in any music-games combination operation is increasingly apparent to Portland operators during the current shutdown of pinballs by litigation.

Game operation came to a virtual standstill in Portland after the U. S. Supreme Court refused to interfere with a State Supreme Court decision upholding legality of a 1951 city ban on pinballs.

For four years games went uncontrolled and unlicensed while the issue was being fought out in the courts. Recently the legal string ran out, and the honeymoon was over.

While the pinball case was be-

ing fought, many operators with combination routes treated music as a little brother. A good many, concerned primarily with fate of the relatively more lucrative game field, devoted only casual attention to the music end of the business.

Some music routes faltered for lack of initiative from the operator,

(Continued on page 90)

## FOOD VENDERS ARE BIG NEWS ON WALL STREET

CHICAGO, Oct. 15.—Headlined "Automatic Eating—The Vending Machine Now Seems Headed Into 'Hot Meal' Era", a first-page article in The Wall Street Journal Monday (10) covered some recent developments in the vending machine industry and outlined some vital statistics.

Among the machines discussed were:

The new Heinz-Mills hot food vender, the Lunch-O-Mat made by Eastern Electric, Inc.; Nu-Matic Machines' hot dog vender; Stoner Manufacturing Company's vending line of pastry, sandwiches, cookies, coffee and hot chocolate machines, as well as those of the Rowe Manufacturing Company.

It pointed out that Vendo Company plans to start production in November of machines that will sell containers of hot chili or spaghetti, a hot pastry and beverage from the same vender, and that Apco, Inc., will introduce "soon" an electronic machine which will dispense anything packaged in cardboard, glass, bags or cans.

Also mentioned was Barvend's unit which dispenses tea, coffee, chocolate, and three different kinds of soup.

## Valley Boosts Pool Output, Sets Up League

BAY CITY, Mich., Oct. 15.—Valley Manufacturing Company has increased production on its Bumper Pool, coin pool game about 10 per cent, Earl Feddick, president, said this week.

Valley is currently turning out from 65 to 70 units per day, according to Feddick.

Three coin pool game leagues are in operation in Bay City, with Valley currently drawing up league play rules to encompass all three leagues. Rules are expected to be printed and distributed this week.

### League Play

While organized league play is thus far confined to Bay City, Valley hopes to extend organized play on coin pool games throught Michigan. Individual tavern locations form teams, with eight teams making up a league under the present set-up.

Feddick said it would "take time" to extend league play State-wide, but that the firm would try to accomplish this next year.

Feddick, who has many years of experience in the coin machine business as an operator and manufacturer, called coin pool "the most fascinating game he has come across."

"We are shipping as many coin pool games as we can manufacture," he concluded.

## NCMDA Study On Forming Finance Firm

CHICAGO, Oct. 15.—National Coin Machine Distributors' Association members will discuss setting up their own finance company at their next meeting, November 6 at the Morrison Hotel.

Al Schlesinger, managing director, announced this week that the formation of such a company by the members would be a "chief topic on the agenda."

"All present signs point to a continuation of an enlarged credit situation. The distributor now countersigns and endorses all paper—whether it goes to banks or finance companies. The distributor now takes all the risks. Why, then, should he pass up the profit he could earn by having his own Distributors Finance Company?", Schlesinger explained.

He said that distributors in a position to form their own financing firm could use profits from financing to "extend and enlarge their own businesses."

The NCMDA board of directors this week approved membership of the State Music Distributors, Inc., Dallas.

## Secure Outlet Contracts Atty. Tells NVA Ops

CHICAGO, Oct. 15.—Members of the National Vendors Association were urged this week by Milton T. Raynor, legal counsel, to obtain a written contract where possible from location owners for self protection.

"It is for the operator's own interest to have a contract as it is the best procedure to prevent the 'jumping' of locations," Raynor declared.

As examples, he cited two recent

(Continued on page 84)

## Fed. Judge Rules Union Distrib Pact Illegal

PORTLAND, Ore., Oct. 15.—The Teamsters Union and the Coin Machine Men of Oregon were under court injunction this week to cease picketing a Portland tavern in a dispute growing out of the tavern's attempt to buy a Seattle shuffleboard.

Federal Judge William G. East granted a petition of the American Shuffleboard Sales Company of Seattle for a writ to stop picketing at the Dekim Tavern.

Judge East held that a contract between Local 223 of the International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers and the CMMO to be a violation of the Sherman Anti-Trust Act.

A further hearing of the case will determine whether the temporary injunction is to be made permanent and whether the plaintiffs are entitled to damages.

Suit was brought by the Seattle

concern and the tavern owner, Clyde DeGraw, alleging a conspiracy between the union and the association to prevent American Shuffleboard from doing business here. Also named defendants were William Goebel, CMMO president, and Danny Matin, a music operator doing business as General Amusement Company.

Picketing began September 16, after DeGraw instructed a CMMO member to remove a shuffleboard because he was buying the Seattle board with coin-operated score-board. Matin was included in the suit because he removed a juke box from the tavern allegedly under coercion from the union and CMMO.

The complaint said the Union and CMMO had entered into agreement not to deliver or service coin-operated amusement devices on any premises on which the owners operate their own machines.

## 1,277 REPORTS

## Survey Maps Rise Of Plant Vending

CHICAGO, Oct. 15.—Vending machines are being used in more plants in more different ways and for completer feeding services than ever before.

This fact, buttressed with an impressive array of statistics, was disclosed in a survey of 1,277 U. S. plants on their industrial feeding practices conducted by the Field Research Division of the Paper Cup and Container Institute, Inc., with the co-operation of Vend magazine, sister publication of The Billboard. (The complete report appears exclusively in the October Vend.)

### 84% Use Venders

According to the survey, 40 per cent of the industrial plants using vending machines today installed them within the past five years. And 84 per cent of the plants

providing employee food service of any kind (about 55 per cent) use one or more vending machines—far more than use other kind of service.

Of 1,277 industrial plants in 37 States participating in the study, 580 reported using vending machines, 382 have cafeterias, and 192 employ mobile food units or carts. The average plant, the survey shows, currently provides four different items thru vending machines.

### Set Pattern

"Indications are," the survey reported, "that a definite pattern has been established in the thinking of management toward automatic food service. This is due to the little space required by machines, and management being relieved of the responsibility and

(Continued on page 84)

## NEW GAMES IN PRODUCTION

BALLY. Miami Beach, in-line pinball; Jumbo Bowler, shuffle bowler; King-Pin Bowler, shuffle bowler; Pin-Pool, coin pool game.

CHICAGO COIN. Score-A-Line, shuffle bowler.

GOTTLIEB. Wishing Well, five-ball pinball.

EDOLITE. Ten Hi, coin pool game.

EXHIBIT SUPPLY. Skill Pool, coin pool game.

FISCHER. Cue-Star, coin pool game.

GENCO. Quarterback, football game; Tournament Pool, coin pool game.

KEENEY. Fascination Pool, coin pool game; Deluxe Challenge Bowler, shuffle bowler.

MARVEL. Pla-Pool, coin pool game.

UNITED. Pixies, in-line pinball; Super Bonus Shuffle Alley, shuffle bowler.

VALLEY. Bumper Pool, coin pool game.

WILLIAMS. Bank Pool, coin pool game; Circus Wagon five-ball pinball; Jolly Joker, roll-down game.

## OPERATORS' VIEWS

## Mfrs. Aid Could Spur Rising 10c Candy Sales

CHICAGO, Oct. 15.—Dime candy bars are making steady inroads in the vending industry, and today are accounting for from 5 to 40 per cent of the average route's unit volume.

However, to assure greater acceptance, operators declared manufacturers must step up their advertising and general promotion plans, and avoid duplication of established items.

In a spot check by Vend magazine, sister publication of The Billboard, operators declared candy manufacturers could encourage larger acceptance by:

1. Making the higher priced bars more than twice the size of the nickel items.
2. Use more color and larger print on all sides of the wrapper.
3. Launch heavy advertising promotion campaigns.

It was further suggested manufacturers should develop a stand-

ard size bar that would fit vending machine columns, provide more decals, dummy bars, and signal arrows for the dime columns.

Stressed by the operators was the wholesale price. The cost, they asserted, should be kept between 5 and 6 cents per bar.

While predictions mostly favored the higher priced candy, other comments ranged from: "They will not increase very much," to "Good, if they're not imitation of 5-cent bars."

The growth of the 10-cent bar in the vending field was especially noticeable during the past two years, it was pointed out. Two years ago dime sales accounted for 5 to 25 per cent of unit volume, while the peak four years ago appeared to be 15 per cent of total route bar unit sales.

The best sellers, according to general consensus, are nut-type

(Continued on page 84)

**EDITORIAL**

## A Moses Needed?

A prominent coin machine distributor, in commenting that dime play in his area seems to have been forgotten, said off-handedly that operators were apparently waiting for a Moses to lead them out of the wilderness and that nobody was around to assume the role.

We certainly don't believe (and we're sure he doesn't either) that operators on nickel play are in a wilderness or that they need the leadership of a Moses to straighten them out.

But we do believe it's time these operators come forward and state their case. Operators across the country have converted successfully to dime play. It wasn't easy in most instances. And it's not something that's over in a matter of several weeks. It takes time, plenty of time. And it takes work. And plenty of that, too.

**Case Histories**

Those operators who are unwilling, or feel they are unable, to convert would unquestionably be able to learn much from the operators who have switched. In previous issues, The Billboard has cited many case histories of cities which have successfully converted. This information is on hand for anyone who would like to use it to find out how other operators successfully converted. Furthermore, the offices of The Billboard are open to all who wish to seek whatever help it may give in enabling operators to go to a dime.

Those who have converted, as well as those who haven't, should write us so that we may help to exchange information between the two groups. Write to: Coin Machine Editor, The Billboard, 188 W. Randolph St., Chicago 1.

Here's an opportunity for operators to help themselves by helping operators in other cities. Because the sooner all operators convert to a dime, the better.

## DENVER GROWTH SOARS

### Op Sales Up, But Not Replacement Programs

DENVER, Oct. 15.—Most phonograph operators here are buying more new machines than in 1954, a Billboard survey indicated this week. However, the increases are not a result of stepped-up replacement programs, but a result of new locations.

With Denver's population growing by leaps and bounds, established operators have found they must move rapidly if they want to share in the new location boom accompanying the expansion.

If anything, replacements have slowed down—all available dollars going into the battle for new locations.

A typical operation, Apollo Music Company, on West Alameda Avenue, has, for example, purchased 10 new phonographs since January 1, all 10 being installed in new locations opening up.

**New Locations**

"Our purchases of new machines are directly dependent upon the number of new locations being developed, while our replacements depend upon how well the equipment is operating and, of course, our depreciation schedule," declared Howard Holt, of Apollo.

He added, however, "Because we have made it a policy of providing every new location with new equipment our replacement volume is considerably less than it would be during normal times."

Apollo Music tries to keep at

least one or two phonographs "on standby" at its offices, just in case a new location becomes available. Thus, the firm's new equipment buying is primarily gauged by the extent of its new location scouting.

Tom Bean, head of the Tom Bean Music Company, agrees with Holt. He said that of the dozen phonographs he has purchased this year, the majority of them have gone into new locations.

**Check Costs**

However, Bean feels that a constant check on operating costs, with replacement in mind, cannot be overlooked. He believes that a new machine will show approximately 1½ times the earning power of an older machine in the same location, thus warranting new equipment purchases as readily as do new locations.

Interestingly, while operators are reporting collections up, they complain of reduced net profits per machine as a result of higher operating costs. Credit, therefore, is playing an important part in the increased new equipment sales in this area.

"Credit purchasing of phonographs, amusement games and vending machines is hitting an all-time high in the Mountain City," says Pete Geritz, head of Mountain Distributors.

The situation has developed to a point where almost all new equip-

*(Continued on page 91)*

## Rock-Ola 1452 Distrib Showings End; Ops Next

CHICAGO, Oct. 15.—The Rock-Ola Manufacturing Corporation completed its distributor showings of its new 50-selection phonograph Model 1452 here this week.

Officials said that distributor shipments got under way early this week, following the firm's policy of holding back distribution until all of its distributors have had an opportunity of viewing and studying new models. Initial operator unveilings are expected to be launched throughout the country sometime next week.

The Model 1452 supplements Rock-Ola's 120-selection 1448 series. Cabinet styling and coloring are patterned after the firm's larger selection unit (The Billboard, October 15).

Among the distributors visiting

the plant here this week were Carl Happel and Orville Kernitz, partners of Badger Novelty Company, Milwaukee; Joe Brilliant, head of Brilliant Music Company, Detroit; Frank Fabiano, Fabiano Amusement Company, Buchanan, Mich.; Joe Abraham, Lack City Amusement Company, Cleveland; Lawrence Le Sturgeon, president, and Charley Fisher, service manager, both of Le Sturgeon Distributing Company, Charlotte, N. C., and Irv Wexler, Uni-Con Distributing Company, Kansas City, Mo.

Eli Ross, president; J. T. Elkins, manager, and Gordon Dunn, sales staffer, all of Ross Distributing Company, Miami; C. R. Sandavol, Rock-Ola distributor in Central America, and A. Addikes, distributor in Western Germany.

## N. Y. JUKE OPS CORRECT BLOCK ON DIME PLAY

NEW YORK, Oct. 15.—Dime play is always on the minds of local juke box operators. At the annual banquet of the Music Operators of New York at the Waldorf-Astoria Saturday (8), emcee Martin Block paid tribute to the juke men on that portion of the program which was aired over the ABC radio network.

Referring to the recording artists on the program, Block said the nickels collected by the nation's juke boxes had a lot to do with launching their careers. He no sooner got the word "nickels" out when about 1,000 voices—almost as one—drowned him out with "No, no, dimes!"

## Music Systems To New Bldg. In Detroit

DETROIT, Oct. 15.—Music Systems, Inc., Seeburg distributor thruout Michigan, closed shop at its Linwood Avenue headquarters Wednesday and moved into its new building at 14561 Livernois Avenue, about three miles northwest of its former site.

The new building is a modern one-story structure featuring a stainless steel and glass front. It provides 12,000 square feet of floor space.

Also featured in the new building is a 200-foot clear glass front, which serves as an added display room for all Seeburg equipment, air conditioning, complete service and parts departments, ample parking space and modern offices and showrooms.

Lou Nemesh, vice-president of the firm, said that a formal grand opening would be held at a later date.

## Ops Launch P-R Radio Program In Akron Area

AKRON, Oct. 15.—In an effort to acquaint the public with the role the juke box plays in the field of popular music, to familiarize its patrons with the expense and the know-how required to operate a music machine route, the Summit County Music Operators' Association has launched a three-night-a-week radio program.

The show, aired every Tuesday, Thursday and Saturday from midnight to 1 a.m. over Station WAKR, consists of five minutes of news and 55 minutes of recorded music.

*(Continued on page 87)*

## Detroit Ops, Dee Jays Plan Oct. Teen Fete

DETROIT, Oct. 15.—Detroit juke box operators, disk jockeys and civic officials have teamed again in the fight against juvenile delinquency, this time to sponsor a teenage Halloween show.

The United Music Operators of Michigan and the 13th Precinct Businessmen's Youth Club are co-sponsors of the event which will be held Sunday, October 30, in the

*(Continued on page 91)*

## 6 Topics to Spark Chi MOA Exec Meet

### National Op Radio Show, 3d Copyright, '56 Convention to Key November Confab

CHICAGO, Oct. 15.—A six-point program which is skedded to highlight the Music Operator of America's executive meeting at the Morrison Hotel here November 8-10, was announced this week by George A. Miller, president and general manager.

The program follows:

1. How to increase music operator public relations—emphasis on MOA's national radio show.
2. Methods to put MOA's national tax council into operation.
3. What's ahead for National Juke Box Music.
4. Preparations for MOA's 1956 convention.
5. Added effort in MOA's membership drive.
6. National hospital and health insurance plan for operators.

**P-R Top Subject**

Foremost on the agenda will be the subject of public relations. With MOA's national radio show just getting under way (see sepa-

rate story), the executive group will be primarily interested in smoothing rough edges, setting up a tentative schedule of operators to introduce tunes on the program and systemizing a procedure for picking the hit tunes to be presented.

Three operators—Al Denver, vice-president of MOA; Harry Snodgrass, secretary, and Miller—will represent the association on the air during the first four broadcasts. MOA officers from other cities will participate in later programs. Denver represents New York, Miller, California, and Snodgrass, New Mexico.

Transcriptions of future programs will be made during the Chicago meeting.

The second point on the program: methods to put MOA's national tax council into operation, will center mainly around efforts to add field men to MOA's staff for gathering information. Two, pos-

*(Continued on page 88)*

## MOA ON AIRWAYS

### Ops Pick 'Rose' On 1st ABC Show

NEW YORK, Oct. 15.—Mitch Miller's "Yellow Rose of Texas" (Columbia) was selected as the nation's top juke box favorite for the week today (15) on the first regular weekly radio show of the Music Operators of America.

The show, aired over the ABC radio network, is called "National Juke Box." It runs from 9:35 to 10 p.m. (EDT). Representing MOA were George A. Miller, Oakland, Calif., president; Albert A. Denver, head of the Music Operators of New York, and Harry Snodgrass, Albuquerque, N. M.

Tunes are selected according to play meters on the nation's juke boxes. Each MOA representative on Saturday's show introduced a regional top hit and a regional best-seller possibility.

**West Coast**

From the West Coast, Frank Sinatra's "Learnin' the Blues" (Capitol) was selected as the top tune. A Decca disk, C. Valente's "This Must Be Wrong," was the choice as the growing favorite.

Another Decca disk, Bill Haley's "Rock Around the Clock," was the East Coast favorite, while, in the prediction department, the Eastern operators selected a Capitol record,

the Four Freshmen's "Day by Day."

In the Southwest, Snodgrass said Chuck Miller's "House of Blue Lights" (Mercury) is a big favorite. Another Mercury disk, Ralph Marterie's "Toy Tiger," was labeled a comer.

## Mass. Juke Ops Step Up Dime Play Efforts

BOSTON, Oct. 15.—The Massachusetts Music Operators Association is redoubling its efforts to aid all operators in the State in dime play, Dave Baker, president of the association, said this week.

Also on the association's current program is a suggested "code of ethics" which is expected to be adopted. It consists of a nine-point plan geared to produce more favorable results for both operator and location owners.

A meeting to discuss dime play and the newly formed code was held Thursday (13) at the Beaconsfield Hotel, Brookline, Mass.

## 300 Jam Elmhurst Club For N. Illinois Banquet

CHICAGO, Oct. 15.—Over 300 music operators, juke box and record distributors, and other members of the coin machine industry jammed the Elmhurst Country Club Thursday evening for the seventh annual banquet of the Music Operators of Northern Illinois.

The event, the most successful ever staged by the association, was highlighted by the appearances of a dozen top recording artists who entertained operators and guests for nearly two hours.

Headlining the steady flow of artists called to the stage were Mindy Carson, Columbia; the Hill-toppers, Dot; Karen Chandler, Coral; Jack Plies, Decca, and Lola Dee, Wing. Jean Strange, Dot, who opened the program of entertainment; Betty Johnson, RCA Victor, and Robbin Hood, M-G-M, all new recording artists, rounded out the program.

Pat McCaffrey emceed the event, while Carl Schrieber and his orchestra supplied the musical background for both the entertainment and dancing. Surprise of the evening, and one of the biggest hits, was Ray Gallet, local operator, who was called to the stage to beat out two quick ditties on his own home-made instrument which could be called a "pogo banjo." Joni James, M-G-M, was also on hand, but was unable to entertain because of contract difficulties.

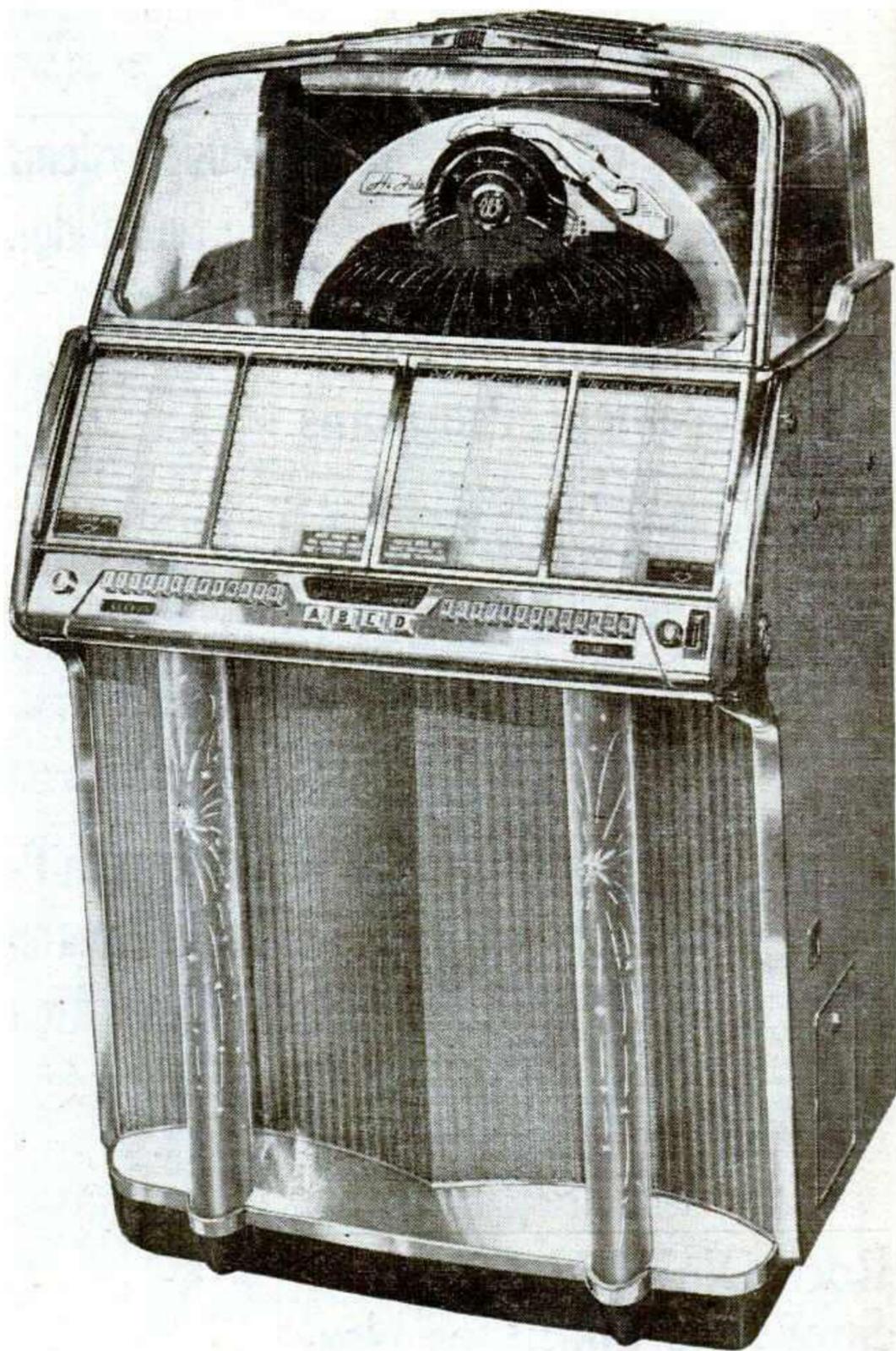
Officers of the association are Bob Lindelof, president; Andy Hesch and Barney Poss, vice-presidents, and Bill Nyland, secretary-treasurer. The banquet committee consisted of Jerry Shuman, Bob Gnarro, Nyland, Louis Arpaia and Poss. Greeting operators and guests were, in addition to the officers and banquet committee, Bob

*(Continued on page 75)*

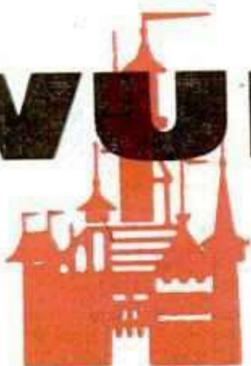
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## WURLITZER 1800



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THE OFFICIAL MUSICAL  
INSTRUMENTS IN *Disneyland*

**Leader in Beauty—in Tone—in Earnings**

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK, ESTABLISHED 1856

## 225 View New AMI At Sheldon Sales' Buffalo Unveiling

BUFFALO, Oct. 15.—Approximately 225 music operators, their servicemen and guests packed the Park Lane Restaurant here for the Sheldon Sales, Inc., unveiling of the new AMI Model G phonograph line.

A similar event was held in Syracuse at the Hotel Syracuse, where 185 attended.

Hosts for both events were Al and Al Bergman Jr., and Leroy Bergman.

Among those attending the Buffalo showing were George Meier, Hush Shipston, F. C. Hoffmeier, G. P. Howes, Ed Lyons, Bob Desbecker, Don Sullivan, Jim Matthews, Charles Banta, Sy Stephens, Mr. and Mrs. S. Caterina, Mr. and Mrs. Ray Gallagher, Mr. and Mrs. David Feldman and Mr. and Mrs. William Gould.

G. Panter, Jerry Scabrini, Sigmond Kranski, Mr. and Mrs. George Lindner, Mr. and Mrs. Murray Whiteman, N. J. Steinke, E. A. Reich, Jack Leitzen, Ardon Bradt, Fred Eubank, W. R. Daniels, Mr. and Mrs. Myron Oberst, Al Hess, Louis Frank, C. Battaglia and Ralph Eibl.

Joe Cardone, M. Sandow, John J. Jamiga, Ed Schaeffer, Ken Stewart, Charles Phillips, Joan Loughborough, Stan and Henry Kuznicki, Joe Pasquarello, Mr. and Mrs. Fay Mirti, Box Scott, J. McDonald, Eugene H. Fugy, Helen Voelker, F. Kaye, T. Sokolsky and Len Paddy.

Andy Mason, Anthony Gravanti, Danny Conny, Patricia Kane, R. C. Bitmead, Ray Lyness, Don Schmidt, Bernie Blacher, William G. Schreck, Edward Jokubowski, Paul A. Krause, Louis Clare, Jerry Hiemenz, Mrs. E. Togucho and George Stephens.

Joseph Pouthier, William Thorpe, Miriam Schafer, Conrad Meier Jr., Morgan O'Connell, Louis Radlowski, Bill Ritter, James J. Oddy, E. J. Seggi, Mike Dillon, Thomas Latin, Anthony Tringale, Fred Statt, Mr. and Mrs. Joseph Crook and Mr. and Mrs. C. Kepler.

Mr. and Mrs. Francis H. Omit, William Thorpe and family, Henry Wells, William Donlon Jr., R. W. Putman, Ronald Smith, Lou Bruno, Sam Donofrio, Ralph Denby, Harry Samiel, George Lereet, Lou Freedman, George Pamer and John M. Bleem.

Lew Zimmer, Ted and Joe Reale, James Jason, Barny Rapp, John May, John Fregen, George Higgins, E. Pouthier, F. Bellanger, Cliff Baldy, Sam Venuti, Ralph Denby, Mrs. Bellanger, Lindy Nardone, Frank Domzalski, Van Auken, Jack Driscoll, Allen S. Grant and the Samuels.

Al Infantino, R. E. Passmore, Stanley Levin, Jack Portno, Karl Berg, J. Condell, Raymond A. Argyros, Felix Drone, Bruno Quat-

## 1,000 Attend Banquet Of N. Y. Juke Operators

NEW YORK, Oct. 15.—More than 1,000 operators, distributors, manufacturer representatives and their guests gathered Saturday (8) at the Grand Ballroom of the Waldorf-Astoria Hotel for the 18th annual banquet and show of the Music Operators of New York.

In an evening marked by an absence of speeches, the coinmen put away steak dinners, enjoyed libations supplied by the Atlantic-New York Corporation, listened to top recording stars and the music of Vincent Lopez and his orchestra, and later danced to the orchestra of Noro Morales and his RCA Victor rhythm.

An hour of the program was aired over the ABC radio network, with Martin Block handling the emcee chores. Block paid tribute to Al Denver, MONY president, and Sidney Levine, MONY counsel, and to the juke men in the room who operate 10,000 boxes in the New York area.

### Artist List

Artists appearing on the radio portion of the show were the Chordettes, Cadence; Georgia Gibbs, Mercury; Alan Dale, Coral; Harry Belafonte, RCA Victor; Teresa Brewer, Coral; Les Paul and Mary Ford, Capitol; Al Hibler, Decca; Mitch Miller, Columbia; Eddy Howard, Mercury; the Jodimers, Capitol, and Laura Manning, Jubilee.

Other performers were Frankie Laine, Columbia; Jaye P. Morgan, RCA Victor; the Rhythmettes, RCA Victor; the Four Voices, Columbia;

trone, Anthony Barbaro, Jake Barsuk, Norman Bathrick, George Batt, Carlton Baynes, Joseph Baragato, Ed Kramer, Gordon L. Bennett and Fred Beman.

Floyd C. Bernsdorf, H. E. Betz, John Bielecki, H. Rosen, Les Blum, Bernie Blacher, Lee Black, Jim Blakeslee, Phil Benevento, Louis L. Boehm, Gordon Bolender, Al Boltz, Clyde Bornt, Aaron Braunstein, Edward Britt, Leonard and Mel Brizzle, Paul Brock, Charles Broderick and Charles Brodrib.

Charles Brotsch, Burton Brown, George Fugle, Art Garvey, Ben Walnitz, John Jaworski, Carl Piccarreto, Frank Gennuso, Charles Ciambra, Richard Gibbs, Carl Rapp, Carl Goldstein, Robert Smith, John Karen, Frances Kennedy, Ken Krull, James Hammond, Abe Hamza and Ralph Pelleter. Gus Condello, Steve Chicola, Grace Erhardt, Frank Domzalski, W. P. Donlon, Mr. Trombley, Ed Fabian, Louis Frank, Russell Dalba, Michael Vargo, Nick Pappas, A. Sirriana, Ed Salczynski, Bob Roth, Paul Brock, Don Crown, Dan O'Brien and M. F. Walsh.

Carmen McRae, Decca, and the Marion Sisters, M-G-M.

MONY officers are Albert S. Denver, president; Charles Bernoff, vice-president; Harry Wasserman, treasurer, and Sal Trella, secretary. Nash Gordon is managing director and Sidney H. Levine is counsel.

On the board of directors are the officers and Mac Pollay, Joseph Connors, Arthur Herman, Louis Hirsch, Ben Chicofsky and Donald Shapiro.

## Sparks Bows V-200 In Columbia, S. C.

COLUMBIA, S. C., Oct. 15.—Sparks Specialty Company completed its second operator showing of the Seeburg 100-J and V-200 phonographs last week when it unveiled the new models at its branch office here. Initial showing was held in Atlanta.

Special treat for operators attending was the appearance of June Valli, RCA Victor artist, who spent a good part of the day greeting guests. Accompanying Miss Valli was Chick Foster, RCA Victor representative.

Hosts for the event included R. M. Sparks, president; C. P. Dinwiddie and D. A. Corley, all from the firm's Atlanta office; D. H. Fisher, Columbia branch manager, and Columbia staffers George H. Reynolds, Jeff Sikes, Helen Sikes, John Cole and J. D. Shealy. A. H. Miller, Seeburg, was on hand to point out the highlights of the new line.

Among the operators attending were Ben Davis, David Reese, Fredrick Scott, Daniel Wicker, Buddy Ruff, Henry Price, Paul Moore, H. L. Murphy, John Hair, Henry Simon, Mr. and Mrs. H. C. Keel, Sam Bozen, Joe Price, A. Taylor, A. V. Lee Jr., B. L. Collins, Lea Holliday, James Parker and E. E. Amick.

Bobby Gann, G. M. Harrison, R. B. Hallman, Mr. and Mrs. A. W. Bradford, Robert L. Hinson, Jimmie Dukes, H. O. Bell, O. J. Mullenix, Jim Faulk, Mr. and Mrs. A. C. Case, R. E. Ray, Buddy Sanders, Mr. and Mrs. Robert L. Rickhards, Thomas Leitzsey, Lloyd Hopper, R. E. Parrish, W. H. Richardson, John Flowe, John D. Shealy, E. W. Galloway, Mr. and Mrs. Ben Carter and Mrs. Edwin Crosby.

The showing was chalked up as the most successful event in the firm's history.

## Elmhurst Dinner

Continued from page 73

Raywood, Vic Bondioli, Ken Voeck, Everett Johnson and Ralph Heft.

Special guest of the evening was George A. Miller, president and general business manager of Music Operators of America. Other guests included Mr. and Mrs. Bert Bondioli; Mr. and Mrs. Phil Levin, president of Recorded Music Service Association; Mr. and Mrs. Frank Padula, Paul Bennett, Mr. and Mrs. Eddie Ginsburg, Mr. and Mrs. Nate Fienstein, Mr. and Mrs. Harold Schwartz, Mr. and Mrs. Ben Coven, and Mr. and Mrs. Paul Brown.

Tony Galgano, Mr. and Mrs. Earl Kies, Fred Sipiora, Walter Braun, Mrs. Gillette, Paul Huebsch Tony Genovese, Angelo Angeleri, Edwin Mohill, Edith Davis, Mr. and Mrs. Hal Factor, Mr. and Mrs. Bill Nyland, and representatives of all record distributor outlets in the Chicago area.

# ROCK-OLA

## MODEL 1448

**Worth More  
When You Buy It**

**Worth More  
When You Trade It**

## Seeburg \$59.50 Conversion

### CONVERT NOW!

with the  
**NELSON MODERNIZATION KIT**

Change Over Your Seeburg M100 A's to 45 R.P.M. Records and Watch Your Profits Grow! Easy Installation. Complete Kit, No Special Tools Needed. Takes Only One Hour.

Clip and Mail This Coupon Today!

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1—1/2 deposit, balance C.O.D.  2—Check in advance, kit shipped prepaid.

KIT SHIPPED ON OUR MONEY-BACK GUARANTEE. 3—Send literature & guar. blank.

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Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**COIN  
MACHINE**

**NEWS  
QUIZ**

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD—AND ONLY IN THE BILLBOARD—LAST WEEK?

**OPS STEP UP P-R CAMPAIGNS.** For the first time in the 67-year history of the juke box, operators using all media of communications began acquainting the public with the key role they play in providing the latest in pop music. (Page 1, The Billboard, October 15.)

**BULK OF KEYS POLICY TO CHAIN'S PROGRAM.** Non-competitive feature opens door to National Tea Stores for Confection Specialties. Protection against financial losses with insurance coverage softens opposition. (Page 76, The Billboard, October 15.)

**ROCK-OLA BOWS NEW 50-SELECTION PHONOGRAPH.** Called 1452, the highlight of the new model is a dual-program selection panel arrangement. It also has all improvements introduced in the firm's 120-selection model. (Page 80, The Billboard, October 15.)

**NEW GAME PRICES—TOO HIGH?** Operators claim games priced "out of reach." Unless costs are reduced, would be unable to buy games. Distributors strongly favor games with new play appeal in lower price range. Manufacturers say rising production, material, labor costs prevent lowering prices. (Page 72, The Billboard, October 15.)

**TO LAUNCH WEEKLY MOA RADIO SHOW.** Presented over the ABC network from 9:30 to 9:55 p.m. Saturdays, the show is the first ever to be offered by the MOA for mass public consumption. It will feature top regional juke box favorites of the week. (Page 80, The Billboard, October 15.)

**EDUCATIONAL PROGRAM NEEDED TO SPUR BULK SALES.** Tom King, of King & Company, a veteran bulk operator, distributor and supplier, cites definite need for a public relations campaign on services and products sold thru bulk vending machines. (Page 72, The Billboard, October 15.)

IF YOU MISSED READING THE OCTOBER 15 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**

GIVE TO DAMON RUNYON CANCER FUND



MUSIC OPERATORS JAM the Elmhurst Country Club, Elmhurst, Ill., Thursday (13) for the seventh annual banquet of the Music Operators of Northern Illinois. On hand to entertain the crowd were Mindy Carson, Karen Chandler, the Hilltoppers and nine other top recording artists shown in two views of the banquet scene.

# It's the Gala New

Gee Whiz!

Golly!

Gosh!

**See** the "G". Glimpse its new low profile, its gleaming array of glorious colors, its galaxy of play-persuading features.

**Hear** the "G" . . . listen to acoustical perfection, attained by AMI's Multi-Horn AMI-Fidelity system.

**Picture** the "G" in every type of location in your area, gathering in the coins, generating profit for you!

#### AMI-FIDELITY THAT'S VISUAL AS WELL AS AUDIBLE

The "G's" new "Wide-Screen" High Frequency Horn, crowning the new low cabinet, captures the eye as well as the ear . . . invites extra play because it offers tangible evidence of high-fidelity music—which only horns can achieve.

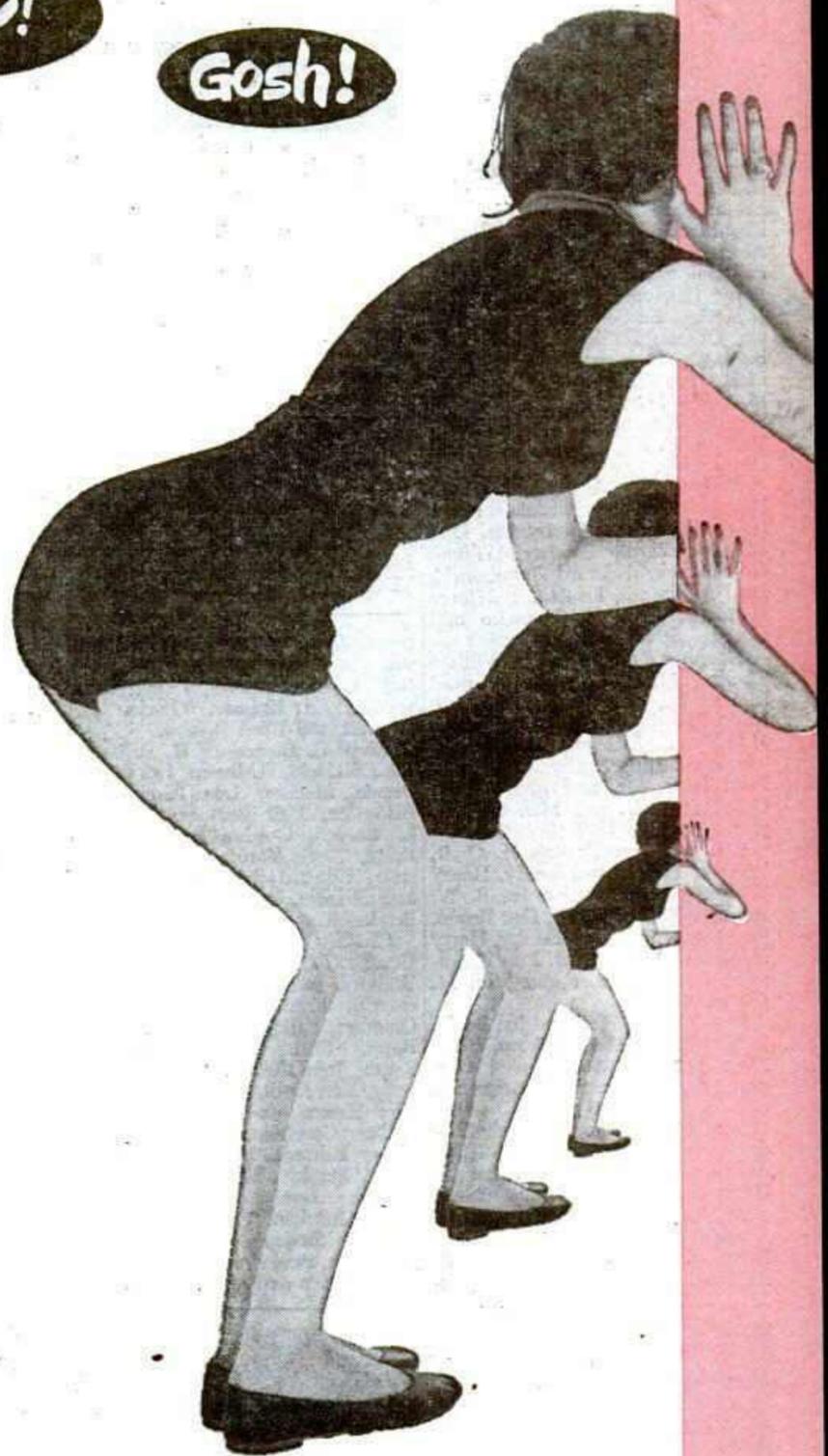
#### BI-COLOR CABINETS THAT "BELONG" IN ANY SURROUNDINGS

Choice of 8 glorious colors to blend or contrast with the decor of any location. The basic color is accented by mellow oyster white on the service door and trim skirt, adding charm and character to the handsome cabinet, and an inviting pathway for patron play.

#### 8 GLAMOROUS COLORS—8!

Delft Blue  
Cherry Red  
Embered Charcoal  
Atoll Coral  
Canary Yellow  
Chartreuse Green  
Bright Sand  
Night-Sky Black\*

\*Jet black with golden flecks.





**Compact New Profile—Illusion Windows Increase Interest**

Vertical picture windows, framed in gleaming chrome, extend almost to the top of the handsome "G" cabinet, accentuating its compact form and capturing added attention from every angle.

- Lower, wider grille of lustrous metal for added richness.
- New metalized plastic backdrop and side trims for extra eye appeal.
- Enlarged selection numbers on new double-strength title strip windows.

- Black and golden turntable with matching tone arm.

—and dozens of other improvements and refinements that add up to a double opportunity for you.

—opening new locations that will welcome AMI-Fidelity music and cabinets that harmonize with other fixtures.

—increasing play in locations now served by old-fashioned juke boxes.

You'll go Places with the AMI "G"

BECAUSE

There's No HI-FI like AMI-FI!



General Offices and Factory: 1500 Union Avenue, S. E., Grand Rapids 2, Michigan

Licensee: Jensen Music Automates—building the IMA AMI Juke Box sold through Oscar Siesbye A/S, 5 Pataisgade, Copenhagen K., Denmark  
 Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

## Yearly Vended Milk Sales Hit \$18 Million, See Rise: Study

CHICAGO, Oct. 15.—Milk is rapidly stepping to the forefront in the vending field. Dollarwise its annual sales thru venders has reached the \$18 million mark.

And milk vending, increasing in importance to the diversified operator, is expected to enjoy an accelerated growth next year.

Thus concludes a study of the milk vending field completed this week by the research department of Vend magazine.

The study covers milk machine production, weekly sales by types of milk venders, number of operators who now have milk venders, and the growth of milk vending as revealed by operator buying preferences.

Industrial outlets hold the biggest potential, the study asserted. In the last 10 years the number of plants vending milk has doubled, and 37 per cent of the locations having vending machines now have one or more milk units.

### Weekly Sales 200 Units

As of October 1, there were 18,000 indoor packaged milk venders on location selling 200 units per week for an annual sale of 187,200,000 units at 10 cents each, or an annual gross of \$18,720,000.

In addition there were 100 indoor bulk milk venders on location selling 580 cups per machine weekly for an annual gross of \$301,000.

Bearing out the expectancy of the continued rapid rise in sales, the 564 operating companies participating in the study listed milk

venders as the sixth choice of new equipment to be purchased in the coming year.

This is a remarkable jump in the preference of the vender, which a year ago was in 10th place. The survey intimated that 5,000 indoor milk machines—package and cup—will be placed on location in the next 12 months.

Close co-operation between dairies and vending specialists helps explain the accelerating growth of milk vending. Many actually help finance the purchase of venders for operating companies.

Most dairies also have their driver-salesmen deliver the milk to machines, fill them and remove empties. The operating company's route salesmen service the venders, collect monies, and carry out on-location merchandising.

With more manufacturers enter-

ing the production field, the number of milk machines in use will be doubled by 1958, the report stated, basing its prediction on current production data alone.

The trend toward greater consumption of milk, not covered in the survey, is the rapid spread of venders in educational institutions.

Many colleges have installed milk venders in campus buildings, with statistics showing that vender sales have invariably been double those of cafeteria counter sales.

All available facts and figures stress the success of vended milk in schools and colleges, which can be projected along the trend of industrial outlook.

"Nutritionally, the mechanical milkman is the best thing that ever happened to us" is the general consensus of educational authorities.

## AMATEUR TALENT SHOW

### N. C. Op PR Program Builds Vending Sales

SANFORD, N. C., Oct. 15.—Community public relations is an important factor in the successful business of Thurman F. Nance, president of Nance Wholesale Confections, Inc.

His participation in community events and the organization of the "Sanford Variety Show" has helped to build his firm into one of the largest vending companies in the South.

With the majority of his locations inside the Fort Bragg military reservation, Nance several years ago faced the problem of building acceptance of vending machines.

Taking part in civic projects helped, but Nance wanted to create a goodwill program among the soldiers that would be acceptable to Army officials and civilians in areas where his other installations were located.

From his observations at Fort Bragg, he learned the enlisted soldiers were "forgotten boys" many miles from home with plenty of

time on their hands and nothing to do.

Service clubs were doing an excellent job, but were limited by funds, and lack of interest among the citizens in nearby communities, Nance learned.

It was while discussing this situation on their hands and nothing to do.

(Continued on page 81)

### New Cig Packs Total 35% of Trade Volume

ATLANTIC CITY, Oct. 15.—Cigarette products introduced during the last five years now account for 35 per cent of the industry's total volume, according to Joseph F. Cullman III, executive vice-president of Philip Morris, Inc.

Speaking before the Eastern Regional Meeting of the National Association of Tobacco Distributors here last week, Cullman credited these new products with keeping cigarette volume at a high level.

Currently, he said, 53 per cent of the sales are regular, 28 per cent king size and 19 per cent filters. He predicted that filters would have a third of the market in a few years.

He added that king size, unfiltered brands will reach regular brand volume, so that the market will be split three equal ways among filter, non-filter kings and regulars.

be provided by the location. Locations are signed on a one-year contract.

Baum pointed out that the unit could be utilized by vending operators on stops which would not warrant the expense of coin-operated coffee equipment. He added that routes as well as dispensers are for sale.

## Apco to Set Up Europe Plant; Maybe Cologne

NEW YORK, Oct. 15.—Mel Rapp, executive vice-president of Apco, is expected to return Tuesday (18) from a European inspection tour of plants owned by the U. S. Hoffman Machinery Corporation.

Hoffman, a multi-million dollar

Continued from page 80

## Parker House Garners 150 Coffee Locations

NEW YORK, Oct. 15.—The Parker House Products Corporation, a coffee operating firm which entered the business four months ago, currently has 150 office and industrial locations and is adding new stops at the rate of 25 a week, according to Martin Baum, president of the firm.

While the Parker House operation is an automatic one, it is not coin operated. Baum uses the Dell dispenser, manufactured in Los Angeles. He is also Dell distributor for the area.

On Parker House locations the equipment is owned by the operator and no commissions are paid. Each dispenser has an automatic counter, which registers every time a cup of coffee is drawn. The location is then charged on the basis of the number of weekly cups dispensed. All servicing is done by Parker House.

### Sliding Scale

Locations are charged on a sliding scale. For up to 100 cups a week, the tab is 6.5 cents a cup. It drops to 4.5 cents when 200 cups are sold, to 3.5 cents when 300 cups are sold, to 2.75 cents when 500 cups are sold and to 2.5 cents when 1,000 cups or more are sold in a week.

Coffee is the Parker House dry soluble, and cream and sugar must

## Greene Sees \$5 Billion Vending Industry in 'Foreseeable Future'

### Predicts Automatic Groceries, Dept. Stores, Electronically-Cooked Meals, Drive-In Diners

BOSTON, Oct. 15.—Robert Z. Greene, president of the Rowe Manufacturing Company, predicts that "within the foreseeable future," vending sales in the United States will hit \$5,000,000,000 a year. According to the Vend magazine 1954 Census of the Industry, vending sales last year were about \$1,600,000.

In a speech prepared for delivery before the Boston Conference on Distribution here Tuesday (18), Greene predicted that automatic merchandisers would cook electron-

ically and dispense hot meals in factories, schools and office buildings.

He also visualized automatic groceries dispensing "automatically-preserved" packaged foods at the housewife's doorstep; automatic department stores in suburban areas and small shopping centers, and automatic drive-in diners on highways.

### 300% Growth

Greene pointed out that 4,700 operating companies are currently doing an annual volume of more

## OP MERCHANDISING

### How Color Builds Bulk Vender Sales

By RAY C. THOMPSON

(Editor's Note: This is the first in a series of articles relating an operator's experience in bulk vending and the progress he has made in expanding his operation and increasing sales thru the use of color and lighting effects.)

BELLWOOD, Ill., Oct. 15.—I am what you might call a "newcomer" in the vender business.

Three years ago I started as a part-time operator of a little more than 100 nickel nut vending machines. The number today is over 400 5-cent machines, located chiefly in the taverns of Chicago's West and Southwest Sides, in suburban Summit and Cicero.

Ray C. Thompson for many years was director of promotion for the Washington, D. C., Times-Herald. He also served as director of public relations for trade and civic associations.

He was with the U. S. Air Force during World War II, rising to the rank of lieutenant colonel, and is now in the reserves. For six years prior to entering the bulk vending nut business, he was public relations director of the Chicago Park District.

After more than 20 years in metropolitan newspaper advertising and editorial promotion, I wanted a business of my own. Not certain that nut vending machines was the business for me, I ventured into it slowly. The first group of 120 stops was taken on with the thought it could serve either of two purposes. I could operate these as a nucleus and expand the business, or I could operate them as a sideline to any public relations work I'd encounter.

### 8,000 Ice Venders Are Now on Location

NEW YORK, Oct. 15.—Ice vending has grown from a handful of machines a decade ago to about 8,000 today, according to C. P. Austin, director of research and marketing of the National Association of Ice Industries.

He added that Detroit is one of the nation's top ice vending cities, with 175 machines on location, while St. Louis has 90. Ten years ago, only one firm made ice venders; today there are seven.

Ice is not now a product that lends itself to a diversified operation, and chances are it never will be. Virtually all of the venders are owned and operated by firms manufacturing artificial ice, and the investment required of an operator

I barely escaped being a victim of one of the plans for "big part-time income" for a few hours weekly of spare time, advertised in the daily papers. These plans offered to set you up in business, to



RAY THOMPSON

earn \$70 to \$80 a week for less than a day's work.

Some 13 or 14 machines, selling (Continued on page 81)

## HOFFMAN NAMES KRESBERG TO BD.

NEW YORK, Oct. 15.—Sam Kresberg, president of Apco, Friday (14) was elected to the board of directors of the United States Hoffman Machinery Corporation. Hoffman recently purchased the Apco capitol stock and is operating the firm as a separate division.

to go into a venture of this nature would be prohibitive.

### No Odors

Ice firms maintain that packaged cubes contribute to a better mixed drink than the home refrigerator variety, because the latter type tend to pick up food odors.

Most of the stops are on gas station lots or in front of ice houses, altho, in Long Island, a couple of high-volume locations are in boat basins, where yachtsmen stock up before braving the briny deep.

Naturally enough, the Christmas and New Year weekends are the lushest times of year and, of course, sales are heavy in hot weather. But ice vending operators report pretty steady year-round business.

## Coffee-Mat Set On Hot & Cold Drink Vender

ELIZABETH, N. J., Oct. 15.—Coffee-Mat, Inc., disclosed that it will exhibit an 800-cup capacity hot and cold beverage vender at the National Automatic Merchandising Association convention in Chicago, November 6-9.

Dave Small, Coffee-Mat executive, said the six-selection machine will vend four selections of coffee and hot chocolate, soft drink, tea or soup in the other two selections. He added that another selector mechanism will allow the customer (Continued on page 79)

(Continued on page 86)

**SCHOENBACH STAMP VENDORS**  
Folder Type



**ATTRACTIVE OUTSTANDING**  
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illus.) treated) **\$24.50 ea.**  
3 Col. Vendor **\$32.50 ea.**

**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**NVA TO DISCUSS '56 CONVENTION**

CHICAGO, Oct. 15.—Plans and date for the 1956 convention of the National Vendors' Association will be discussed at a special meeting of officers and the board of directors at 10:30 a.m. Saturday, November 5, at the Congress Hotel here.

The conclave, according to a resolution adopted at the last convention, will be held in Chicago during May.

**GE Installs Simplified Plan For Light Sales**

CLEVELAND, Oct. 15.—General Electric's miniature lamp department has established a new, simplified method for marketing its products, including lamps and indicators widely used in juke box, coin-operated games and vending machine fields.

Marketing manager William H. Robinson Jr., described the move as "a radical departure from the firm's previous method of selling by agency and consignment arrangements."

The new set-up establishes one pricing structure and distributor for miniature lamps, and another for other products. The company will provide simplified schedules of suggested resale prices for convenience of wholesalers and retailers, thus reducing the number of individual prices for the wide variety of miniature lamp types.

Chief feature of the new plan is the outright sale of lamps to distributors at new prices which include federal excise taxes.

**Clark Approves Beatrice Merger**

PITTSBURGH, Oct. 15.—By an affirmative vote of 94 per cent, stockholders of the D. L. Clark Company at a special meeting approved the merger of the firm with Beatrice Foods Company, Chicago dairy food concern.

The merger specifies an exchange of 85,400 shares of Beatrice common stock for the assets of the Clark Company. This is equivalent to one share of Beatrice for each 3.5 shares of a capital stock of Clark. Clark will retain its management, personnel and name.

In addition to plants in Pittsburgh, Clark also has units in Evanston, Ill., and employs about 720 persons. Beatrice has 314 plants in 35 States and employs 12,000.

Directors of both companies previously had approved the move. Approval by Beatrice stockholders is not required.

**Ad Policy Shift For Coke Seen**

NEW YORK, Oct. 15.—Trade circles here feel that the switch of the Coca-Cola Company from the D'Arcy Advertising Agency to McCann-Erickson will mean a substitution of a "heard sell" policy from Coke's traditional institutional advertising.

The firm currently spends \$15,000,000 a year in advertising. It had been represented by D'Arcy for nearly 50 years.

**Tootsie Maker Enjoins Bayou On 1-Cent Item**

HOBOKEN, N. J., Oct. 15.—The Sweets Company of America, Inc., manufacturer of Tootsie Rolls, has been granted a permanent injunction against the Bayou Candy Company, Inc., New Orleans, manufacturer of a 1-cent candy product.

SCA charged that the Louisiana firm made a product with a wrapper and package dress which resembled the 1-cent Tootsie Roll so closely that it created a likelihood that amounted to unfair competition.

The ruling provided that existing supplies of the 1-cent Bayou product could be sold, but required the changeover to a new design to be made as soon as practicable, but within six months.

The proposed new wrapper and box must be presented to the court within 90 days to receive court approval before manufacture.

**Quick Snack Set-Up Spurs Op's Sales**

MOBILE, Ala., Oct. 15.—Providing a "set-up" for quick pickup snacks kept Fred A. Smith, head of M & S Candy Company, operating at a profitable level during the hot, humid summer.

An operator for the past five years, Smith switched to featuring cookies and crackers in his candy machines this summer. As an added inducement to increase volume, he moved the vendors next to his coffee and milk dispensers.

"The combination increased sales beyond my expectations," he said. "Cookies and crackers sold about as well as candy does in cooler weather, and bolstered coffee sales."

Well aware of the havoc the South's hot, humid summer weather can have on vending machines, Smith devoted extra hours to keeping the vendors polished. The all-metal surfaces were shined regularly to prevent rust formation, and the eye-appeal of the immaculate machines also helped sales, he said.

**Coffee-Mat Set**  
Continued from page 78

to get either ice tea or hot tea, ice coffee or hot coffee, or ice chocolate or hot chocolate.

34 Degrees

The cold drinks, he explained, will be 34 degrees, about as cold as beverages get with ice cubes. The price will be announced at the show, and first deliveries are expected to be made in February, 1956.

Small said the unit will be 32 inches wide, 28 inches deep and 69 inches high. Cabinet finish will be gold hammertone and brown. Cup capacity will be 500 hot, or 750 hot-cold combination type.

He added that the unit—with hot and cold selections—is designed for year-round operation.

**Cig Ad Guide Setup by FTC**

WASHINGTON, Oct. 15.—A guide for evaluating cigarette advertising directed primarily against so-called "health claims" has been set up by the Federal Trade Commission, it was announced this week.

Any claim of medical approval of cigarette smoking is prohibited, according to the standards. However, the guide does not prohibit the use of any representation, claim, or illustration relating solely to taste, flavor, aroma or enjoyment.

Violations include claims of physical effects of smoking, low nicotine or tar content, or effects on bodily organs: nose, throat, larynx, digestive system, nerves, or any other part of the body.

The FTC rules also frowns upon the use of comparative sales figures of competitive brands, and grades of tobacco used when claims are not based on information currently available.

**DISTRIBUTORS**

State-wide for high volume, new non-competitive product necessitating monthly re-orders from consumers. Sales and managerial experience, combination office and showroom definite requisite. Only financially responsible persons with unquestionable integrity need apply. Factory representatives arriving in Chicago October 20 and Dallas, Texas, around Nov. 1. (Not vending or coin operated.)

For interview write  
**BOX 829**  
The Billboard 188 W. Randolph St. Chicago 1, Ill.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #33 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1c B.G.	6.45
Advance #11 Mdse.	8.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.72
Pistachio Nuts, Vendor's Mix	.67
Pistachio Nuts, Sheik	.60
Cashew Whole	.59
Cashew Butts	.55
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs.	.85
Tabby-Lets, 520 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 Chunks, 100 ct.	.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum.	
Advised, 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.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Bracelets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.  
**STAMP FOLDERS, Lowest Prices....Write**

**NORTHWESTERN SALES AND SERVICE CO.**  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
L'Onagre 4-6467

**Cleveland Coin Machine Exchange, Inc.**  
Northwestern Corporation  
Distributors  
2029 Prospect Ave., Cleveland, Ohio  
To 1-6715  
Write for prices.

**THERE ARE BIG PROFITS IN GUM**  
GET YOUR SHARE WITH *Northwestern*

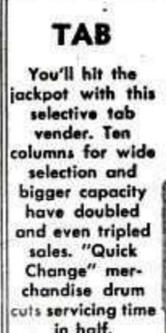
**PACKAGE GUM VENDER**

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 or capsules—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.

WIRE, WRITE or PHONE TODAY for Complete Details

**THE NORTHWESTERN CORPORATION**  
848 East Armstrong Morris, Illinois

**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 5c or 1c	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. 5c 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

**FOR CHRISTMAS VENDING**



**CHRISTMAS PICTURE BUTTONS \$9.00 per 1,000**

**Vacuum-Plated BELLS \$15.00 per 1,000**

**LUMINOUS BULBS that Glow with Free Stickers \$8.75 per 1,000**

**LUMINOUS JUMBO BULBS that Glow \$15.00 per 1,000**

**Vacuum-Plated CIGARETTE LIGHTER \$9.00 per 1,000**

**GOLD CRUCIFIX \$6.25 per 1,000**

**GOLD OVAL CROSS \$7.50 per 1,000**

f.o.b. Jamaica, N. Y.  
Or: At Your Distributor.

CHRISTMAS is a time of the year when shoppers jam stores, shop briskly. Give your machines a CHRISTMAS LOOK with CHRISTMAS GIMMICKS.

**SAMUEL EPPY & CO., INC.**  
91-15 144th Place  
Jamaica 35, L. I., N. Y.  
World's FIRST and LARGEST CHARM MANUFACTURER

**EMPTIES MACHINES FASTER!**



**LEAF Rain-Blo BALL GUM**

NEW! Red-Hot "Ball o' Fire" Bubble Gum!

**R. R. WHITEHEAD**  
1075 Woodland Ave., S.E.  
Atlanta, Georgia

**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.  
Chlor-o-Vend Ball Gum, 40¢ lb.  
Chlor-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 & Mt. Pleasant Newark 4, N. J.

**AT BIG SAVINGS**

**ROWE CANDY MERCHANT**  
with changemaker, 7 Cols., 158 Cap.  
**\$165.00**

**WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED**  
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed.  
Trade Prices, 1/3 deposit, balance C.O.D.

**Uneda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

**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¢	160.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	135.00
Eastern Elec. C-8, Console Model, 8 Cols., 320 Cap	150.00

**UNEDA CIGARETTE VENDORS**

Model E, 6 Cols., 180 Cap.	\$ 75.00
Uneda Model E, 8 Cols., 240 Cap.	80.00
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 5¢ Gum & Mint Vendor, 7 Cols., 175 Cap.	32.50

**UNEDA MODEL A**  
8 Cols. 240 Cap. **\$85.00**

**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-page catalog.

1/3 deposit on all orders.

**PARKWAY MACHINE CORP.**  
715 Ensor St. Baltimore 2, Md.



### New 250-Cup Coffee Mach. To Cost \$200

ELKHART, Ind., Oct. 15.—A 250-cup coffee vender using dry powdered ingredients and weighing less than 50 pounds has been introduced by Deckruss Enterprises here. It lists for \$200, and at \$187.50 each in lots of five.

Twenty-two inches high and 12 inches in diameter, the manufacturer said coffee can be held to an exact temperature in the machine thru an adjustable, immersed thermostat. It also operates on any water pressure. It is equipped with a nickel or dime coin device.

Service has been simplified, the firm said, as there is nothing internal to be cleaned or sterilized. All that is required is to add pure dry powders in the bins. Installed in the body is a three-stack inverted cup holder spring operated.

AUSTIN, Tex., Oct. 15.—The boost in the cigarette tax from 4 to 5 cents a package apparently didn't cause Texas smokers to cut down on their use. Treasurer Jesse James reported this week cigarette tax collections in September rose \$684,704 over a year ago to \$3,595,362. Some of the increase resulted in sale of more tax stamps, not just the raise in the tax.

### BRANDSTRADER LEAVES NAMA

CHICAGO, Oct. 15.—Fred Brandstrader, legislative counsel of the National Automatic Merchandising Association for the past nine years, resigned effective today (15), according to C. S. Darling, executive director. Brandstrader, who will continue as a consultant to NAMA thruout the convention here November 6-9, plans to enter private practice in Chicago.

### Apco Plant

Continued from page 78

holding company, recently purchased the Apco stock and is operating the firm as a separate division. Hoffman has European plants in Cologne, Amsterdam, Zurich and Goteborg, Sweden.

Sam Kresberg, Apco president, said the plant at Cologne will probably be selected as the headquarters for the manufacture of Apco vending machines in Europe, tho the decision is not final.

He added that an announcement on a new type Apco food vender will probably be forthcoming before the annual convention of the National Automatic Merchandising Association in Chicago, November 6-9.

### FJP to Honor J. Cullman III

NEW YORK, Oct. 15.—Joseph F. Cullman III, executive vice-president of Philip Morris, Inc., has been named guest of honor at the annual dinner of the Tobacco and Allied Trades Division of the Federation of Jewish Philanthropies, to be held November 9 at the Waldorf-Astoria Hotel.

Julius Strauss, president of the General Cigar Company and a former industry chairman in the division, is serving as dimer chairman.

Cullman was formerly executive vice-president of Benson & Hedges and became a Philip Morris vice-president when the firm acquired Benson & Hedges in 1954.

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**REAL FOOT VIBRATOR**

A TREAT for TIRED FEET

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Vacuum Plated **ORNAMENT BALLS**

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These brilliantly finished charms will make your machines sparkle like Christmas trees!

The kids will be thrilled and you will rack up terrific profits!!

Ornament Balls come in assorted colors and can be used as Xmas tree decorations, package, key chain and zipper charms, etc.

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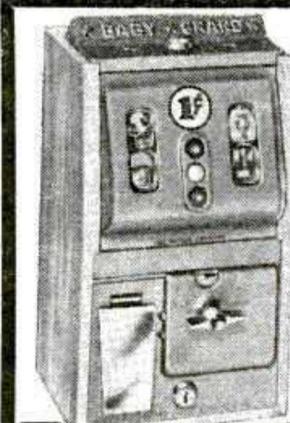


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For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

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Each \$12.00 Each 100 or More

30 day money-back guarantee if not satisfied.

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Write for lowest prices on filled capsules. Immediate delivery.

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HOLLYwood 9-5931

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CINCINNATI 22, OHIO  
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DUNbar 1-6450

Lou Schochet

### Pepsi-Cola Names Krieger Controller

NEW YORK, Oct. 15.—Appointment of Adolph Krieger Jr. as controller of the Pepsi-Cola Company was announced this week by Herbert L. Barnet, president.

Krieger has been assistant treasurer of the firm since 1950. He joined the company in January, 1948, as an accountant and served as assistant controller from June, 1948, to May, 1950.

### Amateur Talent

Continued from page 78

ation with his wife that the entertainment plan unfolded, and marked the beginning of what is now the popular "Sanford Variety Show," comprised of amateur talent.

Nance contacted several performers who had appeared in home-talent shows in Sanford. They liked his idea, as did the Army brass, who granted permission to stage a show for the soldiers.

The show was an instant success. The first appearance was before the patients at Fort Bragg Hospital. It was followed by an immediate request for a repeat performance. Hospital officials said it was a big morale booster for hospitalized men.

Enlisted men endorsed the program with loud cheers and requests for "more." Service clubs and civic organizations throught the area asked Nance to schedule the "Sanford Variety Show" into their communities.

Nance agreed. And, as the demand for performances increased, he became a talent scout, always on the alert for new acts. The popularity of the show has never waned, and there are no charges for performances.

Entertainment is varied, running from comics to magic, dog acts to Western hymn singing, and from dancing to acrobatics. The goodwill gesture for Nance has paid off in many ways—both for his company and the entertainers.

Tho the firm's name has never been tied up directly with the "Sanford Variety Show," sponsoring groups let it be known, by word-of-mouth, it is Nance's company that organizes the program.

As to entertainers, many have stepped into professional jobs as the result of appearances on the show. Television stations throught Central North Carolina are constantly hiring talent from the variety show.

Attesting to the popularity of the group is the fact Fort Bragg officials always supply transportation for performers to and from the reservation—a round trip of 70 miles.

In addition to the show, Nance is currently taking an active lead in the Red Feather Community Campaign. His firm's 1,500 venders are prominently displaying the Red Feather emblem to remind thousands of the urgent need of community support.

### How Color Builds Bulk Sales

Continued from page 78

two chlorophyll gum tablets for a nickel, with a splendid profit, would be placed on location for around \$44 to \$47 each, or nearly \$700, payable in advance.

#### Preposterous Claims

Venders know such claims are preposterous, and I have since noted that about all of these installations failed, and the operator usually sold out for around \$5 to \$10 per stop.

The word of an operator of some 2,000 nut and gum vending machines, who started from scratch and less than \$100 17 years ago, and worth about \$250,000 today, was found to be much better. I bought most of my business from him with a record of each location.

It already was a going business. Operators will know that this is not quite a full-time operation, and the income not sufficient for a home and family.

#### "Sell" Lacking

Disappointed at the outset of the average returns around the circuit, I began a study of the locations from a "point-of-sale" viewpoint to find ways to improve the business, just as I had done for years in the advertising promotion for such firms as Mobiloil, Sears and other well-known name products.

The manufacturers of my favorite all aluminum machine were finishing them in a dull grey or dark blue. These colors hardly attracted attention under the soft lights of the swanky tavern, or in the poorly lighted locations. They were barely distinguishable in most instances, and I felt that this was a deterrent rather than an appeal to customers.

I looked for the brightest color enamels I could find. Several paint manufacturers told me their brightest color was "Coca-Cola red," obtained by mixing two colors.

I sanded, coated and painted a number of my machines with this red enamel, but they also flattened out under subdued light. Later I tried Chinese red, a bit of yellow paint is added. This proved to be the brightest, but it, too, proved to be less than what I desired, except in fairly well lighted spots.

#### Dressing Up Mchs.

Still seeking to "dress up" my vending machines, I polka-dotted a number with brilliant yellow spots, I sprinkled others with flakes of gold and silver as seen on the flashing art posters beneath theater marquees, but in most locations the machines refused to "sparkle" for lack of light.

All of my experiments helped to increase sales, if for no other reason than new and refreshingly bright machines were replacing units that were drab and sometimes soiled.

Many benefits were derived from my efforts. A new prospect, or an old location, was offered two or more brightly painted machines in different colors, or combinations, to blend or match with his location's color scheme.

This move placed me on the advantage. It was no longer a question: "Would the location owner consider another of my units?" With the owner now in the positive state of accepting another machine, it was my pleasure to consult with him on the kind of nuts he would like to sell in the added venders.

An early, and encouraging, result of my experiment has been that locations with one machine in service originally may now have two or three venders working.

When one of these appear to slow down, I pull the machine, install another of a different color and change the brand of nuts vended.

#### Locations Push Sales

My consulting with already established location owners, placing attractively refreshed machines and removing the old one, has devel-

oped a friendly, partnership interest of the tavern keeper.

By doing this, I have tried to make him feel he has an interest in the machine, and I listen to his suggestions. The result has been gratifying. Many of the owners are now "talking up" the rejuvenated automatic merchandisers to their customers which has helped my sales. The machines are no longer looked upon as a necessary evil.

#### New Color Appeal

While I have made progress thru my experiments, and am receiving greater co-operation than ever before from locations, I already have developed or found a new color appeal, which I believe will increase sales even more.

Development in "black lighting" has progressed to where it is more effective today than it was just two years ago, and can be applied to vending machines in my opinion.

In my next article I will describe my next experiment with this method, which, I believe, is perhaps the biggest innovation in the tavern since the advent of the ever increasing appeal of the juke box, and designed to attract even more attention than that music box.

#### NEW ADDRESS

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CASES OF 4 \$50.00

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1/2 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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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.

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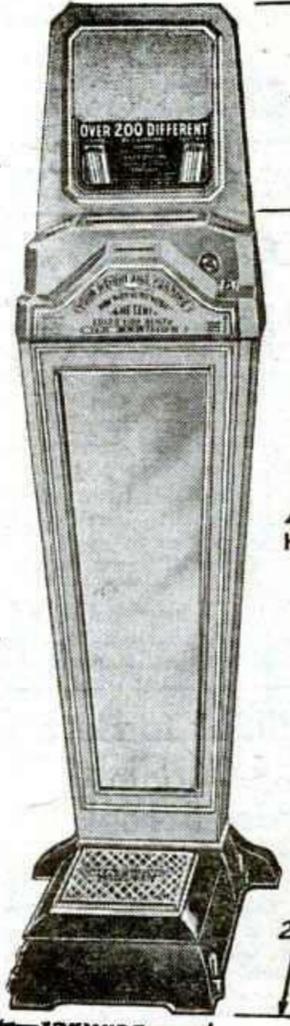


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TIME PAYMENT TERMS In lots of 8 or more. Payments as low as \$5 weekly. Write for details.

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WEIGHT 165 LBS.

**\$25 DOWN**

Balance \$10 Monthly 400 DE LUXE

**PENNY FORTUNE SCALE** NO SPRINGS

Invented and made only by

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**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

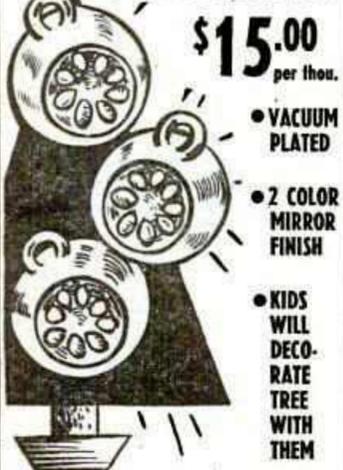
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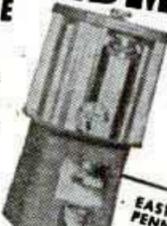
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the revolutionary Gold Mine is Oak's new streamlined, 10 column Tab Gum Machine. It vends not only tab gum, but also charm candies.



Gold Mine is built and guaranteed for mechanical perfection by Oak, the world's largest manufacturer of precision-built bulk vending machines.

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Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

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...PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC" IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

# Ops Go Strong on Pool Games; Mfrs., Distribs Get Reorders

• Continued from page 72

"The game doesn't drop off in takes at location, like a normal game, but keeps right on going. It has more play appeal than any piece we've made."

Art Weinand, Williams Manufacturing Company sales manager, said sales on the Williams pool game have been holding steady. He said that even in territories where pool game business was not expected good reorders are coming thru.

## Reorders

Said Paul Huebsch, J. H. Keeney & Company general sales manager,

"We are just getting started with coin pool shipments, but already have had excellent reorders." He said the games are moving into all types of locations and doing especially well on the West Coast.

Bally Manufacturing Company's coin pool game has been in shipment for the last two weeks, according to Herb Jones, vice-president. With sample shipments to distributors completed, Jones said reorders indicate "a very lively demand." Bally is now in full production on the games.

Brunswick-Balke-Collender, one

of the larger suppliers of pool game parts, reported a 50 per cent increase in sales of parts for the games in the past two weeks. The firm reported advance orders to cover production of parts thru November.

First Coin Machine Exchange reported a burst of sales on coin pool games due to the recent licensing of the games in Chicago. Joe Kline, First, said the game has been "a great stimulus to the business." He said all First's customers who have tried the game on location have reordered. First has sold as many as 80 pool games to one operator, according to Kline.

New coin pool operators include some who have never before operated anything but juke boxes.

Monte West, Purveyor Distributing Company, also reported extensive reorders on pool games. "They are going so fast we can't get enough," said West. He reported some of Purveyor's operator customers have as many as three pool games at one location. West said the heavy sales have forced postponement of a league-play set-up Purveyor had planned with the games. Purveyor still plans to follow thru on the league play at a later date.

One Chicago operator who has over 35 coin pool games already on his route reported average weekly takes on the machines of \$15 to \$20 per game. Some took in over \$40 a week.

## OPS PICK UP CUE

# Coin Pool Games Get Big Reception in Minn.

MINNEAPOLIS, Oct. 15.—Operators in this area have taken to the new coin pool games in big fashion, distributors report.

Jobbers say this latest addition to the amusement game field is fast outstripping other forms of games as principal additions to routes in the area.

"It's been a long time since I've seen so much interest in a new game introduction," Harold Lieber-

man, head of Lieberman Music Company here, said. "Operators are buying these units heavily and have them out on location in a hurry. Fact is, I believe some of the coinmen are adding one more unit to their orders—and putting that one into their own basements at home."

## Order Backlog

Irving Sandler, head of Sandler Distributing Company, Minneapolis and Des Moines, echoed Lieberman's views. Sandler said coinmen were stocking up heavily on pool games and that his firm has had difficulty keeping up with orders, with a backlog already developing.

Lieberman, who jobs Exhibit, Williams, Genco and Bally tables, said his firm has had to back-order from all the makers in order to fill the demand. The Sandler firm distributes the Valley Bumper Pool table in this territory.

Coinmen from all sections of the area have reported that the pool game is attracting considerable play on location and that the general public's reaction to the new introduction has been "better than on anything we've seen come along in the amusement game field in quite a long time."

## Holliday to Host Bally Carolina Service School

CHICAGO, Oct. 15.—T. B. Holliday, president of T. B. Holliday Company, 625 Main Street, Columbia, S. C., and W. H. Richardson, sales manager, will be hosts to South Carolina operators and servicemen attending a Bally Service school November 1-2.

The school, conducted by Bob Breither, Bally field engineer, will feature Miami Beach, new Bally pinball game, as well as the four shuffle bowlers now being shipped by the firm. School sessions start at 10 a.m. on both days.

# Gottlieb Spotlights Multi-Player 5-Balls

CHICAGO, Oct. 15.—The trend to multiple-player five-ball pinballs and to dime play on these games has been definitely established, according to Alvin Gottlieb, D. Gottlieb & Company.

"Altho the regular single player game will never be completely replaced," said Gottlieb, "we are making more of each successive multiple-player model we put into production."

The company plans to introduce to the trade a new multiple player machine next week.

## Adv. Campaign

Gottlieb has found that transient as well as neighborhood locations take to the multiple-player pinballs. On this basis, an advertising campaign is being launched stressing the theme "A Good Multiple Player

Game Must Also Be a Good Single Player Game." In other words, while the new games accommodate more than one player, they can still be enjoyed by the patron who plays the game by himself.

Super Jumbo, the first of the Gottlieb multi-player units, was produced a year ago. The games, which are equipped with scoring reels to permit from two to four players to compete in each game, have enjoyed a gradual climb in popularity.

Domestic demand for these games has been matched by a large overseas volume. Judd Weinberg, who heads Judd Industries, Gottlieb export subsidiary, said over 15 per cent of the new multiple-player games produced have been shipped to foreign countries.

# ON THE ROUTE

C. B. Brasell, head of Brasell Amusement Machine Company, Mobile, Ala., operating amusement games and juke boxes, has set up an effective means of combating the effects of extreme humidity, heat, and corrosive atmosphere on his machines. Brasell keeps every machine in storage sealed tightly against dampness and dust and checks machines on location regularly.

All machines are pulled in at least every six months, stripped down, and the parts most subject to climatic damage are either coated with oil or waxed. All rusty parts are removed and replaced. In this way Brasell averts many serious breakdowns and costly machine replacements.

# La. Operator Exhibits Milk Venders Tues.

NEW ORLEANS, Oct. 15.—Roemer Dairies, the first outdoor milk operator here, will exhibit the mechanical milkmen Tuesday (18) at the Jung Hotel, at a gathering sponsored by the Louisiana Farm Bureau Federation.

Roemer operates 50 Rowe units—quarts and half pints—in the New Orleans area. Gov. Robert F. Kennon, in a message to Farm Bureau Federation President M. S. Dougherty, extended his "personal and official best wishes for the success of this movement" to promote milk consumption.

Dougherty said vending machines are "plus sales the farmer needs, the dairymen can profit from, and the consuming public wants." Quarts are vended at 30 cents and chocolate half pints at 10 cents.

# Rules Remote Pin Subject to Tax

SAN ANTONIO, Oct. 15.—In a tax case here Corporation Court Judge Albert Trevino ruled a pinball game is coin-operated if any money is required in its operation.

Clara Kruse, charged with failure to have a city occupation tax receipt for coin-operated devices, argued that money was not placed in the machine.

Instead, coins were put in a box and the proprietor released the machine for play by remote control.

Trevino countered: "It's coin-operated because it takes money to operate it, whether it is given to a person or dropped into a cigar box." He assessed a \$10 fine and the defendant gave notice of appeal.

# Binks Develops New Conversion

CHICAGO, Oct. 15.—Binks Industries is developing a new shuffle game conversion unit to be introduced soon, Mel Binks, president, said this week.

The conversion, designed for used shuffle bowlers, provides new play features and prize-scoring features, according to Binks.

# COINMEN YOU KNOW

## Miami

By RAOUL SHAPIRO

AMERICAN LEGION CONVENTION BOOMS \$\$\$. With the American Legion convention entering in full swing this week, many operators of all types of coin machines have already felt the increase in population and accompanying spending. Most Beach operators have noticed a decided increase in collections, with games especially showing a big boost. . . . With Davy Friedman sporting a new Olds and Lucky Skolnick showing off his new Buick, Willie Blatt, of Music Makers, can do nothing less than get a new Caddy. Willie says he is perfectly satisfied with his little Nash Station Wagon. Wanna bet? Another entry in the new car field is Marvin Novak, King Records' branch manager. Marvin is busy keeping his new Plymouth shining, but moans that with all the hits King has come up with lately, he hardly has time to even break in his new car.

Norman Rogers, of R&S Music Company, took a crack at his old business, furniture, but after one week decided that the coin machine was his only love after all. No one can ever accuse Norman of working too hard. Can't ever remember Mel Schwartz, of Mellow Music, complaining about business. Mel says his route has held up pretty good all summer, and from now on in expects collections to start climbing. Mrs. Oscar Garcia, of Key West, calling long distance to report that business is good and should get better. Best news from her is that Oscar is feeling fine. . . . Business must be picking up along the line, with Red Gurkin, of Belle Glade; Frank, ace routeman for Crosby Music Company in Pahokee, and E. C. Rogers, of Fort Myers, all calling the various record distributors to ship them new releases. Another phone caller this week was Marvin Turner, of Palm City Music Company. Marvin says his leg is coming along fine and he is now able to devote full time to his route.

Among the many visitors in town this week were Sam Lewis, Exhibit Supply Company prexy, and Harry Stern, of the Williams Manufacturing Company. Harry Stern visited Sam Taran and Ted Bush, and said he would either visit or call his many friends here before heading back up north. Sam Lewis said he was down here for a short rest, but Ted Bush couldn't resist the opportunity to plead for faster deliveries on Exhibit's pool table. . . . Happy birthday this week to Ruth Hoskinson, of the Budisco One Stop. Another cause for a celebration was the birth of a daughter to Mr. and Mrs. Bert Kahn. Bert is office manager at Bush Distributing Company, and every one there heaved a sigh of relief. Seems Mrs. Kahn was having a rough time of it, and had every one at Bush mighty worried. Especially happy to report that mother and daughter doing fine.

Bob Norman, Miami office manager of Southern Phonograph Company, reports that tho he had no formal showing of the new AMI G, many operators are dropping in for a look see and are placing orders. Bob says he expects business to pick up now that the winter season is coming on us. . . . Eli Ross, Ross Distributing Company, is another one who says business is good. Eli says he is selling his share of Rock-Olas. Eli says that there is also a good demand for used equipment, both games and music. . . . Many of the boys beginning to talk up a bowling league for the coming season, but with Roy Gullo living up in Broward County, looks as if someone else is going to have to do the leg work. Sure hope someone can substitute for Roy, as everyone got a big kick out of last season's play.

## Boston

By CAMERON DEWAR

VENDING TRADE GROWS. Coffee vending machines are beginning to pick up apace with the advent of cooler weather here. Vincent and Larry Cellucci, of Coffee Break Company, report business is growing every day with their S&L Ready Cup machines. They have just installed two new venders, one at the Kraft cheese plant in Needham, and the other in the American Foundry Machine Corporation works here. They now have nine of these machines going with orders for more.

John Latshaw, of Automatic Vending Corporation, also attests to the growing popularity of the coffee machines. He is putting another one into one of the Hub newspaper plants. The Terry Twins, the original Toni gals, brightened the lives of local operators this week when they paid calls at Dick's Records and Jerry Flatto's Boston Record Distributors, both one-stops, to promote their first platter. . . . Operators are sold on the record after meeting these personable twins.

Bob Jones, sales chief for Redd Distributors (Wurlitzer), reports wonderful business with skill pool games. He says earnings are mounting at a fantastic rate. Operators are enthusiastic over the games and equipment is coming in in 25 lots and going out just as quickly as it arrives. . . . Bob says it's reminiscent of the days when shuffle alleys first came out. The games are going into clubs, bars and Arcades. . . . Hank Petit, field engineer for Wurlitzer, in town on vacation, couldn't resist looking up some of the boys. . . . Mike Daniels, son of Joe Daniels, of Waterbury, Conn., doing some time at Redd's, learning the mechanics of the various games.

Ed Ravreby, of World Fair & Associated Amusements, still on the go. Just returned from a trip to Western Massachusetts. Says business is beginning to look up with many of the operators now that schools and colleges are in session again. . . . Many operators are coming in from the outer fringes of the territory to look at the new equipment. Among out-of-staters stocking up were Bud Sequin, of Twin State Music, Newport, Vt.; Sam Drenalian, of Triangle Music, Providence; Rene Michaud and his wife from Waterville, Me.; Bill Hamel, of Concord, N. H., and Joe Ferris, of Madison, Me.

## Milwaukee

By BENN OLLMAN

NEW COUNTERMAN AT MUSIC MART. Jim Skiba is the new counterman at the Music Mart one-stop disk shop. He replaces Tom Regan who went to work as a routeman for one of the juke box operators who used to buy records from him. Jim Skiba was formerly a disk counter employee for Marks Music. His new job at Music Mart, says head man Barney Kuehn, will center mainly around working with the music operator trade.

A big surprise record, according to Mrs. Ray Lax, of Ray's Amusement in West Allis, is the Don Cornell version of "The Bible Tells Me So." At first the locations, particularly tavern stops, refused to allow the routemen to put it in their juke box. "Now it has really caught on and practically our entire route is using it," she reports. Also pulling a lot of nickels these days, says Mrs. Lax, are "Autumn Leaves," by Roger Williams, and the new Patti Page "Croce Di Oro."

Back from a weekend visit to his hometown, St. Paul, Sam Cooper, (Continued on page 85)

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 September 17, 1955)

ARCADE EQUIPMENT

- 1. EXHIBIT—Sportland
2. CHICAGO COIN—Goalie
3. EXHIBIT—Dale Gun
3. SEEBURG—Shoot the Bear
5. UNITED—Carnival Gun

MUSIC MACHINES

- 1. SEEBURG—M-100-A
2. SEEBURG—M-100-B
3. AMI—Model A
4. AMI—Model E-120
5. AMI—Model C
5. SEEBURG—M-100-C
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Olympic Shuffle Alley
2. UNITED—Cascade Shuffle Alley (6 player)
2. UNITED—League Bowler
4. UNITED—Leader Shuffle Alley
5. UNITED—Chief Shuffle Alley Also:
5. UNITED—Banner Shuffle Alley
5. UNITED—Shuffle Alley Deluxe (6 player)
5. GINCO—Shuffle Pool

VENDING MACHINES

- 1. Northwestern 33 Ball Gum
2. Columbus 1c Bulk
2. Silver King, 5c
4. Northwestern 39, 1c
4. Master 5c Bulk

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Beach Club
2. Palm Springs

GOTTlieb

- 1. Chinatown
2. Green Pastures
2. Lovely Lucy

UNITED

- 1. Nevada
2. Havana
3. Rio

WILLIAMS

- 1. Hayburner
1. Saratoga
1. Singapore

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, Tahiti, 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, Golden Nugget, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Gottlieb games like All State Basketball, Arabian Night, Chinatown, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists United games like Cabana, Havana, Hawaii, 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 Control Tower, Futurity, Happy Days, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv't'd. Lists various arcade equipment like ABT Challenger, Advance Shockers, Anti-Aircraft, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Red, White & Blue, Rifle Gallery, Rocket Patrol, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like Ace Bowler, Advance Bowler, American Bank, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv't'd. Lists AMI models like Model A, Model B, Model C, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists Rock-Ola models like Comet 1438, 1426, 1428, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various games like 147 M, 148 ML, H-148 Hideaway, etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv't'd. Lists various shuffle games like Ace Bowler, Advance Bowler, American Bank, etc.

Table with columns: HIGH, LOW, Times Adv't'd. Lists various vending machines like Match Pool, Mercury, Mercury Deluxe, etc.

(Continued on page 90)

**BINGO MECHANIC WANTED**  
 For route work. Regular hours. Good pay. No drifters.  
 Write to **BOX #825**  
 The Billboard, Chicago 1, Ill.

**2000 NATIONAL SLUG REJECTORS**  
 Brand New... In Original Cartons  
 PRICED FOR A QUICK SALE  
 5¢ REJECTORS **Only \$1.50 EACH**  
 MODEL NO. 612  
 WRITE, WIRE OR PHONE TODAY!  
**OTIS-OAKLEY SUPPLY COMPANY**  
 2940 CARROLL AVENUE, CHICAGO 4, ILLINOIS. Phone: Sacramento 2-5655

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**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.

**IMPORTANT INFORMATION**  
 In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.  
 When using a Box Number in Care of The Billboard allow for 6 additional words.  
 On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST. CINCINNATI 22, OHIO**

**Business Opportunities**

**COIN RADIOS AND TELEVISION**—BUY direct from manufacturer and save; steel cabinet, modern design, coin retractor, 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-de3

**Parts, Supplies & Services**

**FOR SALE**—New International Register Coin Meters, Type M20. Ruggedly constructed coin meters suitable for use with television sets, music systems, etc. Geared for 25¢ per half-hour operation. Sold in lots of 20 at \$4 each. F.O.B. shipping point. ORDER FROM BOX C-306, c/o The Billboard, Cincinnati 22, Ohio.

**STAMP FOLDERS DIRECT FROM MANUFACTURER**, unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. oc29-ch

**Help Wanted**

**WANTED**—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 813, The Billboard, Chicago, Ill. no12

**Routes for Sale**

**SCALE ROUTE, TRUCK AND COIN** Counters, 150 pieces, perfect condition, good average. Nearest offer to \$8,000 accepted. No offer considered unless in legal form with third deposit. Returned if not accepted. Nation, Orange City, Fla. oc22

**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.

**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; Unerdapak E, 6 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. de3

**1,277 Reports**  
 • Continued from page 72

cost of providing employee food services.

One reason for the recent, widespread growth is attributed to the trend of shorter lunch periods in industry. Eight out of 10 plants, the survey shows, have 30-minute lunch period for shop employees.

**Hot Meals**

As the result, management is keeping a close watch on the progress being made in the vending industry, looking forward to the time when complete, hot meals can be provided thru venders.

Fastest growing vended item is hot coffee. In 1945 only 3 per cent of industrial plants had coffee vending machines. Today, 45 per cent of the plants have them. Soft drinks are still the biggest single liquid vended item, but the number of plants providing milk thru vending machines has doubled in the last decade.

**Outlet Contracts**  
 • Continued from page 72

New Jersey court decisions that upheld the validity of contracts between operators and location owners.

The Appellate Court awarded \$836 damages to an operator where the location owner failed to carry out the terms of a two-year contract by permitting the operator to install his machine.

The court held the operator's machine was readily available, and, inasmuch as the outlet owner barred the operator from installing his vender, the court awarded the operator damages comparable to what he would have earned in the location for two years.

In the other case, the New Jersey State Supreme Court upheld the validity of an operator's contract. The location owner had signed a three-year contract providing for payment of \$1 and other valuable consideration. No specific rate of commission was set.

The owner claimed the contract could be terminated at any time by the operator, but the same provision did not exist for him. Therefore, he asserted, the agreement was invalid.

The court decision set forth the operator had specified a period of three years, and since he had performed his part of the agreement, the contract was valid.

**Operators' Views**  
 • Continued from page 72

bars, nut rolls and almond-topped items.

Summer temperatures, it was pointed out, hit the dime bar sales harder than nickel items. This was due to the fact that most items are chocolate.

Commenting on 10-cent bars, Candy McCarthy, Springfield, Mo., which vends 40 per cent of its bars at a dime, stated: "Dime items will increase as their values become more apparent."

"In five years all candy machines will vend dime bars," George F. Mueller & Sons, Inc., Blue Island, Ill., commented. Dime candy accounts for 5 per cent of the firm's total candy volume, unitwise.

In Yakima, Wash., Automatic Company, Inc., vends 40 per cent of its bars at a dime. In 1953 its machines handled 5-cent candy.

Snack Vending Service, Macon, Ga., has found 10-cent bars raise dollar volume in non-summer months. Dime sales—10 per cent of total unit volume—are discontinued in the summer.

The firm plans to "run more dime bars, but will not use a 10-cent version of a nickel item."

In San Antonio, City Wide Vending Machine Company disposes of the dime bar prospects in its territory with the statement: "They won't sell here"

**Get More, Pay Less at WORLD WIDE**

**BINGO SPECIALS!**

GAYTIME	\$475	TRIPLE PLAY	WRITE
GAYTY	375	NEVADA	\$175
BIG TIME	465	HAWAII	145
VARIETY	365	MEXICO	135
WFL	220	RIO	115
SURF CLUB	210	TROPICS	95
PALM SPRINGS	185	CABANA	75
DUDE RANCH	165	Evans SADDLE & TURF	245
BEACH CLUB	140	PALM BEACH	75
SPOTLITE	55	FROLIC	135
YACHT CLUB	95	BEAUTY	150

**SHUFFLE GAMES**

DLX. CLIPPER	\$410	ACE BOWLER	\$245
DLX. LIGHTNING	295	LEADER	220
DLX. MERCURY	265	CLASSIC	130
DLX. 11TH FRAME	375	VENUS	375
DLX. COMET	345		

**WORLD WIDE DISTRIBUTORS**

Chicago 47  
 2330 N. Western Ave.  
 Phone: EVERglade 4-2300

Terms: 1/3 Deposit  
 Balance Sight Draft

**The Billboard's INTERNATIONAL SALES EDITION**

**WILL DELIVER YOUR SALES MESSAGE TO U. S. COIN MACHINE READERS; PLUS GETTING 5,300 COPIES DELIVERED TO FOREIGN BUYERS**

Regular advertising rates apply. It costs so little. A 5" ad on 3 columns costs only \$176.00. A 5" ad on 1 column costs only \$63.00. Larger or smaller units of space available at a low, low rate.

**CALL YOUR NEAREST BILLBOARD OFFICE LISTED BELOW. DO IT TODAY**

To get best results, word your copy so that it "invites" foreign inquiries and sales. Specify that your ad appears in the International Sales Section.

**ADVERTISING DEADLINE**  
**OCTOBER 21**

**ISSUE DATED**  
**OCTOBER 29**

• CHICAGO 1, ILL. 188 W. Randolph St. Central 6-8761 Jack Sloan Dick Ford	• CINCINNATI 22, OHIO 2160 Patterson St. DUbar 1-6450 Lou Schochet	• NEW YORK 36, N. Y. 1564 Broadway PLaza 7-2800 Ron Carpenter Martin Tooley
• HOLLYWOOD 28, CALIF. 6000 Sunset Blvd. HOLlywood 9-5831 George Kelley	• ST. LOUIS 1, MO. 390 Arcade Bldg. CHestnut 1-0443 Frank Joerling	

**USE THIS HANDY FORM TODAY**

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.
 

The Billboard  
 Coin Market Place  
 2160 Patterson St.  
 Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$\_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# COINMEN YOU KNOW

Continued from page 82

manager of the Paster Distributors office, reports that sales of the new AMI model are better than anticipated. A lot of up-State operators who missed the trade showing are stopping by now. "They couldn't make it before because they went duck hunting," explains Cooper. . . . Johnny O'Brien, the Mercury Records man, is spending the first part of this week in Chicago. He went there for the funeral of his uncle, Frank O'Meara.

Start of the duck hunting season lured a large number of local coinmen to the marshes. Among them was Daniel Karolczak, of the George Schroeder Company. . . . George Wisner, veteran salesman for the George Ziegler Candy Company, passed away last week at his home in Marinette. He had been in the candy jobbing and selling field for about a quarter century. . . . Demand for used coin machine equipment continues heavy, according to Sam Hastings. With the Christmas season rapidly approaching, Hastings reports that he is spending a lot of time readying his showroom for the premium goods buyer. . . . Earl Linde, veteran coin machine routeman, was hired recently by the Hastings Distributing Company. Before coming here he had worked for Chicago and Waukesha, Wis., coin firms.

## Pittsburgh

By LEON M. LEFFINGWELL

**PREDICTS TOP MUSIC YEAR.** Banner Specialty Company's sales manager, Herbert Rosenthal, predicts "this will be our best year in music." . . . New State tax on cigarettes caused such a drain on pennies by vending machine operators that the Federal Reserve Bank reported a shortage lasting a few days. . . . Ted Bachman, who supervised Coca-Cola's vending service here, has been transferred to the Columbus, O., plant, and Joseph Cooke now is supervisor of vending. . . . Sidney Weinstein, of Sidmor Vending Company, says some cigarette distributors are solving their penny problems by dropping in and picking up pennies at Sidmor headquarters.

Paul Halenda is head of Main Novelty Company, handling games and Wurlitzer music machines from the Helen Street office at McKees Rocks, Pa., and now has an office secretary. . . . All maintenance work of vending for the Carl Colteryahn Dairy is handled by Carl Colteryahn Jr. His dad operates both the dairy and the vending of chocolate, buttermilk, orange and nonogenized milk in half pints, pints and quarts in throwaway paper containers.

## Washington

By DELORES NEWCOMB

**KIDDIE RIDE OPERATION DOES WELL.** Gordon Leach, operator of the coin concession at the Washington Zoo, says the summer was a very good one for him. His 14 kiddie rides and games proved both popular and lucrative, and he believes they are the reason some people bring their families to the zoo. Leach also feels that the hot weather, plus new and unusual animals in the zoo helped to make the season profitable.

Evan Griffith, who owns and operates Pioneer Novelty Company with his brother, Roger, is busy buying new machines—mostly Seeburg. (Continued on page 87)

# Reveal Lease Plans for Hot Food Vender

NEW YORK, Oct. 15. — Lease plans for the new hot food vender developed by Mills Industries, Inc., Chicago, and the H. J. Heinz Company, Pittsburgh, were announced at the Chatham Hotel showing here Wednesday (12) thru Saturday.

A Heinz executive said the six-column machine (described in the October 15 issue of The Billboard) will be leased to operators for \$24 a month for the first 12 months, and \$10 for each 12-month period thereafter.

He explained that the machines, however, would be property of Heinz at all times. The operator, of course, would be permitted to stock Heinz products only.

# Phil Brown to Direct Green River Vending

CHICAGO, Oct. 15. — Phil Brown has been appointed national sales manager of Green River Corporation and will also direct activities of the newly created vender division of the company, Charles McQuade, vice-president, announced.

**Panoram Operators!**  
FOR SALE  
Overhauled Projectors for Spares.  
We carry a full line of Panoram Parts.  
**Phil Gould**  
283 Market St. Newark, N. J.  
Market 2-4275

**GENEROUS TRADE-IN ALLOWANCE**  
For Your Old Typewriter on a  
**NEW IMPROVED HARVARD METAL TYPER**  
Discs to fit Standard Machines,  
\$10.95 per thousand rolled.  
**HARVARD AUTOMATIC MACHINE CO.**  
1658 Broadway Lorain, Ohio

Palomino Horse, new . . . \$275.00  
Williams Super Jet, new . . . 275.00  
Seeburg Coon Hunt, new . . . 295.00  
Exhibit Western Gun, new . . . 175.00  
Exhibit Space Gun, new . . . 175.00  
**Machines Rebuild the Munes Way Look and Work Like New**  
Williams Super Jet . . . \$195.00  
Seeburg Coon Hunt . . . 195.00  
Exhibit Jet Gun . . . 125.00  
Chicago Coin Pistol . . . 95.00  
Texas League Baseball . . . 50.00  
Hockey—Seeburg or Muto. . . 75.00  
Football, mechanical, 22 mannequins on field, beautiful job . . . 195.00  
Exhibit Foot Ease . . . 95.00  
300 illus. Catalog on Request.  
**WIRE MUNES**  
577 Tenth Ave. (at 42nd St.)  
New York 36, N.Y. BRyant 9-6677  
43 YEARS SERVICE • EST. 1912

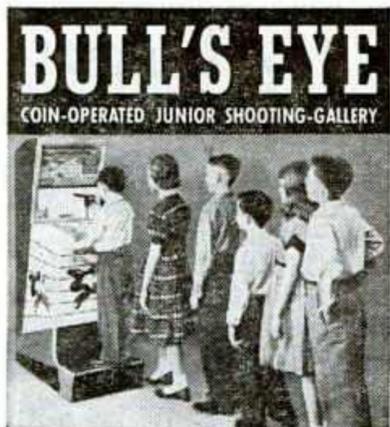
# Earn More Money with Bally Kiddie-Fun Equipment

## 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.



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.

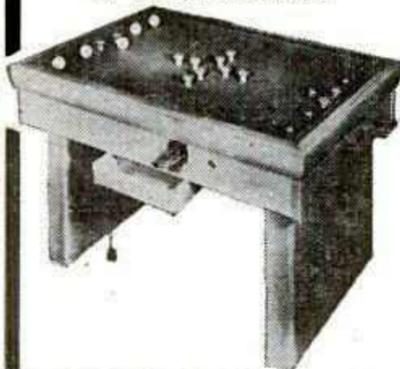
## THE CHAMPION COIN-OPERATED HORSE-RIDE



Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

# POOL GAMES

IMMEDIATE DELIVERY  
OUR GAME WILL DOUBLE THE TAKE OF OTHER POOL TABLES



SPECIALS	
Seeburg M100B—100 Selection—45 rpm . . . . .	\$485
BINGOS	
Surf Club . . . . .	\$235
Hi Fi . . . . .	215
Nevada . . . . .	215
Beach Club . . . . .	165
Beauty . . . . .	140
Palm Beach . . . . .	100
Yacht Club . . . . .	95
Atlantic City . . . . .	95
Spot Light . . . . .	70
SHUFFLE GAMES	
Un. Mars Deluxe . . . . .	\$375
Un. Mer-cury . . . . .	355
Un. Leader . . . . .	225
Un. Team . . . . .	225
Un. League . . . . .	225
Un. Chief . . . . .	225
Un. Royal . . . . .	190
Un. Olympic . . . . .	125
Un. Classic . . . . .	135
Un. Deluxe . . . . .	65
Genco Match Pool . . . . .	135
Genco Shuffle Pool . . . . .	85
Keeney Diamond . . . . .	\$235
Keeney Century . . . . .	295
Keeney Domino . . . . .	115
Keeney Carnival . . . . .	110
Keeney 10 Player . . . . .	95
Keeney 6 Player . . . . .	75
SHUFFLEBOARD SUPPLIES	
Shuffleboard Game Wax, Case (12) \$ . . . . .	3.50
Pucks (Set of 8) . . . . .	12.00
Fast Wax, Case (12) . . . . .	4.50
Score Sheets, 10 Pads . . . . .	7.50
Fluorescent Lights, Pr. 22.50	
Adjusters . . . . .	18.50

**PURVEYOR** Better Buys  
DISTRIBUTING CO.  
4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNiper 8-1814

# BEST BUYS!

MUSIC MACHINES	
AMI Model E-120 . . . . .	\$449.50
AMI Model D-40 . . . . .	149.00
Seeburg M-100B . . . . .	425.00
Seeburg M-100C . . . . .	545.00
Seeburg M-100R . . . . .	\$825.00
Seeburg M-100G . . . . .	695.00
Seeburg Hideaway . . . . .	
HM-100A . . . . .	249.50
ARCADE EQUIPMENT	
Safari Gun . . . . .	\$325.00
Carnival Gun . . . . .	\$225.00

**COMMERCIAL MUSIC CO. INC.**  
1550 EDISON ST. DALLAS, TEXAS PH: RIVERSIDE 6381  
Branch: 1415 Flores St San Antonio, Texas Ph: BLackstone 5-7291

**Davis Guarantee**  
• Mechanism Overhauled  
• Worn Parts Replaced  
• Amplifier Reconditioned  
• Speaker Inspected  
• Tonehead Renewed  
• Cabinet Professionally Refinished

**WANTED To BUY or TRADE!**  
**SEEBURG M100A "Shoot The Bear"**  
**WURLITZER 1250-1600-1650**

THE FOLLOWING MODELS ARE AVAILABLE FOR PROMPT SHIPMENT:

SEEBURG	WURLITZER
148ML . . . . .	1500 . . . . . \$325
M100C . . . . . 625	1550 . . . . . 325
HM100A HIDEAWAY . . . . . 245	1550A . . . . . 395
H146 HIDEAWAY . . . . . 50	AMI
	A . . . . . \$115
	D-40 . . . . . 225
	E-120 . . . . . 495

**LATE MODEL PHONOGRAPHS CONVERTED TO 10c PLAY IF DESIRED**  
Phone—Wire—or Write us your order.  
PRIVATE WESTERN UNION WIRE • Cable Address: "DAVDIS" • 1/3 Deposit Required

**WORLD EXPORT WESTERN EXPORT DISTRIBUTING**  
Exclusive Seeburg Factory Distributor  
738 Erie Boulevard East  
Syracuse 3, N. Y., U.S.A., Ph. 75-1631

**Davis**

<p><b>MUSIC</b></p> <p>25 WURLITZER 1700's 5 WURLITZER 1500A's 5 WURLITZER 1400's</p> <p><b>BINGO</b></p> <p>25 GAYETTES 10 VARIETIES</p> <p>Over 100 beautifully re-conditioned Bingos for immediate delivery.</p> <p><b>ALLEYS</b></p> <p>25 Brand New UNITED DELUXE CAPITALS</p>	<p><b>KIDDIE RIDES</b></p> <p>MIDGET MOVIES..\$85 BALLY MOON RIDES BALLY SPACE SHIPS DECO SPACE RANGERS NYLCO SPACE RANGERS BOATS</p> <p><b>SPECIALS</b></p> <p>EXHIBIT CARD MACHINES EXHIBIT GUNS UNITED GUNS</p>
---	--

**DISTRIBUTORS:** Trade us your DEAD SHUFFLE ALLEYS, GAMES, and MUSIC from your stockroom for our reconditioned KIDDIE RIDES.

**Redd DISTRIBUTING CO.** 298 Lincoln St., Allston 34, Mass. ALgonquin 4-4040

Exclusive distributors for **WURLITZER — BALLY — UNITED**

WE WILL SHIP ANYWHERE

**\$5 Bil Industry**  
• Continued from page 78

candy bars and 25 per cent of all soft drinks pass thru vending machines.

He cited cigarette sales as an example of what automatic merchandising could do to a product. In 1926, Greene explained, not one pack was sold thru venders. In 1954, 2,819,000,000 packs were sold thru 500,000 vending machines for a value of about \$750,000,000.

"No retailing development since the introduction of the self-service supermarket," he said, "holds so much promise for so many diverse interests as does automatic merchandising."

Greene said that lighter and less expensive venders without bulky and expensive refrigeration would be made possible by new methods of food processing and packaging (using radio isotopes and radiation bombardment) which will indefinitely preserve hitherto perishable foods without refrigeration.

**Store Fronts**

He added that banks of venders would be built into store fronts for 24-hour service, and vending batteries would dispense all kinds of fresh and frozen foods—particularly bread, butter, milk and eggs—in multiple dwellings.

Greene said manufacturers could well consider the following points for manufacturers who are considering vending to get increased distribution for their product:

1. Is there a large market?
2. Is it easily packaged and used or required by most people most of the time?
3. Is it an impulse item? Is the cost low, preferably less than a dollar?
4. Is it nationally advertised with wide consumer acceptance?
5. Is it a low-profit item sold more as a convenience to the public than as a moneymaker?

**Correction**

NEW YORK, Oct. 15.—The story of the Heinz-Mills hot food vender which appeared in the October 15 issue of The Billboard gave the incorrect impression that the maximum shelf life of any of the 27 vending can varieties is six days. Actually, the vending cans, like any other cans, may be stored indefinitely. The maximum life under heat in the machines is six days.

**FOR SALE—ABSOLUTELY THE BEST**

Surf Club .....	\$185.00	Spot Lite .....	\$ 50.00	Frolics .....	\$110.00
Hi-Fi .....	190.00	Havana .....	110.00	Yacht Club .....	75.00
Beach Club .....	145.00	Ice Frolics .....	175.00	Hawaii .....	140.00
Gayettes .....	325.00	Palm Springs .....	290.00	Tropics .....	90.00
Dude Ranch .....	140.00	Varieties .....	290.00		

All games guaranteed, perfect condition. One-third deposit required with each order. Phone or wire in today.

**CROWN NOVELTY CO., INC.**  
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**IN LINE GAMES, MISCELLANEOUS**

TROPICS .....	\$100
HAVANA .....	125
HAWAII .....	150
NEVADA .....	225
SINGAPORE .....	250
TROPICANA .....	250
GOLDEN NUGGET .....	50

**\$25 EACH**

TURF KING — FUTURITY — SUNSHINE  
PARK WINNER—ACROSS THE BOARD

Club Model	9-Column
SADDLE & TURF	SMOKESHOP LOBOY
\$250	\$150

Duck Ride, Miss America Boat, Ride 'Em Cowboy  
Horse, Choo-Choo Train, Zoo Ride, Bally Space Ship

**\$200 EACH**

Slightly Used  
**MIGHTY MIKE**  
Original Cost, \$1100  
Closeout \$250

**PHONOGRAPHS**

**WURLITZERS**

1015 .....	\$ 25
1500 .....	225
1250 .....	125
1017 Hiway .....	50
1080 .....	50
3020 or 25 Wall Box .....	10
3031 Wall Box .....	5

**SEEBURGS**

146 or 147 .....	\$25
148 .....	40
H246 .....	50
H148 .....	75
3W1 Painted .....	50
RSI-8 Tear Drop Speaker .....	10
RSI-12 Large Mirror Speaker .....	15
3W2 or WLS6 .....	5
W6L56 .....	10
3WS-L56 .....	10

**ROCK-OLA**

1422 .....	\$ 25
1426 .....	40
1438 .....	475
1428 .....	70
1538 Wall Box .....	15

**SOUTHERN AUTOMATIC MUSIC CO., Inc.**  
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**MORE SHAFFER SPECIALS**  
Fully Reconditioned—Ready for Location

<b>ROCK-OLA</b>	<b>AMI</b>
Model 1546 Wall Box, 120 Selection.....\$49.50	Model E120, 120 Sel...\$549.00
Model 1442, 50 Sel. Hi-Fi. Write	Model D-40, 40 Sel.... 219.50
<b>SEEBURG</b>	<b>WURLITZER</b>
M100-B, 45 r.p.m., 100 Sel. ....\$525.00	1650 (48 Sel.).....\$345.00
M100-A, 78 r.p.m., 100 Sel. .... 295.00	1500 (104 Sel.)..... 335.00
	1400 (48 Sel.)..... 225.00

WRITE FOR COMPLETE LIST IN OUR LATEST ILLUSTRATED CATALOG

**Shaffer Music Co.**  
In the Coin Machine Business Over 25 Years

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100 Gottlieb JUBILEES  
and all other model Gottlieb Pin Games

200 Seeburg A's  
100 Seeburg C's  
50 Seeburg G's  
50 Seeburg R's

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WHAT ARE THEY GETTING FOR USED EQUIPMENT?  
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**Keeney's FASCINATION DELUXE POOL TABLE**

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Quiet IN OPERATION  
Luxurious CABINET

Mahogany grained moulding—Cork finish body and legs Size: 52' L. x 36' W. x 32' H.

**FEATURES INCLUDE:** Perfect operating Ball Release can't be cheated • 2 Coins • 2 to 4 Players

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- Rugged, durable construction

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**Celeste Ravel**  
MISS ILLINOIS 1954-55  
Recording artist M.C.'s at Unveiling of Keeney's Fascination Pool Table

Order from your Keeney Distributor NOW!

# COINMEN YOU KNOW

Continued from page 85

Business at Pioneer is slow, but not really bad, he says. . . . Hirsh Machines reports business off a little due to the tremendous interest in the World Series. Owner Hirsh de La Vez is in New York on business for a few days. . . . Meyer Gelfand, G. B. Macke Corporation, is pleased that the five snack bars recently installed in the University of Maryland are going over so well. Returns have been good, even tho classes have been in session only several weeks, he says.

Canten is selling more coffee and less soft drinks these days due to cooler weather, reports Ed Carroll.

James Bowen, of Kwik Kafe of Washington, looks forward to good sales this winter. Cool weather is already helping coffee sales, and he believes the year may set a record. Bowen is expanding milk operations because they have proved successful in recent months. He believes it is the best way to offset coffee sales slumps in summer. Bowen took a week off recently to spend some time in the mountains.

## New York

By AARON STERNFIELD

Ray Gilleadeau, who operates in Monticello, N. Y., reports that most new juke boxes are set for 10-cent play in that Catskill Mountain area. Gilleadeau keeps his equipment on location year round in the resort area, tho play drops off sharply after Labor Day.

Murray Kaye, Atlantic-New York, says that 100 V-200 Seeburgs are now on location in the New York areas, with deliveries being made about two weeks after orders are received.

Hank Peteet, Wurlitzer field service engineer, visited Joe Young and Abe Lipsky and Young Distributing Company last week. Morris Rood, Runyon Sales, says the Keeney Pool game is selling well.

Visitors of 10th Avenue last week were Max Iskowitz, Maxwell Music; Moe Kutlow, Coronet Vending, Hempstead, L. I., and Morris Bernstein, Bronx operator. Kenneth Kempner, son of Irv Kempner, Runyon Sales, will be bar-mitzvahed October 29 at the Fairlawn Jewish Center, Fairlawn, N. J.

Sol Waring, ex-Billboard staffer and now with DePerri, coin machine advertising agency, reports that while he was visiting Joe Ash, Active Amusement Machines, Philadelphia, Ash got a telephone call from his son Larry, who is in the Army stationed in Samsun, Turkey. The call was to wish him a happy birthday. As soon as the call was completed, another one came in from the Wurlitzer factory. It was

to tell Ash that he had won a free trip to Mexico as a prize in the Wurlitzer distributor round-up contest.

## Twin Cities

By JACK WEINBERG

DIME PLAY A FORGOTTEN ISSUE. Earlier in the summer there seemed to be some enthusiasm among operators for a switchover to dime play, but that has fallen by the wayside, with little, if any, discussion about it by coinmen. "It's the answer to the music business problems," said Harold Lieberman, of Lieberman Music Company and Twin City Novelty Company. "But operators here aren't prone to take the gamble."

Irv Sandler, of Sandler Distributing Company, has a weekend job this fall which puts him on an airplane out of Minneapolis every Friday for Des Moines to watch his two sons play football. Warren, the eldest, (Continued on page 88)

## Ops Launch

Continued from page 73

The cost of the program is supported by the association.

The show is designed solely for building good will for the local juke box trade. Altho dime play is not mentioned directly, reasons for its adoption are pointed out via comparisons of operating, record and labor costs with s'tardards existing five years ago.

Tho the program was launched only two weeks ago, members of the association report that audience response has been encouraging.

# POOL TABLES

Williams Bank Shot  
Genco Tournament Pool  
Exhibit Skill Pool

## BINGOS

WMS. REGATTA  
WMS. CIRCUS WAGON

GOTTLIEB		WILLIAMS	
Gold Star	\$200.00	Big Ben	\$185.00
Green	175.00	Skyway	160.00
Pastures	145.00	9 Sisters	135.00
Lovely Lucy	175.00	Dealer	125.00
Flying High	135.00	Lazy Q	125.00
Shindig	135.00	Struggle	125.00
Guys and	135.00	Buggy	125.00
Dolls	135.00	Grand	90.00
Marble	135.00	Champ	125.00
Queen	135.00	C.O.D.	115.00
Grand Slam	110.00	Fairway	90.00
Skill Pool	110.00	Army &	90.00
Chinatown	85.00	Navy	90.00
Quartet	110.00	Hayburner	85.00
Coronation	85.00	Twenty Gr.	85.00
Knockout	49.50	Four Corners	90.00
Joker	49.50	Saratoga	49.50
Cinderella	49.50	Lucky Innin	49.50
King Arthur	49.50	Saratoga	49.50
College Daze	49.50	Dreamy	49.50
		Georgia	49.50

## 5 BALLS

UNITED PIXIES  
BALLY MIAMI BEACH

Gayety	\$445	Tahiti	\$175
Bigtime	525	Nevada	225
Variety	415	Beauty	140
Triple Play	Write	Frolics	130
Surf Club	250	Yacht Club	100
Ice Frolics	235	Palm Beach	100
Palm Springs	235	Atlantic City	100
Mexico	225	Bright Light	95
Dude Ranch	210	Bright Spot	95
Beach Club	175	Coney Island	95
Rio	175	Golden Nugget	95
Havana	175	Genco 400	55

## GUNS

Keeney Sportsman	\$315.00
Genco Big Top	395.00
Genco Sky Rocket	445.00
Genco Wild West	395.00
Un. DeL. Bonus	395.00
Genco Sky Gunner	135.00
United Carnival	275.00
Genco Rifle Gallery	225.00
Williams Super Jet	295.00

## SHUFFLE GAMES

UNITED SUPER BONUS

United Banner, Match Score	\$310.00
United Speedy	295.00
United Comet, Match Score	335.00
United 11th Frame, High Score	325.00
United Ace, Match Score	275.00
United Rainbow, High Score	265.00
United Leader, Match Score	245.00
United Chief, High Score	215.00
United Team, Match Score	245.00
United League, High Score	210.00
United Imperial, Match Score	195.00
United Royal, High Score	190.00
United Classic, Match Score	140.00
United Olympic, High Score	130.00
United Clover, Match Score	125.00
United Cascade, High Score	125.00
United Super	89.50
Chicoin Hollywood	495.00
Chicoin Holiday	425.00
Chicoin Criss Cross Bowler	275.00
Chicoin Starlite	265.00
Chicoin Super Frame Bowler	250.00
Chicoin King Bowler	250.00
Genco Match Pool	149.50
Genco Shuffle Pool	99.50
Bally Victory	295.00
Bally Jet	350.00
Bally Gold Medal	455.00

## BRAND NEW CLOSEOUTS

United Fifth Inning	Write
United Derby Roll	Write
Genco 2 Player Basketball	\$325.00
Genco 4 Player Skeeball	350.00
Mighty Mike Sparring Partner	795.00
Genco Silver Chest	125.00

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M100HFG . . . 745	D40 . . . 295
M100C . . . 635	D80 . . . 375
M100B . . . 525	Model C . . . 175
M100A . . . 295	Model A . . . 125

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GENCO QUARTERBACK  
WILLIAMS KING OF SWAT  
GENCO CHAMPION BASEBALL  
UNITED SUPER SLUGGER

SIDEWALK ENGINEER  
ROUND THE WORLD TRAINER  
AUTO PHOTO  
HARVARD METAL TYPER  
HYDRO DUCK GUN  
EXH. VACUUMATIC CARD VENDOR

Set Shot Basketball	\$345.00
Photomatic, Late	445.00
Voice-o-Graph	495.00
Williams Super Jet	295.00
3D Theatre	199.50
Chi. 4-Player Derby	195.00
Chicoin Super Home Run	250.00
Wms. Deluxe Baseball	175.00
Wms. Super World Series	99.50
Wms. Star Series	79.50
Ev. Bat-a-Score	175.00
Auto. Drivemobile	165.00
Telequiz and Film	100.00
Auto. Flying Saucer	149.50
Goalpost	99.50
Chi. Pistol	99.50
Exh. Dale Gun	89.50
Scientific Baseball	79.50
Mercury 13-Way Athletic Scale	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Anti-Aircraft	99.50
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### BINGOS

Big Time	\$450.00
Variety	350.00
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Surf Club	200.00
Hi-Fi	185.00
Ice Frolics	180.00
Palm Springs	180.00
Dude Ranch	160.00
Beach Club	135.00
Beauty	115.00
Frolics	80.00
Palm Beach	75.00
Atlantic City	65.00
Nevada	195.00
Hawaii	150.00
Havana	125.00
Rio	110.00
Tahiti	95.00

### FIVE BALLS

Jockey Club	\$165.00
Green Pastures	145.00
Pin Wheel	125.00
Guys—Dolls	75.00
Lazy Q	75.00
Grand Slam	65.00
Times Square	65.00
Crossroads	50.00
Twenty Grand	50.00
Hit 'N Run	45.00
Rose Bowl	35.00
Horse Shoes	35.00
Hong Kong	35.00

### BOWLERS

Bally Magic	\$425.00
Bally Jet	340.00
Chicago Starlite	260.00
United Team	245.00
United Leader	225.00
United Imperial	190.00
United Royal	180.00
United Clover	75.00
United Cascade	70.00
United Star 10th frame	60.00

### ARCADE EQUIPMENT

Wms. Pennant Baseball	\$175.00
Genco Night Fighter	110.00
Ex. 500 Shooting Gallery	325.00
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MORRIS NOVELTY COMPANY  
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Bally Beauty	145.00
Beach Club	160.00
Dude Ranch	195.00
Surf Club	240.00
Yacht Club	100.00
Variety	400.00

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Olympic	\$100.00
Cascades	85.00
10th Frame	55.00
Stars	50.00
Clover	85.00
League Bowler	225.00
Deluxe Bowler	45.00

We Have a Complete Selection of Arcade Equipment

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AMI Model A	\$125.00
AMI Model B	175.00
AMI D80	375.00
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Seeburg M100A	245.00
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Seeburg M100BL	525.00
Seeburg 147M	65.00
Wurlitzer 1015	65.00

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- BONUS POCKET Buildup!
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Brand New PLAYER CHANGE-OVER MECHANISM INSTANTANEOUS!

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SPORTLAND S.G. .... 255  
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JET GUN ..... 125  
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WILD WEST ..... \$425  
RIFLE GALLERY ..... 215  
SKY GUNNER ..... 135

**UNITED**  
CARNIVAL DELUXE \$295  
SEEBURG

**COON HUNT** ..... \$215  
SHOOT THE BEAR .. 150

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**ARCADE**  
**FIRST-Conditioned**  
Genco 2-PLAYER BASKETBALL ..... \$245

Wms. ALL STAR BASEBALL ..... 155  
MIDGET MOVIES ... 145  
C.C. 4-PLAYER DERBY ..... 135

TELEQUIZ with film 115  
C. C. BASKETBALL 95  
JACK RABBIT ..... 95  
C.C. GOALEE ..... 95  
Evans TEN STRIKE 85  
SILENT SALESMAN CARD VENDOR ..... 35  
NEW EX. VACU-MATIC CARD VENDOR ..... WRITE!

**BINGO & BALLS**  
**NEW**  
Bally MIAMI BEACH United PIXIES

**FIRST-Conditioned**  
SURF CLUB ..... \$235  
PALM SPRINGS ..... 225  
HI FI ..... 225  
DUDE RANCH ..... 195  
BEACH CLUB ..... 175  
BEAUTY ..... 150  
YACHT CLUB ..... 100  
PALM BEACH ..... 100  
CONEY ISLAND ..... 85  
SPOT LIGHT ..... 85

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Immediate Delivery, Too!



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HOLIDAY ..... \$415	DELUXE CLIPPER ..... \$425
THUNDERBOLT ..... 425	DELUXE MARS ..... 395
TRIPLE STRIKE ..... 375	DELUXE MERCURY ..... 365
FLASH ..... 335	DELUXE COMET ..... 335
STARLITE ..... 260	BANNER ..... 310
SUPER FRAME ..... 250	DELUXE TARGETTE ..... 295
ADVANCE ..... 195	ACE ..... 275
TRIPLE SCORE ..... 115	TEAM ..... 245
DOUBLE SCORE ..... 95	LEAGUE ..... 245
10TH FRAME ..... 75	IMPERIAL ..... 245
	CHIEF ..... 245
	ROYAL ..... 175
	OLYMPIC ..... 135
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CENTURY ..... \$295  
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**MOA Exec Meet**  
Continued from page 73

sibly three, men will be requested and voted on by the executives.

An all-out drive for promoting National Juke Box Music, a third performance rights society sponsored by MOA, will be discussed. Main problem to be aired: how to release more NJBM tunes quicker. Barney Young, head of NJBM, will be on hand in Chicago for that portion of the meeting.

Miller earlier reported that he hoped to boost the number of NJBM tunes released every month to four or five.

The 1956 MOA convention, scheduled for March 8, 9 and 10 at the Morrison Hotel, will be discussed. Biggest jobs: set up committees, complete hotel arrangements.

The results of MOA's membership drive, currently in full force, will be reported at the meeting. It is expected that the drive will be continued, with added direct mail promotion expected, as well as new goals established.

The national health insurance plan, launched last August, will be reviewed, probably slated for additional promotion also.

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ICE FROLICS	\$235.00
DUDE RANCH	195.00
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PALM SPRINGS	185.00
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1/2 down—the rest "SIGHT DRAFT."  
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**COINMEN YOU KNOW**  
Continued from page 87

is a star halfback on the Grinnell College football team. Ronnie is a varsity halfback with the Valley High School team of West Des Moines. "Both sons and their teams have been doing pretty good this season," the modest but proud dad reports.

M. M. (Doc) Berenson and Marty Kantar, of Harmony Music Company, Minneapolis, have a problem—which one is going to take the trip to Havana won by the company in the Lieberman AMI phonograph sales promotion campaign? The drawing was held at the Nebraska State operators' meeting recently at Grand Island, Neb. Operators were eligible for the prize upon buying AMI phonos.

Lu Welch at the F. C. Nayer Company, RCA Victor dealers here, reports operators still are buying heavily on Jaye P. Morgan's "Longest Walk." From Herb Sandel at Lieberman the word is that Gale Storm's "I Hear You Knockin'" and the Hilltoppers' "Only You," both on Dot, are hot sellers to juke operators. From the Decca office here report says that the Four Aces' "Love Is a Many-Splendored Thing" still sells fast, while Georgie Shaw's "No Arms Can Ever Hold You" is coming up fast. Woody Larson at Columbia-Midwest says Jo Stafford's "Suddenly There's a Valley" and Frankie Laine's "Hawk-Eye" are getting big juke box operator attention these days. Amos Heilicher at the Mercury office here cites the Crew Cuts' "Gum Drop" and Rusty Draper's "Shifting, Whispering Sands" as big sellers. "Black Denim Trousers" by the Cheers and "Forgive My Heart" by Nat (King) Cole are the top Capitol numbers among the jukes. Joni James' "You Are My Love" on M-G-M is off to a fast start among operators, reports Mel Cardinal, of Lew Bonn Company, jobbers.

Sandler Distributing conducted a showing in Minot, N. D., last week for Valley Bumper Pool, with Irv Sandler and Harold Harter, of the Minneapolis office, on hand to show the new game to operators. Reaction was extremely good and many orders were taken, Sandler said.

About 60 operators showed up to view the new AMI phono at Lieberman Music Company's two-day introduction last week. Sid Levin reported enthusiastic reception. This was followed by a two-day Bally service school attended by 40 operators and servicemen.

Avis Fike, auditor at Sandler, has the staff and visiting operators in stitches telling them about the antics of her new Labrador dog. He's so smart, she contends, that the only name which really fits him is "Albert Einstein," so she dubbed him that. Solly Rose, of the Sandler staff, returned from a swing thru Southern Minnesota to report the fall and winter season looks good after a bad summer caused by excessive hot weather.

Cap Keister, of Frontenac, Minn., was in town buying phonos and games, as were Frank Ponterio, of Worthington, Minn.; Fred Norberg, of the C & N Sales Company, Mankato, Minn.; Jack Lowrie, of Lake City, Minn., and Mr. and Mrs. Oscar (Ike) Sundem, of Montevideo, Minn.

In to buy games were Gordon Wormson and Mark Coughlin, both of Mankato; Red Wilbur, of Duluth; Frank Davidson, of Spooner, Wis.; Morris Berger, of Duluth; R. E. Hagen, of Slayton, Minn.; Ray Thraen,

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**SPARKLER CONVERSIONS for Classics, Olympics, Clovers and Cascades, FLASHER CONVERSIONS for Leader, Chief, Royal and Imperial**  
4 Drum Synchro-Flash Scoring, New Attractive Back Glass

One 22-ft. American Shuffleboard ..... \$179.50  
One 21' 4" Monarch Shuffleboard ..... 169.50  
(The above have refinished playfields and cabinets. New pucks. Price incl. crating.)  
Shuffleboard, Adjusters. Set ..... \$12.00  
Polished Chrome Pucks. Set of Eight ..... \$10.00  
Fluor. Shuffleboard Lights. Set of 2 ..... \$12.50  
Wax, Doz. Cans ..... \$3.00

**NEW ELECTRIC SCOREBOARDS**  
SLIM JIM MODELS (Overhead), 15-21 pts. and 15-31 and/or 50 pts. ..... \$139.50  
WALL MODELS, same type scoring as above ..... 95.00

**USED SCOREBOARDS**  
2 Monarch Overhead 15-21 & Frames ..... \$ 75.00  
1 Genco Overhead 15/21/50 & Frames ..... 85.00  
1 Marvel Wall Model 15/21 ..... 59.50  
1 Keeney Wall Model 15/21 ..... 49.50  
Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.  
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- The BEST in POOL GAMES

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**IMMEDIATE DELIVERY!**  
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FISCHER SALES & MFG. CO., 9 S. CLINTON ST., CHICAGO 6, ILLINOIS

**MONARCH RECONDITIONED BUYS**

United NEVADAS ..... \$185	Immediate Delivery on the top money makers in BUMPER TYPE POOL GAMES PLA-POOL by MARVEL CUE-STAR by FISCHER	Keeney PALISADE ..... \$415
United SINGAPORE ..... \$235	Very Special Prices—Write, Wire, Phone!	United DELUXE MERCURY ..... \$345
Wms. ALL-STAR BASEBALL, 6 PI. \$195		18 Du Grenier 7-Col. Cig. Mach. White They Last ..... \$25 Ea.

CHARLEY PIERI Write for Latest List  
**Monarch Coin Machine, Inc.** Lincoln 9-3996-7-8  
2257-59 N. Lincoln, Chicago 14, Ill.

of Tracy, Minn., and Mayo Priebe, of Rochester, Minn. Shoppers included Phil Stang, of Jordan, Minn.; Mr. and Mrs. Cecil Terveer, of Winona, Minn.; Henry Krueger, of Fairfax, Minn.; Frank Baker, of Grand Rapids, Minn., and Gabby Cluseau, also of Grand Rapids, who picked up some parts. O. L. Coefield, veteran operator of Annandale, Minn., is back home recuperating after a three-week hospital seige brought on by a severe attack of asthma.

**Detroit**

By HAL REVES

**REJOINS VENDING FIELD.** An old-timer of the vending field, Edwin J. Oram, is back in the business again, vending cigarettes under the firm name of Pyramid Vending Company, Dearborn. His route will be in Detroit and surrounding suburbs. Oram at one time vendes all types of merchandise. . . . Another new amusement business is being established on the east side of town, the H and J Amusement Company, by Joseph and Hattie Arcilesi. They will operate shuffleboard routes in Detroit and suburbs. . . . Cigarettes, candy, gum, nuts and soft drinks will be vendes by William Hall, operating under the firm name of Hall Vending Service. Hall is a newcomer to the field with routes in Detroit and vicinity.

Fred Silber, of Ferndale, who has been hospitalized, was taken home Sunday. . . . Ray Bradford, who operated the National Amusement Equipment Company here, with Emil Smyles as president of the company, has returned to Fort Worth, where he will make his national headquarters. The firm operates and distributes coin-operated kiddie rides.

**Chicago**

By KEN KNAUF

**MUSIC OPS ATTEND BANQUET.** The Music Operators of Illinois held their annual banquet Thursday (13) and greeted a crowd of over 300, including operators, distributors and record dealers. Record artists making appearances at the banquet included Mindy Carson, Columbia; the Hilltoppers, Dot; Karen Chandler, Coral; Jack Plies, Decca; Lola Dee, Wing; Jean Strange, Dot; Betty Johnson, RCA Victor, and Robbin Hood, M-G-M.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, is on an Eastern trip. Avron Gensburg, vice-president, has been more than usually occupied in answering telephone orders but not complaining. . . . Ed Levin, Chicago Coin Machine Company director of sales, reports a large export shipment made to Al Adickes, Hamburg, Germany. . . . Joe Schwartz, National Coin Machine Exchange head, is recovering from his back trouble. Mort Levinson was on the road for National during the week. Ron Schwartz reports coin pool shipments moving well.

Joe Kline, Wally Finke, Sam Kolber and Fred Klein, First Coin Machine Exchange, working night and day to keep up with orders.

(Continued on page 91)

# THEY ALL LOOK ALIKE!



**BUT... ONLY**

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**HAS THE "QUALITY" THAT MAKES THE DIFFERENCE IN PROFITS • IN PERFORMANCE • IN POPULARITY**

**COMPARE THEM ALL AND YOU'LL KNOW WHY EXHIBIT'S "SKILL POOL" IS THE LEADER WITH SUCH FEATURES AS**

**BAKED PHENOLIC RESIN BALLS**

For extra liveliness, long life and true rolling action.

**AUTHENTIC BILLIARD TABLE CLOTH**

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

**PURE GUM RUBBER RAIL AND BUMPERS**

Maintains its "Bouncy" live-action, does not deaden under the stress of long, hard continuous wear.

**CHEAT PROOF, POSITIVE ACTION BALL RELEASE**

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

**RUBBER LINED BALL TROUGH**

For silent and smooth ball drop.

**... and only EXHIBIT is making FAST, PROMPT deliveries to distributors everywhere!**

**FOR MONEY-MAKING ACTION—CALL YOUR DISTRIBUTOR TODAY!**

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**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

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SHUFFLE ALLEYS		ARCADE	
Bally Blue Ribbon	Write	Bally Bull's-Eye Kiddy Gun	Write
Bally Gold Medal	Write	Chi Coin Deluxe Bull's-Eye Baseball	Write
Bally Jumbo	Write	Bally Hot Rod	Write
Bally King Pin	Write	Exhibit Sportland (Moving Target)	\$225.00
Bally Congress	Write	Genco Rifle Gallery (Moving Target)	249.50
Chi Coin Hollywood	Write	Keeney Sportsman (Moving Target)	249.50
Chi Coin Blinker	Write	Genco Quarterback	Write
Chi Coin Bonus Score	Write	Genco Champion Baseball	Write
Bally Jet Bowler	425.00	(SPECIAL WHILE THEY LAST)	
Bally Magic Bowler	\$350.00	1 Midget Movies	\$125.00
Chi Coin Starlite	225.00	2 Ducks	125.00
Keeney Pacemaker	125.00	1 Tank	150.00
Keeney Bikini	250.00	2 Trains	150.00
Keeney Century	295.00	2 Chi Coin Super Jets	225.00
United Leader	200.00	1 Rocket Patrol	75.00
United Rainbow	250.00	Genco Tournament Pool	Write
United Cascade	165.00		

**WHILE THEY LAST—LIKE NEW**  
 5 Chi Coin Criss Cross Target .....\$175.00

**MUSIC**

Rock-Ola 1448 Hi Fi, 120 Select. .... Write  
 Rock-Ola 1446 Hi Fi, 120 Select. .... \$725.00  
 Rock-Ola 1438 Comet, 120 Select. .... \$99.50

**CALDERON DISTRIBUTING CO.**  
 450 Massachusetts Avenue ME-Irose 4-8468 Indianapolis, Indiana

**NOW DELIVERING UNITED BONUS AND PIXIE—GOT. WISHING WELL**

BINGOS	UNITED ALLEYS	ARCADE EQUIPMENT
Atlantic City ..... \$ 90.00	5 Player ..... \$ 40.00	Bally Big Inning ..... \$125.00
Beach Club ..... 165.00	DeLuxe ..... 60.00	Champion Hockey ..... 75.00
Cabana ..... 150.00	Cascade ..... 90.00	C.C. Hockey ..... 75.00
Dude Ranch ..... 225.00	Olympic ..... 110.00	Ex. Sportland Gun ..... 275.00
Hi-Fi ..... 225.00	10th Frame ..... 75.00	Spark Plug ..... 75.00
Ice Frolics ..... 225.00	Chief ..... 250.00	Steeple Chase ..... 75.00
Nevada ..... 195.00	Lightning ..... 395.00	Bat-A-Score Sr. .... 65.00
Surf Clubs ..... 250.00	Targette ..... 375.00	C.C. Basketball ..... 195.00
Singapore ..... 295.00	Speedy ..... 325.00	DeLuxe Photo ..... 365.00
Tropicana ..... 175.00	Leader ..... 375.00	Ex. Gun Patrol ..... 145.00
Yacht Club ..... 110.00	League Bowler ..... 250.00	Ex. Six Shooter ..... 110.00
Havana ..... 175.00	Banners ..... 395.00	Evans Bat-A-Score .. 165.00
Mexico ..... 195.00	Clovers ..... 75.00	Evans Ski-Roll ..... 95.00
Palm Beach ..... 85.00	Classics ..... 140.00	Flying Saucers ..... 95.00
Palm Springs ..... 195.00	Feature Bowler ..... 325.00	Lite League ..... 75.00
Stars ..... 65.00	Officials ..... 60.00	Midget Movies, latest

Write for special price—immediate delivery.  
**VALLEY BUMPER POOL**

**CIGARETTE VENDORS**

Mercury 9 Col., new \$210.00  
 Lehi 12 Col., new 225.00  
 Super Six, new 115.00  
 Super Nine, new 155.00  
 National 95, used 95.00  
 Electro 8 Col., used 125.00  
 National 95, used 110.00  
 PX 10 Col., used 115.00  
 Keeney Elec., 9 Col. 135.00  
 PX Electric ..... 85.00  
 All new equipment 25¢ or 30¢. All used, completely shopped and refinished with 25¢ and King Size.

5-Col. Mills Candy ..... \$55.00  
 5-Col. Uneda Candy ..... 65.00  
 Ship. Stamp ..... 23.50

**5 American Bank Balls, like new ..... \$375.00 Ea.**

Seeburg Sicum, 200 Sel. .... \$350.00

**COUNTER GAMES, USED**

Zigzag Skill ..... \$30.00  
 Pistol Target Skill ..... 15.00  
 Merc. Grip Scales ..... 20.00  
 Got. 3-Way Grippers ..... 20.00  
 Wizard Fortune ..... 15.00  
 Whiz ..... 20.00  
 Dava! Best Hand ..... 15.00  
 Gypsy Fortune Teller ..... 10.00  
 Ex. Derby ..... 10.00  
 S.K. Grip Vue ..... 20.00  
 Smiley ..... 10.00  
 Three-of-a-Kind ..... 10.00  
 ABT Skill Guns ..... 20.00  
 ABT Target Skill ..... 20.00  
 ABT Elec. Skill Gun ..... 20.00  
 ABT Challenger ..... 20.00  
 ABT, red, white & blue 20.00

**NEW**

Advance Shockers ..... \$24.50  
 Kickers & Catchers ..... 49.50  
 Ship. & Wizard Card Vendor ..... 19.50  
 Genco Play Ball, non-coin operated ..... 10.00

**VENDERS (Used)**

50 5c Sanitary Napkin \$15.00  
 50 5c Victor Rockets . 10.00  
 60 5c N. W. Jets, Caps. 10.00  
 20 1c Baby Grands .... 7.50  
 15 N. W. 33 1c Ball Gum 6.50  
 10 Columbus 1c Nut ... 6.50  
 5 Masters ..... 6.50



**Cleveland Coin MACHINE EXCHANGE, INC.**  
 2029 PROSPECT AVE., CLEVELAND 15, OHIO  
 All Phones: Tower 1-4715  
 Terms: 1/3 deposit with all orders, balance C.O.D.



**Mr. Operator of METAL TYPER MACHINES**  
**SPEED UP YOUR LOADING OPERATION!**  
 By using high quality, straight degreased discs, packed 100 to a roll. We repair and rebuild Typers, using genuine SMT parts.  
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SEEBURG		AMI	
M100A	\$335.00	MODEL A	\$100.00
M100B	510.00	MODEL B	145.00
M100BL	525.00	MODEL C	145.00
M100C	625.00	MODEL D-40	225.00
		MODEL E-120	475.00

**WURLITZER**  
 MODEL 1400 \$250.00  
 MODEL 1500A 275.00  
 MODEL 1600 285.00

**"Write for complete price list."**

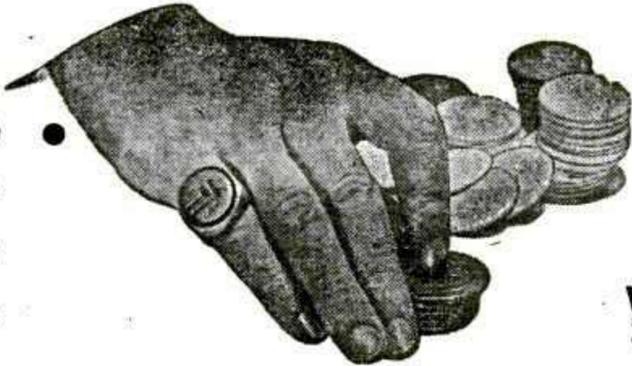
Write for our latest complete price list covering all Phonographs, Games, In-Line Games, Shuffle Games and Arcade Equipment.

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GIVE TO DAMON RUNYON CANCER FUND



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# VALLEY'S BUMPER POOL

THE ONLY OFFICIAL TOURNAMENT BUMPER POOL GAME ON THE MARKET

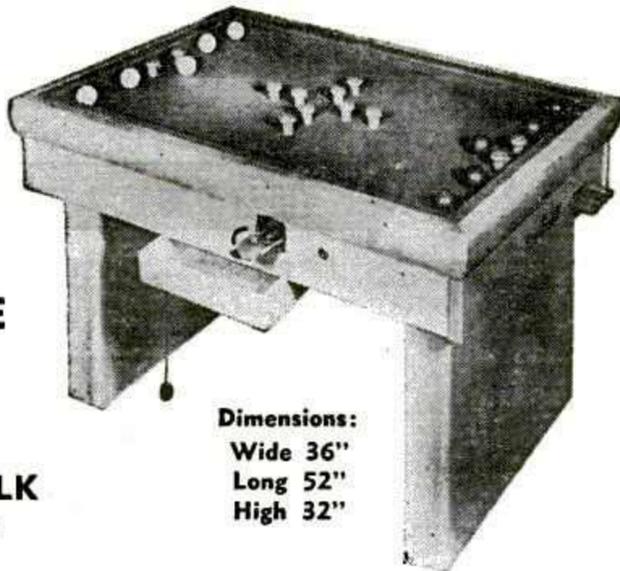
WHILE OTHERS TALK VALLEY DOES IT

SOMETHING NEW HAS BEEN ADDED

WRITE, WIRE OR PHONE FOR FULL DETAILS AND PRICES

## VALLEY MANUFACTURING CO.

333 Morten St., Bay City, Mich. Phone: 8587 or 8588



Dimensions:  
 Wide 36"  
 Long 52"  
 High 32"

## Ore. Ops Rebuilding Music

Continued from page 72

new equipment was installed only on a "must" basis, and distributors prophesied business would pick up after the pinball atmosphere cleared.

Meanwhile, other operators followed a policy they at the time deemed sound. Briefly, that policy involved using music to dicker with a location owner in order to remain in his good graces as a game outlet.

Some didn't keep strict books on the music end to know the exact margin of music profit or loss.

Others scorned the nation-wide trend toward dime play, more intent on the games gross. Still others agreed to location-owner practices that ultimately could only harm the music business.

One of these practices was the allowance to location owners for location-bought plays. Operators yielded to the location's argument that a teaser play was needed to keep the phonograph in operation. The operator ignored his own, more defensible position, that it is usually the location's crink business that benefits from continual music.

Most tavern owners point up the vital role of the juke box with their vehement protestations the minute a phonograph gets out of order. "The juke box goes dead, and my place empties in 30 minutes," one tavern man said.

Another evil condoned by the music operator was the match play. The customer matched the bar-

tender and if he lost he put a nickel in the machine. If the bartender lost he put in a nickel—the operator's nickel.

In their zeal to garner revenue from games, music operators failed to impress upon the tavern owner that music represented income—to the tavern. They were inclined to let the tavern man feel he was doing a favor to the operator by allowing the music on the floor as a price for game operation. Many music operators were unwilling to demand that first the machine pay a specified return to the operator before splitting any of the remainder of the gross.

With the fall of games, these birds came home to roost. Operators looking now to music to support their business found the income just wasn't there. Failure to establish a solid business basis for music had left them holding a deflated collection money bag.

Now operators are busy trying to put their music house in order.

Meanwhile, the pinball game, tho battered, is not dead. In May will come before Portland voters a choice whether to outlaw all pinball games. Tho outlawed by city ordinance now, the May issue will be broader; it will decide whether games without a coin chute also must go. Some of that type of machines appeared after coin-operated games got the legal ax, but they constitute a mere shred compared with the size of the earlier game business. Defeat of that proposal in May conceivably could indicate to the city council that the public disapproves of a games ban. Thus a licensing ordinance could result.

By that time, tho, most music operators will have profited from their bitter lesson and have phonographs largely on a self-supporting basis. If they haven't, they won't be in the music business by then.

### Cleveland Coin Machine Exchange, Inc.

Valley Manufacturing Distributors  
 2029 Prospect Ave., Cleveland, Ohio  
 Tel. L-6715  
 Write for prices.

## Lorillard V.-P Is Named to Hall of Fame

BOSTON, Oct. 15. — Lewis Gruber, vice-president and sales director of the P. Lorillard Company, has been named to the Hall of Fame in Distribution of the internationally-known Boston Conference on Distribution.

Gruber is the first tobacco man to be named to the hall of fame. The citation "for his distinguished contribution to effective distribution of tobacco products" was announced at a luncheon here opening the group's 27th annual conference.

His career with Lorillard began in 1922 as a retail salesman. He has since served as divisional manager for the Manhattan area; headquarters director of the merged Turkish cigarettes and "little cigar" department; assistant sales manager, and general sales manager.

DALLAS, Oct. 15.—Directors of the Dr. Pepper Company declared the firm's 104th consecutive quarterly dividend, 15 cents per share on common stock Friday (14). The dividend is payable December 1 to stockholders of record November 19. The firm has 690,000 common stock shares outstanding.

### Price Index

Continued from page 83

	HIGH	LOW	Times Adv'd
Stoner Candy (6 col.)	135.00	135.00	4
Uneda (8 col.)	35.00	35.00	2
Uneda (9 col.)	45.00	45.00	3
Uneda (15 col.)	65.00	65.00	2
Uneda Model A	92.50	85.00	3
Uneda Candy (6 col.)	65.00	65.00	4
Uneda Model E (6 col.)	75.00	75.00	4
Uneda Model E (8 col.)	80.00	80.00	4
Uneda Model 500 (9 col.)	100.00	100.00	4
U-Select-It	52.50	52.50	4
Victor Model V, 1c Cabinet	9.50	9.50	4
Victor Model V, B/C Wheel	8.50	8.50	4
Victor 1c Baby Grand	7.50	7.50	4
Victor Rocket, 5c	10.00	10.00	4

### COBRA CARTRIDGES

Realigned and Resurfaced, 75¢ each. Compare them with new cartridges. Cartridges returned within 10 days.

ELECTRONIC INDUSTRIES

P. O. Box 2008 Mesa, Arizona

2—Bally Gayety	\$375.00
3—Bally Spot Lites	50.00
2—Bally Palm Beach	95.00
2—Bally Yacht Clubs	100.00
1—United Rio	150.00
1—Playtime Bowler	395.00
1—Chi. Bulls Eye Big League	Write
1—Crisp Cross Bowler	225.00
1—Genco Shuffle Pool	85.00
1—Chi. Big League	395.00
1—Genco Sky Gunner	95.00
1—Exhibit Jet Gun	95.00
2—Six Shooters	75.00
1—Exhibit Dale Gun	55.00
1—Hayburner	45.00
1—Coronation	50.00

### AUTOMATIC AMUSEMENT CO.

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### 5 BALLS

SOUTHERN BELLE	\$250.00
DUETTE	225.00
SLUGGING CHAMP	225.00
TWIN BILL	210.00
STAGE COACH	185.00
GUYS & DOLLS	125.00
SPARK PLUG	75.00
HIT 'N' RUN	65.00
NIAGARA	65.00
KNOCKOUT	45.00
SEA JOCKEY	45.00

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### BINGOS

Varieties	\$395.00
Frolics	130.00
Bright Spots	95.00
Bright Lights	95.00

#### SPECIAL

10-Spot Light \$55.00

WILL BUY OR TRADE

Late Shuffle Alleys

Write or Call

(ASCME)

### ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave.

Chicago 47, Illinois

BE 5-6770

### BINGO SPECIALS

GAYETY	\$445
VARIETY	425
SURF CLUB	285
PALM SPRING	250
ICE FROLIC	250
FROLICS	100
PALM BEACH	90
ATLANTIC CITY	90
YACHT CLUB	90
BRIGHT SPOT	85
CONEY ISLAND	85
SPOT LIGHT	60

WRITE

### SUPERIOR SALES CO.

Dept. R-6

7855 Stony Island Ave.

Chicago, Illinois

Bayport 1-1616

## Pa. Distrib Pulls Record AMI Crowd

PITTSBURGH, Oct. 15.—Banner Specialty Company drew a record crowd of operators and guests at its week-long showing of the new AMI phonograph line here last week, according to Herbert Rosenthal, sales manager.

Hosts for the event were Harry Rosenthal, manager; Herbert Rosenthal; William F. Hamel, salesman; Thomas Scheller, of the music service division; Helen Pearch, secretary, and Albert Rodstein, vice-president of Banner Specialty in Philadelphia. George Klersey, field service engineer of AMI, assisted in explaining the highlights of the new models.

Among the 150 operators who attended the event were Henry Jasek, Pittsburgh; John Buliano, Meadville; James Delluvio, Meadville; Ray Nickel, Pittsburgh; Bruce Schrack and family, State College; Ted Young, Sharon; Sid Rosenthal, Pittsburgh; Frank Williams, Uniontown; Nate Ruder, Johnstown; Morris Levine, Johnstown; Joseph Fornal, Oil City; Frank Mikešic, Johnstown; Frank Salvaggio and family, Gallitzin, and Ann McKool Hamilton, Windber.

Howard Thomas, Steubenville, O.; Steve Belsori, Canonsburg, Pa.; William Thomas, Indiana, Pa.; Ed Butterworth, Johnstown; Paul Halenda, Pittsburgh; Henry Orum, Wheeling, W. Va.; John Volpe, Wilmerding, Pa.; Henry Custead and family, Butler, Pa.; James Ferand family, Butler, Pa.; Elmer Ziefelder, Glenshaw, Pa.; Ed Sloggan, Butler, Pa., and Meyer Pokins, Pittsburgh.

## Denver Growth

• Continued from page 73

ment sales increases can be accounted for by increased credit, said Geritz.

He declared: "Actually, in terms of cash buying, operators are purchasing less. We've found that the operators, because of new locations opening up, are keeping their current equipment longer, satisfied to build up their routes rather than take advantage of trade-ins.

The survey indicated, however, that none of the distributors are alarmed about the situation, all seem to feel that there are no danger signals in sight.

The problem of higher operating costs for the operator seems certain to become even greater as long as Denver continues to expand. Operators and distributors, alike, are convinced that dime play will eventually have to be adopted, regardless of customer opposition. Lack of co-operation seems to be the unanimous choice for explaining why Denver is still on nickel play.

## Detroit Ops

• Continued from page 73

Golden Horn Ballroom from 2 to 5 p.m.

Over 2,000 mailings were sent to local businessmen urging their attendance at a meeting to be held Monday (17) to plan the program and to provide them with free tickets for distribution to teenagers.

On hand to help with the planning will be Roy Small, UMO conciliator and public relations counsel; Jess Ferris, Mayor's Committee of Children and Youth; a representative from the Police Department Youth Bureau; Mary Ball, senior publicist, Parks and Recreation; Larry Gentile, WXYZ disk jockey; Tom George, WJBK jockey, and Bob Maxwell, WWJ-TV, besides representatives of the three Detroit daily newspapers.

## COINMEN YOU KNOW

• Continued from page 89

Newly added to the staff are Adolph Hoffman, Dales Gudry and Thurmond Fletcher. Visitors at First during the week included Barney and Bill Poss, Aurora, Ill.; Ed Blumenfeld, Michigan City, Ind., and Sam Gray, East Chicago, Ind. . . . United Manufacturing Company roadmen Johnny Casola and Al Thoeke are hitting out New Orleans way this week.

Harry Williams, Williams Manufacturing Company, and Herb Perkins, Purveyor Distributing Company, flew out to Los Angeles during the week. Purveyor pool game orders are keeping Monte West and Secretary Marie Hopp hopping. . . . Art Weinand, Williams sales manager, very happy with the new Jolly Joker roll-down game. Williams visitors included Irv Weiler, Uni-Com Distributing, Kansas City. . . . Judd Weinberg, Judd Industries, returned from a trip to New York, Toronto and Montreal, where he visited Laniel Amusement Company and Bud Fielding at the Toronto Trading Post. Miguel Safie, San Salvador, visited the D. Gottlieb & Company headquarters last week.

J. H. Keeney & Company sales representatives Bill Coan Jr. and Bill Bolles are at the Runyon sales offices out East this week. Al Allbritten is covering the Tennessee territory. Paul Huebsch, general sales manager, is getting ready for the Keeney display at the NAMA show.

## Roanoke Completes 5th AMI Showing To Southern Ops

RICHMOND, Va., Oct. 15.—Roanoke Vending Exchange here completed its fourth and fifth showings of the new AMI Model C phonograph line, holding unveilings in Knoxville and in Norfolk.

Earlier, showings were held in Richmond, Charleston, and Bristol, Va.

A showing was held October 8-9 at the Andrew Johnson Hotel, Knoxville, with Harry Moseley and William A. Browning Jr., acting as hosts.

Among those attending were Wallace Williams and Ed Cook, Triangle Music Company; Ken Hammock, Hammock Music Company; P. W. Dawkins, Royal Music Company; J. W. Summers, S & B Amusement Company; Tommy Gaskin, G & G Music Company; Hohn Whitley, Gay Record and Novelty Company and Frank Go-

ins, Allen Amusement Company; all of Knoxville.

Similar showing for the operators of the Tidewater section of Virginia at The Nansemeond Hotel, Norfolk, October 3-4 was hosted by Dan J. Finegan and William A. Browning Jr.

Guests included Charles Williams, Acme Amusement Company; Mr. and Mrs. W. H. Jennings, Virginia Music Company; Joe Vita, Gillette Music Company; O. N. Hilburn Jr., Sebring Music Company; Oscar L. Etheridge; A. B. Christensen, A.B.C. Music Company; Bill Snow, Seeburg Music Sales Company; Richard Lourie and Joe Holland, C. V. Lourie Music Company; Kenneth Schneider, Playtime Sales Company; Mr. and Mrs. O. N. Hilburn, Sebring Music Company; Mr. and Mrs. H. B. Akers, Akers Music Company, all of Norfolk.

Rodney and Curtis Nelson, Duo Music Company, Portsmouth, Va.; F. G. Harris and Mr. Skinner, Harris Music Company, Virginia Beach, Va.; and Mr. and Mrs. Ben Levine, National Amusement Company, Portsmouth, Va.

## WANTED—FOR CASH SEEBURG M100A's

ANY QUANTITY

also GOTTIEB & WILLIAMS PIN GAMES  
ARCADE EQUIPMENT

—Send in Complete Lists—

Exclusive Gottlieb, Williams, Seeburg, Chicago Coin and Genco Distributors

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IN NEW ENGLAND  
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IN CASE YOU HAVEN'T NOTICED . . .  
EXHIBIT IS ON THE MOVE

- We need a top-flight electrical circuit man. A man who can lay out and design a complete game circuit. This is a high pay position.
- We also need several other electrical project engineers. These positions also will be for first-class experienced people.

We assure you that all inquiries will be confidential. If you are capable and interested—call for an appointment at your convenience!

ASK FOR MR. LEWIS . . . Vanburen 6-3100

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GIVE TO DAMON RUNYON CANCER FUND

**GENCO'S** NEWEST  
ALL-LOCATION • MONEY • MAKER

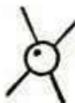
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# TOURNAMENT POOL

for 2 or 4 Players

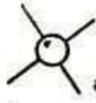
The **ONLY** POOL GAME designed for  
**TABLE LIGHT**

(available at slight additional cost)



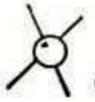
### DUAL LEVELING GAUGES (built-in)

permit perfect leveling in *both* directions.  
Assures players that table is level.



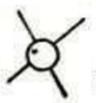
### CHEAT-PROOF COIN BOX

releases all balls *only* after coins actually drop!



### CORK-LINED BALL DROP

insures quieter operation.



### FINEST GENUINE FELT TOP

—same material used on regulation billiard tables.



**GENCO'S**

**ACTION-PACKED**

**QUARTERBACK**

ALL-LOCATION  
FOOTBALL GAME



**RIGHT IN SEASON . . .  
FOR EVERY LOCATION**

Featuring the Genco Exclusive—Ball is Actually KICKED THROUGH THE AIR for 5 feet from moving tee. It's really different!

**GENCO'S**  
YOUR BEST BUY—  
ALWAYS!

**GENCO** MFG. & SALES CO. 2621 N. Ashland Avenue  
Chicago 14, Illinois

YOUR NAME  
ADDRESS

CANCER  
% YOUR LOCAL  
POST OFFICE

Give to the  
AMERICAN CANCER SOCIETY

**SPECIAL!** **Double TITLE STRIPS**  
**CRYSTAL CLEAR—PERFECT!**  
 Used on: SEEBURG, ROCK-OLA, AMI, WURLITZER  
**WHILE THEY LAST!** **BUNDLE OF 1000 SHEETS** (20 Titles per Sheet) **\$1.50**  
 REG. \$5.50 VALUE. MIN. ORDER—4 BUNDLES



**ATLAS MUSIC COMPANY**  
 A Quarter Century of Service.  
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

**HOTTEST DEAL!**

MUSIC MACHINES	SHUFFLE GAMES
Wurlitzer 1100 (45 rpm)...\$189.50	United Imperial Bowler.....\$209.50
Wurlitzer 1500..... 344.50	United Clover Bowler..... 84.50
Wurlitzer- 1500-A..... 399.50	United Cascade Bowler..... 84.50
Wurlitzer 1700 Hi-Fi..... 729.50	Chi. Coin 8-Foot Gold Cup... 134.50
	Chi. Coin 10-Frame Double Score Bowler..... 89.50

**T&L DISTRIBUTING CO.**  
 1663 CENTRAL PARKWAY CINCINNATI 14, OHIO PH: MAIN 8751

**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.

October 19—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

October 19-22—National Association of Tobacco Distributors, Western regional meeting, New Frontier Hotel, Las Vegas, Nev.

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 Music 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 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 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.

Los compradores en el extranjero encontrarán estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y vellaneras (music machines) nuevas o reconstruidas listas para operacion.



**Joe Ash says..**

When you compare quality with price, Active is never under-sold!

EXCLUSIVE DISTRIBUTORS FOR WURLITZER and D. GOTTLIEB & CO. in S. Jersey, E. Pennsylvania and Delaware.

**ACTIVE**  
 AMUSEMENT MACHINES CO.  
 666 N. Broad St. FRemont 7-4495 Phila. 30

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

**SAVE MORE MONEY—MAKE MORE MONEY**  
 Subscribe to The Billboard TODAY!

**A FLOWING WELL OF PROFITS!... GOTTLIEB'S WISHING WELL**



**EARN A SHOWER OF COINS FROM THIS FOUNTAIN!**

- 4 Advance Targets When Hit Change Colored Lights.
- Hitting Any Target 4 Times Lights Hole for Special
- Lining Up All Targets On Same Color Lights Hole for Super Special.
- 8 Rollovers Advance Corresponding Target.
- 3 Light Up Rollovers for High Score.
- 2 Light Up Rollovers for Super High Score.

2 Cyclonic Kickers      2 Super Powered Flippers      3 Rotating-Light Pop Bumpers

**Amusement Pinballs**  
 as American as Baseball and Hot Dogs!

**D. Gottlieb & Co.**  
 1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

REMEMBER THE GREAT EXCITEMENT when we introduced "Flash-O-Matic" Scoring.....

...**NOW** ANOTHER FIRST!...

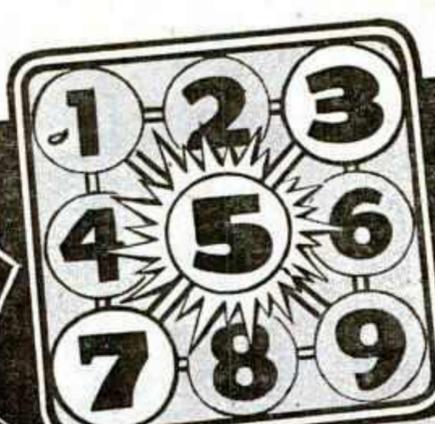
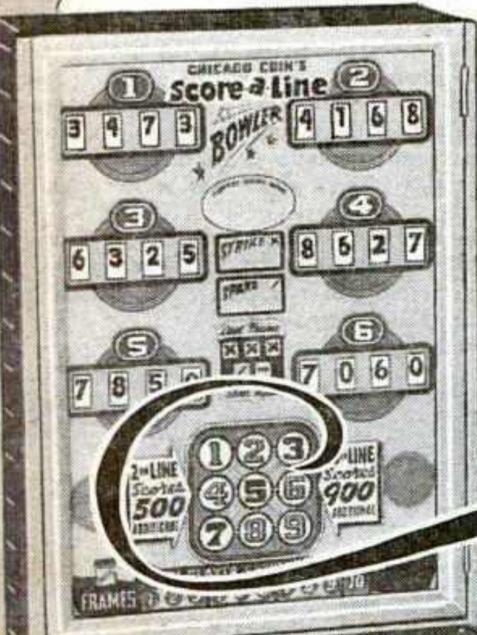
**chicago coin**  
Presents Their Newest Sensation...

# Score-a-Line

## BOWLER

with **NEW**

"Number-Lite"  
SCORING



**ACTION PACKED!**

chicago coin's

## BULL'S EYE

### BOWLER

Exciting action packed features! Player by matching a number only gets additional scoring, on the "Ring-O-Lite" Bull's Eye!

chicago coin's

## BLINKER

### BOWLER

featuring 100% Replay game with "Ring-O-Lite" Bull's Eye!

**PLAYING FEATURES!**

Player by timing his shots to strike pins simultaneously with a lit number on the "Number-Lite" panel lites up a duplicate number on Number Panel

Player by lighting up any 2 numbers in line scores 500 additional points!

Player by lighting up any 3 numbers in line scores 900 additional points!

Player up shoots 3 consecutive frames before next player gets his turn!

All Steel Front Door— National "Slug Rejector" Coin Chute

4 Drum Scoring!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago coin**  
MACHINE COMPANY

Give players  
**extra O O M P H**  
 of husky he-man puck  
 plowing into giant pins

EXTRA OOMPH of important pins and saucer-size puck pays off big in pepped up play and increased earnings. And now the EXTRA OOMPH of giant pins, giant puck is built into 4 great Ballybowlers for every type of spot . . . Official Scoring or Speed-Control Scoring . . . with or without match-score features . . . dime-play or 3-plays-for-a-quarter. Get biggest bowler profits by getting Big 4 Ballybowlers on location now.



COMPARE new giant pin (left) with old-fashioned pin (right). New flying-saucer puck is larger puck on playfield below. Compare size with smaller old-fashioned puck. All 4 Ballybowlers feature flashy light-up scores with high-speed totalizing; beautiful club-styled cabinets, ruggedly constructed for years of money-making operation; popular 7-10 pick-up; genuine Formica playfield; hinged pinhood, doors and playfield with easy-lift elevator; speedy pin re-set; quiet operation; sturdy trouble-proof mechanism.

Official Ballybowlers play 10 frames. Speed-Control models adjustable for 5 or 10 frames. 8 1/2 ft. by 25 in. floor space.

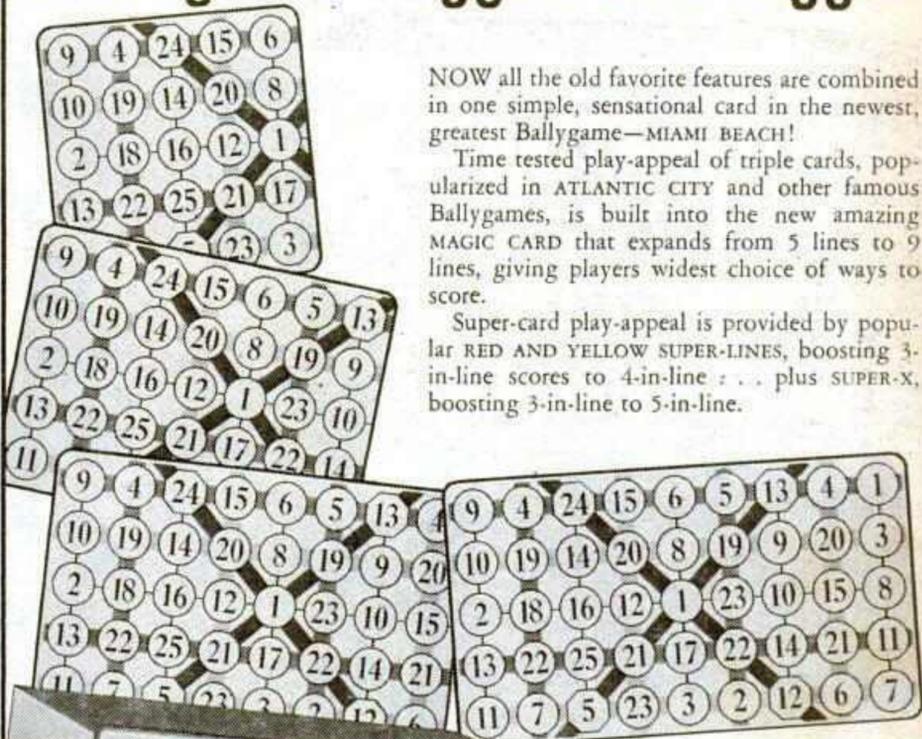
**Bally**  
**JUMBO BOWLER**  
 (SPEED-CONTROL SCORES)

**KING-PIN BOWLER**  
 WITH TRIPLE MATCH FEATURES

**ABC bowler**  
 OFFICIAL BOWLING SCORES

WITH MATCH-SCORE FEATURES  
**Congress bowler**

Pinball public wild about new  
**MAGIC CARD**  
 that grows bigger and bigger



NOW all the old favorite features are combined in one simple, sensational card in the newest, greatest Ballygame—MIAMI BEACH!

Time tested play-appeal of triple cards, popularized in ATLANTIC CITY and other famous Ballygames, is built into the new amazing MAGIC CARD that expands from 5 lines to 9 lines, giving players widest choice of ways to score.

Super-card play-appeal is provided by popular RED AND YELLOW SUPER-LINES, boosting 3-in-line scores to 4-in-line . . . plus SUPER-X, boosting 3-in-line to 5-in-line.

*New*  
**SUPER-X**  
 BOOSTS 3-IN-LINE  
 TO 5-IN-LINE  
 —  
 RED AND YELLOW  
**SUPER-LINES**  
 BOOST 3-IN-LINE  
 TO 4-IN-LINE

SELECT-A-SPOT  
 X-CORNERS  
 SCORE 100 OR 300  
 ADVANCING SCORES  
 EXTRA-BALLS

**Bally**  
**MIAMI BEACH**



# PIXIES




**BIG, NEW  
BUILD-UP  
FEATURE**

**8**

**BALLS  
NEXT  
GAME**

## New, Double-Scoring DIAGONAL FEATURE

First coin lites large card  
Second coin lites diagonals

With Diagonal Panel lit  
Player can obtain Regular Card  
scores PLUS Diagonal scores  
Player can score up to

**12**

3-IN-LINE SCORES  
ALSO  
4-IN-LINE SCORES

3-IN-LINE SCORES 4-IN-LINE  
4-IN-LINE SCORES 5-IN-LINE

Lite-A-Name Feature  
Advancing Scores  
Number Selection Feature  
UMC PENNANT FEATURE  
4-Corners Score 5-in-Line  
Extra Balls

**SEE YOUR  
DISTRIBUTOR**

OTHER UNITED HITS  
NOW AT YOUR DISTRIBUTOR

6 PLAYER  
SHUFFLE ALLEY  
BOWLING GAMES

VENUS  
uffle Targette  
Quiet

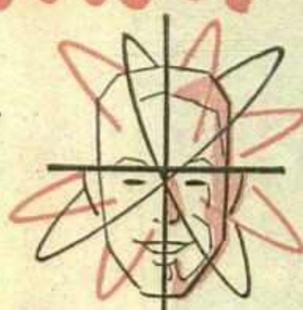
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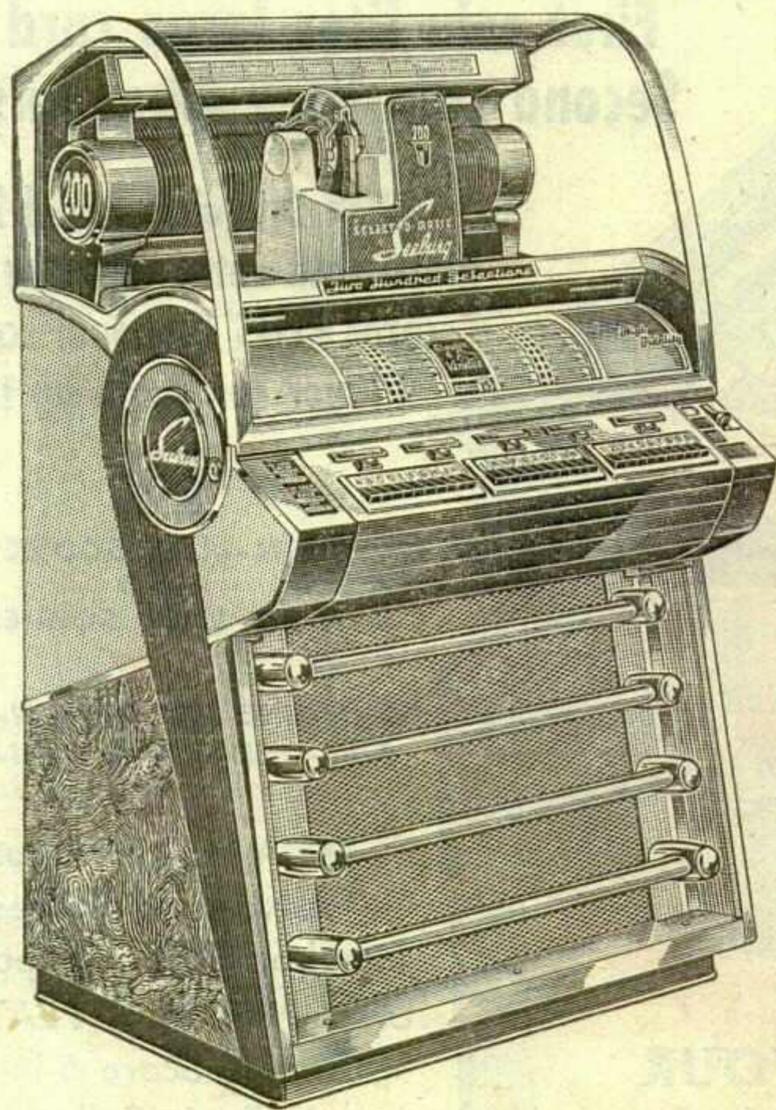
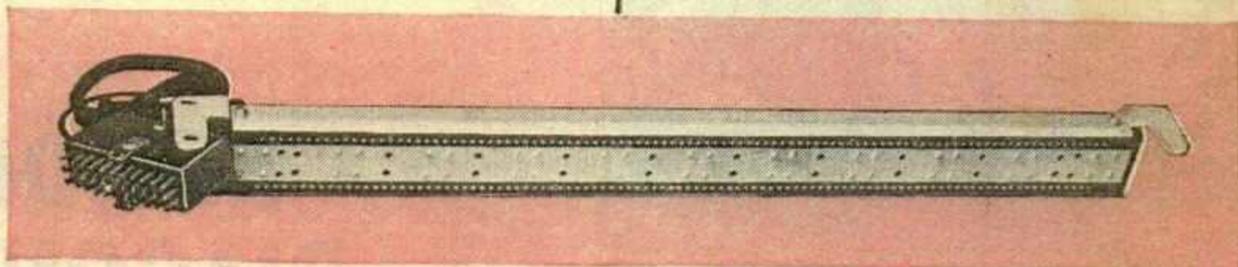
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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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OPERATORS  
ARE  
SUCCESSFUL  
OPERATORS**

**NEW! EXCLUSIVE**

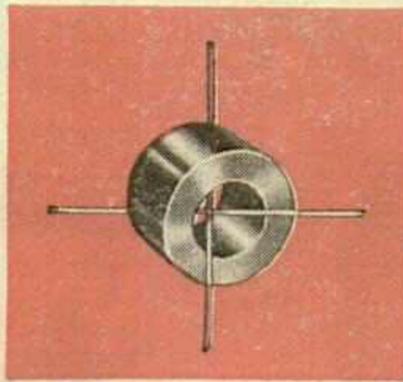
# Tormat Selection System

with **MEMORY**  **UNIT**



**Permanently Sealed!  
Guaranteed 5 Years!**

Another great Seeburg electronic achievement. The new Seeburg Tormat Memory Unit, replaces previously used electro-mechanical assemblies involving hundreds of moving parts. With the Tormat Memory Unit there are *no moving parts!* That's because there is a tiny *Toroid\** that controls the play of each of the 200 selections (or record sides) of the Select-O-Matic "200".



**\*Toroid Enlarged  
Many Times.**

This is the first commercial application of Toroids other than for "memories" utilized in mammoth computing machines.

**SEE YOUR SEEBURG DISTRIBUTOR**

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
J. P. SEEBURG CORPORATION  
Chicago 22, Illinois

*America's finest and most complete music systems*