



# The Billboard

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## Ladies, Gents! Meet The Juke Box Man

All Media Used to Acquaint the Public With Operators' Role in Music World

By JIM WICKMAN

CHICAGO, Oct. 8.—For the first time in the 67-year history of the juke box, music operators on a major scale are beginning to acquaint the public with the key role they play in providing the latest in pop music.

Awakened to the need for sound public relations in explaining the economic reasons behind the move from nickel to dime play on juke boxes, operators are introducing themselves to their customers via radio and television record shows, joint sponsorship with disk jockeys of civic events headlining record artists and editorial-type newspaper advertisements.

Operators pioneering these public relations activities are still moving slowly in a field which is relatively new to them, but their initial success augurs well for widespread growth of a movement which could ultimately find the juke box operator as familiar to the millions he serves as the machine he serves them with.

Promotional tie-ins with radio and television stations are the most popular public relations program with operators because they involve an exchange of services between operators and stations and cost operators nothing. A typical example of this system in action was recently launched in Chicago by the local operator trade organization, the Recorded Music Service Association, and radio station WAAF.

The tie-in is strictly co-operative. Operators promote the radio station by placing decals on their 7,000 juke boxes thruout the city that call attention to WAAF. They also program each month one tune in the No. 1 spot on their machines selected by an operator panel and the station's deejays which is labeled Chicago's "Hunch Tune."

Station WAAF, on the other hand, features a daily disk jockey show, "Juke Box Matinee," from 3:30 to 4 p.m., which promotes the operators and their association, calling attention to the variety of juke box music being offered thruout the city.

Co-operative efforts with sta-

## Top Juke Box News Targets

CHICAGO, Oct. 8.—Teen-agers, housewives and financial and general periodical readers are three large groups on the receiving end of an increasing amount of news about the juke box business.

Thru juke box operator co-operative tie-ins with radio and television stations, housewives and teen-agers hear every day about the juke box business. Thru operator-sponsored teen-age dances, teen-agers become even more aware of the role operators play in providing them with hit music. And, in major publications thruout the U. S., readers learn regularly about some phase of the juke box industry. Barron's, Newsweek and The Wall Street Journal are three which have recently carried stories on juke boxes.

## CLOSED-CIRCUIT GRIDCAST DOES SRO IN HOTELS

NEW YORK, Oct. 8.—The first important attempt by hotels to draw a paying public to its portals to see a closed-circuit sports event was successfully pulled off last night (7) when the Sheraton TV Corporation piped the Notre Dame-Miami football game to a network of 11 major city hotels, eight of them Sheraton outlets.

Box-office reports at press time indicated that at least six hotels, including those in New York, Chicago, Detroit, Philadelphia, Baltimore and Cincinnati, were completely sold out. Other cities where hotels carried the closed-circuit games were St. Louis, Indianapolis, Cleveland, Boston and Washington.

Tickets to the event, which was picked up by large screen TV receivers set up in the hotel ballrooms, were sold at \$4 each. The gross receipts from hotel admissions was close to \$33,000, all of which goes to Notre-Dame, which paid for the production and transmission of the telecast.

The hotels made their money thru sales of food and liquor to the crowds who came to the hotel to see the game on closed-circuit TV.

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## Tin Pan Alley Days Fade on Pop Music Broader Horizons

Dawn of New Sources for Material Offers Challenge to Brill Building

By PAUL ACKERMAN

NEW YORK, Oct. 8.—The horizons of the pop music business are broadening, and the development is not without its pain, turmoil and soul-searching.

Outstanding single illustration of this is the continued impact of rhythm and blues and the consternation and confusion it has caused among so many segments of the popular music business. But analysis of The Billboard best-selling pop charts and the Honor Roll of Hits for the past year indicates the r.&b. invasion is only part of a larger pattern.

New Patterns

This pattern spells out what has been coming into focus for some years, to wit: The Brill Building, headquarters of the Broadway based publisher, is no longer a tight little island, and Tin Pan Alley must integrate itself with a larger musical scene if it is to continue its traditional function of song purveyor to the nation.

The outlook, it has been stated,

is not necessarily foreboding nor gloomy. It is a definitely challenging one. Some pop record men face the issue squarely, and state, as Bob Thiele of Coral did recently, that the search for hits is a broad one, and no pop record man can afford to confine his activity chiefly to a narrow segment of the publishing and writing field.

Many elements are broadening the base of the pop field. Firstly, there has been the increasing use of foreign material. Traditional Broadway publishers have taken this in stride. Easing up of restrictions following the war paved the way for this activity, and it has produced its share of hits.

Broadening Elements

Other broadening elements have been the increased dependence upon pioneer-type material, first kicked off by Davy Crockett and now manifested by such items as "Shifting, Whispering Sands," "Wyatt Earp," "Yellow Rose of Texas," etc. Band tempos, the harking back to ragtime rhythms, honky-tonk piano and banjo sounds are additional elements of the experimentation of the past year. Ditto the big play given the chacha following Perez Prado's hit on Victor.

The case of Prado and the chacha, incidentally, points up one of the chief elements of the pattern, namely: The initiative, in so many cases, has been lost by the Broadway writers and publishers. This, despite the fact that "Sweet and Gentle" made it via the Allen Dale record on Coral.

Interchange

Where the initiative has really been lost, however, is in the matter of rhythm and blues material, and what is happening in this r.&b.-pop interchange is most curious. Originally, Broadway publishers and record companies fought the trend. Yet it overwhelmed them, forcing an attempt to understand it and latch onto it. Now, many popular writers are writing r.&b. material. The most remarkable turn of events, however, is relatively new. It is the attempt of

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## NEWS OF THE WEEK

### NBC's Plan Would Add 4 Million Viewers to Television Audience . . .

NBC's new Program Extension Plan will make it feasible for over 4,000,000 viewers—who do not now see the programs—to catch them. Plan entails co-operation by advertisers, who would order a packaged group of 44 stations. . . . Page 2

### Music Ops Bow ABC Radio Show Featuring Juke Box Disk Hits . . .

A new ABC network weekly radio show sponsored by the national organization of juke box operators gets under way Saturday (15). Regional juke box hits of the week will be aired and top recording artists will make appearances on the show. . . . Page 80

### Europe's Disk Market Booms, Says RCA Vice-President Manie Sacks . . .

A "mass market" for recordings is developing in Europe, according to RCA Vice-President Manie Sacks, who returned this week from a six-week inspection tour of the Continental market. RCA recording production and marketing facilities soon are to be set up thruout Free Europe. Modern American merchandising methods will be introduced. . . . Page 15

### New All-Season Dodger Stadium Could Double as Immense Arena . . .

Brooklyn Dodger plans to build a huge, domed-over, all season stadium would, if culminated, provide a new major show house in the metropolitan New York area capable of handling virtually every kind of show business endeavor—particularly big events like circuses, rodeos, benefit shows. . . . Page 52

### Philly's Woodside Park Sold; New Spot to Open Nearby . . .

Woodside Park, famed 58-year-old Philadelphia funspot, was sold this week for about \$1,000,000. The land will be used for a housing development while the equipment which can be moved is scheduled to be located in a planned multi-million dollar fun center at Levittown, Pa. . . . Page 51

### Major Film Companies Find That TV Audiences Are Hard to Coral . . .


Ratings indicate that the major film companies, now in TV for the first time as producers, are finding it just as tough to get viewers as to draw people to the theatrical box offices. . . . Page 2

### City Slickers Love Those Country Disks; Urban Sales on Upsurge . . .

Sales of country records are booming in urban territories, with New York City distributors reporting increases up to 100 per cent over the past year. In some cases, c.&w. volume adds up to 10 per cent of total single record sales. . . . Page 16

### DEPARTMENTS AND FEATURES

Amusement Games . . . . .	85	Merchandise . . . . .	67
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Honor Roll of Hits . . . . .	28	TV Film . . . . .	6
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Letter List . . . . .	68	Vending Machines . . . . .	76
Magic . . . . .	51		

**NEW!** Starts on Page 8, TV Dept.  • AUDIENCE ANALYSIS OF NETWORK & NON-NET SHOWS • "DAILY NEWS" REVIEWS & RATINGS OF FEATURE FILMS FOR TV Plus many more features in the new TV PROGRAM & TIME-BUYING GUIDE.

## BMI Extends Music Areas

NEW YORK, Oct. 8.—One of the factors generally credited with broadening the pop music field is the influence of Broadcast Music, Inc. From its earliest years the licensing agency encouraged the writing and publishing of material from the hinterlands, notably country and western material.

The bulk of such material now rests with BMI-affiliated firms. Altho the influence of c.&w. in the popular music market has not been as great as it was some years ago, there are strong evidences of another upsurge, notably in metropolitan areas. (See separate story in Music department.)

## TV'S NOT SO EASY

# Majors Find Gravy Train Has Plenty of Uphill Track

NEW YORK, Oct. 8.—All indications are that the motion picture majors who have ventured into TV this year for the first time are finding that getting viewers is, at least, as tough as luring them to the box offices. "The 20th Century-Fox Hour" this week teed off here with an average 19.8 Trendex for the Wednesday 10-11 p.m. time period. The last half of "Warner Brothers Presents" was up to 9.9 on Tuesday (5) from its 6.8. And unquestionably the ratings of "The M-G-M Parade" have been rather disappointing up to the present, tho they are higher than those of the Warner Brothers show.

The most striking example of TV's reaction to Hollywood talent was evidenced this week when Leo McCarey's production of "Meet the Governor" on the "Screen Director's Playhouse" got a 7.0 Trendex rating on NBC-TV. Tho McCarey directed the show for Hal Roach Jr., he is an Academy Award winner, and the critical evaluation was unanimously downbeat. In extenuation of McCarey, he was faced with the Screen Actors' Guild strike several weeks ago which hampered him, and there were other problems to deal with.

### Sponsor Reaction

As a result of the fact that many execs in advertising agencies feel that the majors have, so far, failed to deliver, there have been further rumblings that the current practice of devoting so much time to plugs for their pictures is a foolhardy one. It was pointed out, for example, that 20th Century had more commercial time on the hour it programmed for General Electric than the sponsor did.

While the season is still young and there is plenty of opportunity for the majors to recapture their standing with the advertising fraternity, they are now in the posi-

tion where they will have to show the trade what they can do. Nothing is being taken for granted any more. The success of Disney last season—his 40 ratings—made the road to sponsorship for the large movie studios an easy one to travel. But should they fail to produce for their bankrollers, the welcome mats at the agencies will not be rolled out as easily.

The major film studios, of course, do not need TV as a source of revenue. They do, however, need the free plugs which their pictures get, unless they wish to spend large sums for other advertising. But film makers are learn-

ing the hard way. "My Friend Flicka," which was junked by 20th Century-Fox, cost the company a cool \$68,000. And its production of "Cavalcade" cost more than was expected.

After the initial experiences that the majors have had with TV, they will undoubtedly begin to put more muscle into their TV presentations. This would undoubtedly involve some of the major production brains at these firms taking a more active part in TV production. The alternative is the loss of their greatest opportunity to use TV as a means of selling their product.

## LIFE INCOME QUIZ PRIZE

# ABC Plots Giveaway Shows to Outdo '64G'

NEW YORK, Oct. 8.—ABC-TV is thinking of celebrating what may go down in TV history as the "Year of the Big Quiz" with its own version of a super-duper jackpot stanza.

One of the shows being mulled, it was learned, would see Eddie Cantor in the emcee spot. The jackpot prize of the Cantor stanza would be a regular weekly income for life, doled out by an insurance company, whose fund for the purpose would be set up by the sponsor of the show.

Another show in similar vein would be emceed by Jan Murray. Format of that stanza would have a contestant, who becomes eligible for the jackpot prizes, faced with the choice of either accepting a relatively large sum of money or risking a large hunk of that dough for a chance to pick one of many boxes set up before him. One of the boxes would contain \$100,000 in cash. The other boxes would contain lesser gifts, such as a deed to a house, ownership rights to a Cadillac, etc.

The new ABC project is being drawn up by Bob Weitman, the web's vice-president in charge of talent and programming. To date ABC is the only one of the three networks lacking a quiz show that falls into the big giveaway category. CBS started the big quiz fever with its fabulously successful "\$64,000 Question." NBC followed suit shortly thereafter by coming up with "The Big Surprise," which is slated to hit the air tonight (8). CBS is hopping aboard the bandwagon for its second time around with "Panelopoly" whose contestant panel would be made up of winners from the

"\$64,000 Question." This show, however, slated for co-sponsorship by Revlon and Lorillard Sundays at 10 p.m., would not have big money prizes.

All three of these shows are being packaged by the Lou Cowan office.

## CUBAN PICK-UP

# NBC Crew in First Relay Over Water

NEW YORK, Oct. 8.—An NBC-TV "Wide, Wide World" production crew, led by Norman Frank, made international TV, across water, a reality when it transmitted a specifically designated picture from Havana, Cuba, to Miami Beach, Fla. It was the first such picture to be beamed from a foreign country to the United States.

As a result of the pick-up "WWW" will present a segment from Havana on its shows of November 13 and December 18, which will be beamed across the country to the Pacific Coast.

The pick-up was made with the aid of a plane which relayed it from Havana. A picture was beamed to Havana during the World Series, but it was without audio and was a wild picture. Producer Frank emphasized that the emanation and pick-up were sustained, intentional and controlled.

# PEP Client Plan to Spread NBC Shows Into Hinterland

NEW YORK, Oct. 8.—The grass roots impact of TV again manifested itself as NBC-TV took an important step to prevail upon advertisers to see to it that small town viewers get many of the network's big evening shows. The network put into effect its new Program Extension Plan which has the effect of making it mandatory that its clients order a basic network of 100 stations as of November 1, unless they have contract protection which allows them six months of grace.

But in order to make it as easy on them as possible, 44 of its affiliates in smaller markets have been packaged into a PEP group which can be bought at drastically reduced time discounts which run

as high as 50 per cent for the entire package.

The move was sparked by the web's realization that an audience of 4,000,000 in those markets was not seeing many of its most important big evening shows. Many of these viewers, because of their feeling that they are being neglected by commercial TV, would be prime targets of pay-TV partisans. Many of them also have complained to their congressional representatives that they are not seeing the top network stanzas, complaints which undoubtedly have filtered up to the network.

### Results Unknown

And with the Magnussen hearings scheduled for early next year, NBC evidently felt PEP to be a

## EDITORIAL

# A Brand-New Section

The Billboard's TV department functions on the premise that it can best serve its readers by concentrating on the one aspect of television which makes the medium go 'round—programming. In line with this approach, we have added various features from time to time to supplement our news coverage with a brief, succinct "scoreboard" of programming and time-buying developments.

To expand our service further in this area, the scope of these features has been greatly enlarged and several new features added. Commencing with this issue, all these features are grouped together to constitute a TV Program and Time-Buying Guide, which begins this week on page 8.

The material in this guide has been planned to serve as a primary aid to readers involved with the purchase or sale of TV time or programs. Some of the material is derived from leading TV research organizations; a great deal of it comes from exclusive surveys conducted by The Billboard.

We believe the guide provides a service unprecedented and unparalleled among TV trade publications. It covers the TV scene from network programs thru syndicated films to national spot campaigns. Among its regular weekly features are the following:

- Feature Film Files—reviews of motion pictures entering TV release. We are extremely proud to announce the onset of this new feature, prepared in collaboration with the newspaper which has the largest circulation in the nation, The New York Daily News.

- Over-all audience composition studies—showing which network programs and which syndicated films, regardless of program type, lead all others in ratings and in attracting men, women, teen-agers and children.

- Audience composition studies by program category—similar information for network shows and for syndicated films, with the spotlight on a specific program type each week, such as adventure, drama, spectaculars, quiz, comedy, etc.

- Market-by-market local ratings—top-rated TV programs, whether network or local, live or film. This feature, of course, also may be used as a guide to outstanding spot adjacencies. All local markets covered by the major research services each month are included.

- New TV Spot Campaigns—contracts being set now for upcoming campaigns. Supplies an index by which stations and sponsors can check their own competitive stations, with information broken down by geographical regions.

- Commercials in Production—which advertisers have ordered them and which producers are making them. Another guide to program and spot plans of important advertisers.

- Who's Buying Film Where—the most complete guide to syndicated film sales and sponsor moves, including a breakdown of new sponsors by industry.

These features each week provide a barometer to the competitive situation in the key aspects of the TV industry. They have been developed for use along with The Billboard's full weekly news coverage of programming developments. Our editorial staff will continue to strive for fresh, accurate and colorful but unsensationalized stories, written frankly and constructively. We hope the complete package adds up to even greater value for you, the reader. We will welcome your comments on our new service and on how we can further expand our industry coverage for you.

# NBC Adds Segs For PSP Affils

NEW YORK, Oct. 8.—NBC-TV's Program Service Plan (PSP) this week added six more major shows to the list it is offering to un-ordered affiliates. The programs are "Colgate Variety Hour," the Perry Como show, "Color Spread," the Milton Berle show and the Martha Raye show. They are in addition to the more than nine NBC stanzas currently being offered to the web's stations.

These programs can be used by [\(Continued on page 3\)](#)

# PEOPLE'S CHOICE SIMPLY AIN'T

NEW YORK, Oct. 8.—This week's rating story continues to separate the men from the boys in the new season's programming sweepstakes. Borden's "People's Choice," its new Thursday night presentation on NBC-TV, started off on the wrong foot when it got an 11.7 Trendex versus CBS-TV's 25.1 for "Shower of Stars." And "Dragnet" bowed to the second half hour of the same show when it got a 22.3 against "Shower's" 25.2.

The Tuesday night picture saw Hope begin at 8 on NBC with a 29.4 to CBS's "Navy Log" which received a 9.9 as did the second half of "Warner Brothers Presents" on ABC. The Phil Silvers show on CBS drew a 13.3 to Hope's 32 in the second half hour, and "Wyatt Earp's" 10.5 on ABC.

At 9:30 Tuesday, "The Playwright's Hour" got a 15 on NBC. Red Skelton, its CBS opposition, received a 28.6 and Du Pont's "Cavalcade" a 9.9. Once again "The \$64,000 Question" made its weight felt at 10 p.m. on CBS when it hit a 45.2 to the second half of "Playwright's" 11.8.

largest cities in America. And 34 of the affiliates are in one station markets, 10 in two station markets.

### Prime Booster

Trade observers believe that PEP can only benefit TV as a whole by increasing viewing thru significant programming in mar-

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# Hotels Do SRO On Gridcast's Closed-Circuit

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Ticket sales were promoted by the Notre Dame Alumni Association, which contacted Notre Dame alumni via mail.

According to Bill Rosensohn, who's in charge of Sheraton TV's closed-circuit activities, two more Notre Dame games have been set for closed-circuit showing in hotels. They are Notre Dame vs. Navy on October 29 and Notre Dame vs. Iowa on November 19. The Notre Dame vs. Southern California game on November 26 may be telecast as well.

Rosensohn, formerly president of Box Office Television, arranged closed-circuit telecasts of several Notre Dame games to motion picture theaters last season and the season before. Because the theater telecasts pre-empted regular showings of Hollywood feature films, the break-even point for theaters were relatively high. The theater telecasts never drew large enough crowds to make the operation really successful.

For hotels, however, which can make their money from food and liquor sales and need not compare the theater TV box office "take" to that obtained from a regular feature film showing, closed-circuit telecasts of sports and entertainment events with relatively limited appeal may prove to be highly profitable. If such events could be piped to a large enough number of hotels, they could prove to be highly profitable to the producers, as well.

ADVISORY BOARD SURVEY:

# Must Summer's Days Be Dog Days on TV?



Consisting of one key executive from each of 550 leading advertisers, advertising agencies, TV broadcasters and film companies.

With the new season fully launched, we thought this a good time to sound out the TV Editorial Advisory Board on this past summer's programming. The questionnaires for this survey reached board members around August 26, when the summer's experience was still fresh in their minds.

To start with basic assumptions, we asked the board first off if it believed that televiewing must necessarily drop off during the summer regardless of the programs on the air.

By a ratio of almost three to one, the board maintained that viewing does slacken during the summer.

However, the consensus was that, despite the heat, viewing need not fall off as much as it does. By a vote of 135 to 34, the members voted that the network shows this summer were not up to getting all the audience possible during those months. Nevertheless, a majority of the board felt that programming in the summer of 1955 was an improvement over the previous year's.

The black-and-white spectaculars on NBC-TV were a major factor in boosting the quality of this summer's programming, according to four ad agencies, one sponsor and one station. "The \$64,000 Question" singlehandedly gave a big spark to TV this summer, said three stations and one producer. As one station put it, "\$64,000" almost alone made the difference, put excitement in summer viewing."

**Reruns Recur**

The subject of reruns, which was treated in a separate survey last spring, again popped up in this survey. Asked to comment on whether network programming this summer was better or worse than last year, a total of 29 members complained about an excess of rerun film. These consisted of 15 stations, seven agencies, one sponsor, two distributors and four producers.

Bart McHugh, vice-president of J. Walter Thompson, said, "I don't believe film reruns should be scheduled just between June and September."

The rerun issue was clearly the biggest beef the board had about this summer's programming. But beyond that the whole hiatus idea rankled loud, even among members who indicated that viewing does necessarily diminish during the summer. Harry Huey, of KZTV, Reno, Nev., said "The idea of 52 weeks' pay for 39 weeks' work to performers is vicious! Cut their summer hiatus

to not over three weeks!" Said Bruce Chapman, a New York producer, "This whole concept of out season and in season is wrong. Program for a year—with the top shows—and let the little fellow in on sponsorship of the good shows if the big sponsors want a vacation."

It is daytime viewing that suffers most during the summer, a couple of members pointed out. Three Western stations complained about the effect on their schedules of the switch of daylight saving time. In many areas the network shows come in an hour earlier, when the populace is still out enjoying the sun. After 8 or 9 o'clock, they can hold their audiences at winter levels, it was pointed out by two stations, two agencies and two producers. But at those later hours the peak of the network schedule is already finished.

## HOW THEY VOTED

1. Do you believe that TV viewing necessarily slackens in the summer, regardless of program quality?

	Yes	No	Don't Know
Networks and Stations	37	18	4
Ad Agencies	38	8	6
Network Sponsors	8	2	—
Regional, Local and Spot Advertisers	12	3	—
Distributors	18	7	1
Producers, Labs, Equipment	20	12	—
Total	133	50	11

2. On the whole, do you believe that network programming this summer was good enough to get the best possible audience during the hot days?

	Yes	No	Don't Know
Networks and Stations	14	44	4
Ad Agencies	6	37	3
Network Sponsors	2	7	1
Regional, Local and Spot Advertisers	3	8	2
Distributors	8	16	—
Producers, Lab, Equipment	1	23	8
Total	34	135	18

3. On the whole, do you believe that network programming this summer was better or worse than last summer, 1954?

	Better	Worse	No Difference
Networks and Stations	42	7	10
Ad Agencies	31	7	7
Network Sponsors	6	—	3
Regional, Local and Spot Advertisers	7	4	4
Distributors	10	3	12
Producers, Labs, Equipment	11	11	9
Total	107	32	45

STATIONS SAY . . .

**CHARLES T. LYNCH**, program director, WKZO, Kalamazoo, Mich.: "The practice of back-to-back shows carrying reruns is detrimental to the greatest audience interest. I believe the summer rerun practice was greatly overdone this year."

**LAWRENCE H. ROGERS, II**, vice-president, WSAZ-TV, Huntington, W. Va.: "Some replacements were better than the originals—e.g. Borden's show on Thursday ('Make the Connection')."

**EDWARD BREEN**, president, KQTV, Ft. Dodge, Ia.: "Daylight saving time is the great foe of summer viewing. Wonder when the top brass will wake up to that fact. In the Midwest the good network shows—what's left of them—move up an hour and there is nothing to watch after 8:30 p.m. Until 8:30 you are out and about doing other things."



HART

**DALE HART**, program manager, KRAK-TV, Little Rock: "Believe networks are realizing summer audiences are bigger and buying potential about the same and are beginning to take steps to garner this potential."

**FRANK C. McINTYRE**, vice-president, KLIX-TV, Twin Falls, Idaho: "In an agricultural area such as ours, viewing necessarily

drops off tremendously. Farmers work in their field so long as there's daylight. Dinners are necessarily late—leaving little time for viewing. Also we have to compete with a tremendous amount of outside activity. By next summer we hope to have so formidable a schedule that we'll give outdoor activity stiff competition. This year, as a fledgling, the outdoor activity gave us the competition."

AGENCIES AND ADVERTISERS SAY . . .

**A. R. WATSON**, executive vice-president, SOUTHWESTERN PUBLIC SERVICE COMPANY, Amaril-

lo, Tex.: "Summer viewing's decline, I think, is caused by the fact that networks have conditioned people to a summer hiatus."

**PAUL S. PATTERSON**, advertising manager, FLORIDA CITRUS COMMISSION, Lakeland Fla.: "More viewers are available than the ratings indicate because the fare is too poor to attract them."

**RICHARD HUGHES**, television director, SIMONS-MICHELSON, Detroit: "Spectaculars tended to keep people thinking about TV."

**GENE ELSTON**, TV director, W. D. LYON COMPANY, Cedar Rapids, Ia.: "Perhaps my own feelings are too much involved, but it seems to me more people have complained about reruns and poor programs than ever before."



ELSTON

**ARNOLD BLITZ JR.**, BLITZ ADVERTISING, Portland, Ore.: "Never see much TV in summer. . . . Our spots paid off tho."

PRODUCERS AND DISTRIBUTORS SAY . . .

**HERSCHELL G. LEWIS**, general manager, LEWIS & MARTIN FILMS, Chicago: "The only difference (in summer fare this year) is the trend toward 'names' with sufficiently prepared material."

**GORDON M. DAY**, GORDON M. DAY PRODUCTIONS, New York: "If summer programming of the 1955 caliber becomes a TV network habit, radio will make its comeback."

**A. D. HECHT**, BILL STURM STUDIOS, New York: "Remember, it was pretty hot."

**REUB KAUFMAN**, president, GUILD FILMS, New York: Believes summer viewing necessarily slackens "but not enough to justify the poor shows which the viewing public is expected to swallow according to some program sources."

## ABC Submits Re-Allocation Plan to FCC

NEW YORK, Oct. 8.—A plan for revision of TV channel allocations so as to make it possible for ABC to get into markets it now has difficulty clearing was presented to the Federal Communications Commission this week by ABC.

The network's proposals, which are in line with the FCC's stated policy that "public interest requires the fullest possible availability of programs of all television networks," calls for: (1) substituting UHF channels for ungranted VHF channels in those cities where such a move would result in no more than one VHF station being on the air; (2) in cities where the above de-intermixture proposal wouldn't work, relaxing allocation standards to permit additional VHF channels, and to make this possible the reduction of the transmitting power of existing stations so as to avoid interference from such existing stations; (3) in cities where VHF channels are being held for educational use, making available such channels for commercial outlets and reserving UHF channels for educational interests.

## NBC Adds Segs

Continued from page 2

the stations on a sustaining basis, and the affiliates can sell adjacencies around them to build their revenue. As many as 78 NBC stations, unordered by sponsors, are carrying "Howdy Doody" under PSP. It is expected that several more such stanzas will be offered to stations by advertisers who are not ready to order 100 stations under the network's new basic requirements (see other story this issue).

## NBC Brings in Am. Standard

NEW YORK, Oct. 8.—NBC-TV this week brought an important new advertiser in the home building field into TV when the American Radiator and Standard Sanitary Company ordered an estimated \$1,000,000 worth of daytime and nighttime video from the web.

Beginning January 1, the sponsor will use six participations in "Color Spread," plus a heavy schedule of "Today," "Home" and "Tonight." In order to make room for the new client, Kraft is expected to cut back its order on "Color Spread." Johns-Manville is already on TV, but other clients in the home building field are expected to be more receptive to the medium now that another major firm in the field will be using the medium.

## PEP Client Plan

Continued from page 2

kets sadly in need of such stimulus. Advertisers who do not use line-ups of 100 stations and do not wish to participate in PEP have an alternative. They can make their shows available to the web for its Program Service Plan, which offers them to unordered stations free as sustaining shows. Nine NBC shows are already part of the Service Plan, and six more of the web's programs will be made available shortly.

Included in PEP are 13 UHF affiliates which should certainly benefit from being part of the package. CBS-TV has an Extended Market Plan, already in operation, which works similarly, tho it does contain a reduction in station compensation which PEP does not have. It covers only 22 stations, and many of them were not CS affiliates previously.

## AMERICA'S 10TH TV MARKET

\$5 1/2

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NBC and CBS STEINMAN STATION Clair McCollough, Pres.

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

NEXT WEEK—in the TV Editorial Advisory Board study:

WHICH WERE THE TOP SUMMER REPLACEMENTS?

FCC SPEEDS VHF-UHF ACTION

Complete Reshuffle of TV Channel Allocations Seen

By MILDRED HALL

WASHINGTON, Oct. 8.—Major surgery on the whole allocation system of American video broadcasting now appears inevitable. The VHF-UHF slugfest this week climaxed in a special meeting of the full membership of the Federal Communications Commission, to speed treatment of the de-intermixture phase of the allocation ailments. At the same time Senator Magnuson's (D., Wash.) committee of top industry engineers is expected to meet shortly, after a summer of phoned and written

exchanges of opinion by its members.

While network probes and fee TV questions take a back seat, a full-scale diagnosis of the country's TV allocation ills is under way in industry and government. In addition to FCC staff studies and the Magnuson group findings, these areas also will be considered: report by the recently formed Radio-Electronics-Television Manufacturers' UHF Committee, under General Electric's Dr. Baker; comment by individuals, such as Washington's Mullaney and his "200

V's" blueprint; polls of opinions of network and industry executives, and separate views of the Commission members themselves.

The basic question confronting the TV allocation medics is: "What constitutes a nationwide competitive TV system in the U. S.?" On this question hinge all others: (1) how many additional channels would eventually be needed?; (2) can these be carved entirely out of VHF spectrum?; (3) what is to become of UHF?

Shift to all-U as a basis for a nationwide TV system is generally

conceded to involve too drastic a dislocation. FCC Comr. Lee's "V is a superior service" speech at the Chicago NARTB meeting was an epitaph to an issue already dead. Even FCC Comr. Hyde, only recently on record as preferring use of all-UHF channels is his "8 vs. 12" speech, and Comr. Doerfer who proposed that large cities spearhead a shift to UHF, are not expected to hold out for such drastic measures.

The number of additional channels needed for healthy competition in the VHF band has been put at from 6 to 8 additional to the present 12. Shoe-horning of lower power V stations via reduced mileage and directional antennas is foremost in consideration of the present emergency.

Where would the extra V's come from? Sources mentioned most often are parts of the spectrum now used by the military and industry, and the FM band. All

raise further problems. Dislocation will be involved, with heavy expense in time and money if military and industry services are pushed into higher bands. Hue and cry against any snatch out of FM was echoed by Comr. Lee's: "Leave FM alone!"

Aim Is Flexibility

The keynote of operation allocation would seem to be flexibility. Rigid allocation assignments, set rules and policies have proven incapable of holding the burgeoning broadcast industry. It is now generally felt that market size, financial health and other local aspects should enter into allocation prescriptions.

What of UHF? Neither the FCC commissioners nor the engineers want to wield the knife. All say: "Keep UHF wherever feasible." This seems to point to the maintenance of "islands" of UHF in healthy operation, and de-intermixture proceedings where needed. Comr. Lee recommends "merit" transfer to new V outlets to those U operators who tried but failed.

There is still a chance that Congress may have to be the doctor in this, as is possible in the fee TV question. The FCC's original request to the Senate Commerce Committee for funds for its probe study listed proposed efforts to solve the UHF-VHF problem, and added that any further dislocation of the present allocation system "should be considered as a possible alternative only if Congress itself were to determine that the long-run benefits to the public required adoption of such drastic remedies."



They talk of Pigeons and Glitch

"Pigeons" are not birds to a Bell System technician. They are impulse noises causing spots which seem to fly across the TV picture. And when he talks of "glitch" with a fellow technician, he means a low frequency interference which appears as a narrow horizontal bar moving vertically through the picture.

It is important that our technicians can describe the quality of their signals in terms which mean the same to Bell System technicians in television operating centers along the line.

They continually check their monitors and

oscilloscopes to guard the quality of the signal as it wings across the nation. If one of them notes any defect in the picture, he may want to compare the signal he is receiving with those received by monitors back along the line. It is important that they talk a uniform language with precise definitions. That way they quickly isolate the point of interference and correct it.

This teamwork along Bell System lines is another item which assures the network that the signals represent the best possible service that Bell System ingenuity can provide.



BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY TELEVISION TODAY AND TOMORROW

The Billboard

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

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Vol. 67 No. 42

Advertisement for WHTN-TV Channel 13, featuring 'New Queen' and '316,000 watts of V. H. F. power'. Includes Greater Huntington Theatre Corp. contact info.




**2nd  
Straight Year**



**Billboard  
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presented to  
**LIBERACE**  
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**BEST PERFORMER**  
in a Non-Network Music Film Series  
1954-1955 Season  
**THE TV INDUSTRY'S THIRD  
ANNUAL PROGRAM AND  
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as the  
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in the Non-Network Film Programs  
1954-1955 Season  
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**We'll see you soon in person . . .  
at the premiere of our Warner Bros.' movie,  
"SINCERELY YOURS"**

*(Filmed in WarnerColor, Wide-Screen, Stereophonic Sound)*

- |                     |                     |                    |
|---------------------|---------------------|--------------------|
| Oct. 28—Chicago     | Nov. 9—Cleveland    | Nov. 18—Dallas     |
| Nov. 2—New York     | Nov. 11—Milwaukee   | Nov. 19—Fort Worth |
| Nov. 4—Boston       | Nov. 12—Detroit     | Nov. 21—Houston    |
| Nov. 7—Philadelphia | Nov. 15—St. Louis   | Nov. 23—Hollywood  |
|                     | Nov. 17—New Orleans |                    |

**\*OCTOBER 30—CONCERT**  
War Memorial Auditorium—Syracuse


**\*NOVEMBER 6—ED SULLIVAN  
TV SHOW**



Personal Management  
**GABBE, LUTZ and HELLER**

New York

Hollywood



**GEORGE LIBERACE**  
Musical Director

This One



YGKE-SRW-Q34W

## ONE &amp; ONE TOGETHER

# Unity TV and Hygo Combine Sales Forces and Catalogs

NEW YORK, Oct. 8.—The consolidation trend continued to plow into the feature side of the TV film distribution business this week. Effective Monday (10) Hygo Television Films and Unity Television are joining sales forces. It is not a merger in the legal sense, since each company will maintain its own corporate identity. But their product will be combined in one catalog, and there will be eight salesmen selling for both firms. So, as far as film buyers are concerned, Unity and Hygo are now one.

With this move Unity is abandoning the by-the-hour library policy that was its mainstay under the previous owner. The combined sales force will sell only by the title. It will take hour deals only when stations request them.

The two outfits will issue a joint catalog within the next two weeks. Titled "Hygo in association with Unity presents . . ." it lists every film in the vaults of the two companies. This includes exactly 400

features, as well as Westerns, cartoons and serials.

### Office Space

Hygo is closing down its office here in another couple of weeks and moving its personnel and facilities over to Unity's offices at 1501 Broadway. In Hollywood both firms are moving into one new office. Hygo also has a branch in Detroit, managed by Stan Dudelson, which will henceforth serve Unity also.

Some sort of merger between these two firms has been expected in trade circles since the new management took over Unity on June 1. Joe Seidelman, president of Unity, is the father of Bob Seidelman, vice-president of Hygo. The elder Seidelman has apparently been in the background of the Hygo operation for some time. He had been behind the scenes at Unity long before he took over active management in June. Before that the only clue that outsiders had that there had been a change in the ownership of Unity was that Arche Mayers, previously the president, began to be listed as general manager.

Apparently attempts to expand the joint operation will be made immediately. Hygo has been working for some time at getting new product, both features and Westerns, and expects to have a deal wound up in a couple of weeks. Unity has invested \$75,000 in new prints on its product. It appears likely they will enlarge the joint sales staff also.

According to Jerry Hyams, presi-

dent of Hygo, this consolidation equips the two outfits to meet the tightening situation in the TV film business. The joining of facilities reduces their overhead. The joining of forces increases their sales effectiveness. The joining of their catalogs gives them flexibility in packaging station deals. And the co-ordination of the two managements gives them greater bargaining power for acquiring new feature product.

The merger bug, dormant in the feature side of TV film for some time, broke out last week when it was revealed that Associated Artists Productions was negotiating a deal with National Telefilm Associates by which it would turn its catalog and personnel over to NTA.

On that one, nothing was signed yet this week, but it seemed to be very close.

## 34 Cities Buy 'Monte Cristo'

NEW YORK, Oct. 8.—Television Programs of America has sold "The Count of Monte Cristo" in 34 markets, contracts worth \$700,000, according to Mickey Sillerman, executive vice-president. The series has been on sale seven weeks.

Bristol-Myers is sponsoring the show on KTTV, Los Angeles. Montgomery Ward has bought it in Denver. Fuller Paint and Petri Wine will co-sponsor it on WPIX, San Francisco.

"Monte" was also sold to national advertisers for New York and Boston, Sillerman said, but he wouldn't identify the clients. Other major markets in which it is sold are Dallas, Pittsburgh, Providence, Atlanta, Minneapolis and Miami.

## SG Piloting 'Circus Boy'

NEW YORK, Oct. 8.—Arming itself for the soon-to-come battle to sell network sponsors replacements for shows that are slated to become casualties, Screen Gems this week put into production the first of three pilot episodes of "Circus Boy," its newest property.

The stanza is being produced in Hollywood by Bert Leonard, who last season brought "Rin Tin Tin" into the Screen Gems kennel. The "Circus Boy" series revolves around the adventures of a boy in a "Big Top" setting.

## New 'Oakleys' For Carnation

NEW YORK, Oct. 8. — Carnation Milk, which previously pacted with CBS-TV Film Sales to sponsor its "Annie Oakley" stanza on an alternate-week basis in 65 markets, this week picked up the show for 35 additional markets on the same basis.

Another milk sponsor, Dean's Milk, bought CBS Film's "Long John Silver" show for airing in Chicago and three smaller markets — Madison, Wis.; South Bend, Ind., and Rockford, Ill.

In addition to Carnation, "Annie Oakley" has another important national sponsor in the form of Continental Baking, who some time ago bought the series for alternate-week bankrolling in approximately 140 markets.

# TV Film Directors' Coast Meet Backs Distributors' Org

HOLLYWOOD, Oct. 8. — The first Western conference of the still developing National Association of TV Film Directors, held here this week, found itself backing up the distributors' organization, which has been in the developmental stage in New York all summer.

One of the major points under discussion was the enforcement of the decency code of the National Association of Radio-TV Broadcasters on all film, features as well as half-hour series. In committee it was decided that while the station film directors must act as policemen, the primary responsibility has to be the distributors'.

Harold Sec, one of the prime movers in the distributors' effort to form an association, was the keynote speaker here, and he did not neglect his hobby horse. He maintained that it will be impossible to make any standards in film programming or selling effective until the distributors form a responsible association. He indicated he

thought the idea had been getting only lukewarm support.

His words did not fall on disinterested ears since the meeting was attended by officials of 11 major distributors. They got back at him in one of the panel sessions. Spearheaded by Wynn Nathan, vice-president of MCA-TV, the film men charged that the NARTB was treating them like unwanted stepchildren. See, manager of KRON-TV, San Francisco is chairman of the NARTB film committee.

### NARTB Issue

At the NARTB convention in May some of the film distributors were said to have done a quiet burn, feeling they had been maltreated by the Association. But this was the first time they brought their ire out in the open.

See managed to ram his favorite point home when he answered that if the film outfits are suffering any neglect from the NARTB it was

## EDITORIAL

## Value of The Billboard

As a reader of The Billboard (and quite possibly an advertiser), you probably give little thought to what is behind the \$10 you pay for a year's subscription, or the 25 cents you pay for the magazine at your favorite newsstand. However, the significance of your action goes well beyond the fact that you are simply spending hard cash for a weekly magazine.

First, it means that The Billboard must be giving you something you need or want or you would not spend that amount of money. (As publications go, The Billboard subscription and newsstand prices are high.)

The basic yardstick for editors of paid-circulation publications is circulation itself. If the number of buyers (readers) increases month to month and year to year, the editors know they are on the right track. Should the number of readers decline over a period of time, they must realize something is wrong, and corrective measures are necessary to change the trend. Otherwise, the advertiser, who does business thru paid space in the magazine, will be affected. . . . It is as simple as that. The price you pay for your weekly Billboard is your guarantee that you will get your money's worth.

Second, the price you pay is your guarantee that you will read the best possible information in The Billboard, the protection against slanted stories or distorted buying guides favoring this or that advertiser. Unlike most publications, The Billboard's annual circulation revenue is vital to its existence—amounting to approximately 20 per cent of its gross revenue. No single advertiser, nor group of advertisers, represents anywhere near the dollars received from The Billboard readers—its circulation.

### Audit Bureau Month

This month is ABC month. ABC stands for the Audit Bureau of Circulation, a large, worthy organization founded years ago and conducted by advertisers and advertising agencies to audit the circulation records of publications. It is financed by the annual dues paid by the publications.

Requirements for membership are paid circulation and the desire of the magazine to have its readership checked twice a year by an outside, unbiased organization and then made public. ABC, financed by the publications and operated by the advertisers, does the job.

There are some 2,000 publications in the trade paper field. The vast majority is either distributed entirely free or part free and part paid for. Only 400 are members of ABC—the top papers of the nation. The Billboard is proud to be one of them.

And so during the month when the Audit Bureau of Circulation and its member-publications highlight their practices to readers and advertisers, The Billboard salutes Paid Circulation and the organization that administers it. Audited paid readership is testimony to responsible publishing and in your best interests, whether you are a reader, an advertiser or both.

# Vitapix May Turn To Combine Buying

NEW YORK, Oct. 8.—Since the dissolution of its exclusive deal with Guild Films six weeks ago, the Vitapix Corporation seems to be reorganizing as primarily, if not strictly, a combine buying operation. Its buying activities will be extended outside the realm of TV film programs to include equipment, if a proposal now before the 57 member-stations is approved. In addition to buying film for its stations, Vitapix may serve as a time clearing operation for nationally spot-booked film shows, as it was set up to do under its arrangement with Guild.

Vitapix directors are due to meet here with Guild brass next week. At that time they are expected to dissolve Vitapix-Guild Programs,

Inc., an intermediary corporation that was set up when the two outfits made their working agreement a year ago.

Ed Hall, exec vice-president of Vitapix, said this week he has been negotiating for shows with a couple of the top film distributors and expected to be able to announce a deal soon.

### No Film Buys

The idea of combine film buying seems to have been one of the chief objectives of Vitapix since its inception three years ago. But to date it has not bought a reel of film for any of its stations, as far as is known.

For its first two years it was pre-occupied with its own distribution operation. The only benefit that held for its member-stations then was that they got first refusal on shows Vitapix handled and then got a cut of the profits from the distribution.

Today Vitapix is completely out of the distribution business. It turned its 27 Westerns over to Cima-Vue. The "Vitapix Feature Theater," went back to the producer, Princess Pictures, at the time of the Guild deal, and then was turned over to Flamingo Films for distribution in the beginning of this year.

## George Blake Dies at 38

NEW YORK, Oct. 8.—George Blake, president of George Blake Enterprises, Inc., which produces TV film commercials, died suddenly yesterday in Yonkers, N. Y., of a heart ailment. He was 38. He founded the firm in 1951.

Blake also had produced and directed for Universal Pictures and Columbia Pictures. A lyric writer, he was a member of the American Society of Composers, Authors and Publishers.

His firm will be reorganized and continue in operation under different management. Blake is survived by his widow, three children and two sisters.

## Buyers Solid On Reduced AAP Package

NEW YORK, Oct. 8.—Following the dumping of the 45 Paramount and Universal pictures from its "MovieLand" package, Associated Artists Productions has received an okay from all 26 stations that had contracted for the package to go ahead with the remaining 11 pictures on a pro-rated basis. The 35 Paramount and 10 Universal pictures were dropped by AAP when the American Federation of Musicians refused to grant the TV rights to the music tracks of the film.

Meanwhile, with negotiations continuing with National Telefilm Association for a deal by which it would turn its distribution over to NTA, AAP has been outselling the 11 remaining pictures, tho it's not quite sure whether it wants to continue calling them the "MovieLand" package.

Contracts it wrote on these 11, plus its older product, in the past week totals in the neighborhood of \$100,000, according to Ken Hyman, executive vice-president.

The 11 first-run pictures are "The Star" with Bette Davis, 1953; "The Steel Trap" with Joseph Cotten and Teresa Wright, 1952; "Lost Boundaries" with Mel Ferrer, 1949; "Donovan's Brain" with Lew Ayres, 1954; "Open Secret" with John Ireland, 1948; "Man From Planet X" with Robert Clark, 1951; "Close Up," 1948; "Egypt by Three," 1953; "Triple Cross," 1951; "White Ice," 1953; "Tangier Incident," 1954.

## Screen Gems Wraps Up Big Canada Sale

NEW YORK, Oct. 8. — Screen Gems, which already has some six of its shows sold in Canada, this week wrapped up another big Canadian sale—this one to Noxzema and General Mills for airing of its new "Celebrity Playhouse" stanza over the entire Canadian Broadcasting Corporation network.

The TV film firm, meanwhile, continued its syndication sales drive on the stanza, closing this week a deal with Procter & Gamble for sponsorship of the show in Los Angeles and two smaller California markets. Falstaff, which initially pacted to sponsor the show in about 40 markets, has now added nine more markets to its line-up.

# MAJOR MULTI-MARKET AND REGIONAL CLIENTS

Following is a list of the major regional and multi-market sponsors of TV film series now on the air. The sponsors are arranged by product type. The list gives the name of the program each sponsors, the number of markets and the region of the country in which it books the show. It does not include any situations in which a sponsor is in less than three markets or in which its sponsorship extends nationwide.

The article in last week's (October 8) issue of The Billboard analyzing the format trends among the various major sponsor categories was based on this compilation, which was composed from information given by TV film distributors.

Sponsor	Program	No. of Mkts. Region
<b>BEER</b>		
Pearl Brewing	Passport to Danger	10-Texas
Regal Beer	Passport to Danger	2-South
Heileman Brewing	Badge 714	3
Stroh Brewing	Racket Squad	13-Midwest
	Douglas Fairbanks	8-Midwest
	Waterfront	4-Midwest
	Celebrity Playhouse	3-Midwest
Liebman Brewing	Douglas Fairbanks	12-East and West Coast
Bavarian Brewers	Five NBC Film shows for 14½ hrs.	4-Ohio
Falstaff Brewing	City Detective	55-Midwest
	Celebrity Playhouse	40-Midwest
	Guy Lombardo	5-East
Iron City Brewing	Great Gildersleeve	36-Northwest
Lucky Lager Beer	Badge 714	6
Storz Beer	Badge 714	4
Burger Brewing	Badge 714	5
Hamm's Beer	Badge 714	4
Ranier Beer	Badge 714	5
O'Keefe Beer	Ellery Queen	3-Northeast
National Brewing	Mr. District Attorney	12-East
	1 Led Three Lives	
Olympia Brewing	Science Fiction Theater	24-West
Ballantine Beer	Highway Patrol	28-East
	Eddie Cantor	
Pfeiffer Brewing	Highway Patrol	13-Midwest
Weidemann Brewing	Highway Patrol	6-Midwest
Blatz Beer	Celebrity Playhouse	6-Midwest
<b>WINE</b>		
King's Wine	The Whistler	4-East
<b>SOFT DRINK</b>		
Delaware Punch	Tim McCoy	16-South
Cott Beverages	Badge 714	4-East
<b>DAIRY</b>		
Dean Milk	Long John Silver	4-Midwest
Borden's	Life of Riley	4
Brown Velvet Dairy	NOPD	6-South
Golden State Dairies	Grand Ole Opry	8-West Coast
<b>BAKERY</b>		
Mother's Cake and Cookies	Sheena, Queen of the Jungle	7-West Coast
Quality Bakers	Steve Donovan	5-Midwest
American Bakeries	Judge Roy Bean	40-Midwest
Langendorf Bakers	Steve Donovan	13-West Coast
Nissen Bakery	Captain Gallant	3-Northeast
Maple Leaf Milling	Star Showcase	15-Canada
Interstate Bakeries	Cisco Kid	36-West
<b>BISCUIT</b>		
Sunshine Biscuits	Highway Patrol	5-South
Hekman Biscuit	Great Gildersleeve	10-Michigan
Bowman Biscuit	Dr. Hudson Secret Journal	17-Midwest
Muller Biscuit	Liberace	3-Michigan
<b>FOOD</b>		
Oscar Mayer	Douglas Fairbanks	4-Midwest
Kroger Company	Douglas Fairbanks	5-Midwest
	Racket Squad	5-South
	Great Gildersleeve	5-Midwest
	Highway Patrol	8
	Steve Donovan	3-West
	Grand Ole Opry	4-Midwest
Rice Sausage	Grand Ole Opry	3-South
Dannen Mills	Grand Ole Opry	3-South
Martha White Flour	Grand Ole Opry	3-South
Armstrong Packing	Grand Ole Opry	3-South
Pillsbury Flour	Grand Ole Opry	40-South
Breast-o-Chicken Tuna	Liberace	3
Evergreen Feed	Badge 714	4
Safeway Stores	Life of Riley	4
Staley Mills	Mayor of the Town	8-West
Loblaw Grocerteria	Guy Lombardo	12-Canada
Ronzoni Macaroni	Waterfront	3-East
	Great Gildersleeve	2-East
Colonial Food Stores	Great Gildersleeve	11-South
Copeland Sausage	Count of Monte Cristo	4-South
Dufy-Mott	Amos 'n' Andy	17-East
Lay Potato Chips	Long John Silver	22-South
Laura Scudder	Annie Oakley	7-West Coast
A&P Stores	Guy Lombardo	7-East
<b>CANDY</b>		
Good and Plenty	Ramar of the Jungle	12-East
Brock Candy	Steve Donovan	7-South
Williamson Candy (O Henry)	Steve Donovan	3-Midwest
<b>DRUG</b>		
Tenilhist	Confidential File	5-Southwest
<b>TOILETRY</b>		
White King Soap	Badge 714	7
<b>JEWELRY</b>		
Kruger Jewelry	Count of Monte Cristo	5-Southwest
<b>AUTO</b>		
Ford Dealers—Indianapolis	Guy Lombardo	6-Midwest
Ford Dealers	Badge 714	4

# ABC's 'Mickey Mouse Club' Grabs Solid Debut Ratings

NEW YORK, Oct. 8. — ABC-TV's "Mickey Mouse Club," which teed off the web's entry into daytime TV programming this season, scored a resounding victory over its competition and gradually increased its audience as its first week progressed.

Despite some harsh words of criticism tossed at it by the New York critics, three of the first four days' shows scored a higher rating and boasted a larger share of audience than its two major rival competitors combined, according to the 15-city Trendex scorecard.

The Monday Trendex rating for the ABC hour was 9.2 while its share of audience was 44.9 per cent. In comparison, the combined ratings of ABC's two major competitors in the 15 Trendex cities was 8.8 and the combined share of audience was 42.9 per cent.

The ABC stanza is seen 5-6 p.m. in all time zones. Its competition

in some cities is NBC-TV's "Howdy Doody" and "Pinky Lee" stanzas, which are telecast 5-6 p.m., EDT. Its competition from the CBS outlets and from those NBC outlets which receive the network feed earlier than 5-6 p.m. local time consists of local programming.

### Trendex Report:

Tuesday's Trendex report gave ABC executives a bad scare. The "Mickey" rating dropped to 8.4 and its share to 39.6 per cent. The CBS outlets scored 6.2 rating and 29.2 share while the NBC stations pulled a 4.3 rating and 20.3 share.

On Wednesday, however, "Mickey" soared to new highs, pulling in a 12.3 rating with a 48.8 share, in comparison to a combined rating of 9.0 for the NBC and CBS outlets.

The show's ratings on Thursday again rose, this time to 13.8 with a 52.9 share of audience, again out-scoring the combined ratings and

share of audience of the NBC and CBS outlets.

### Sets in Use

Significantly, the sets in use figures for the 5-6 p.m. time period, according to the 15-city Trendex report, rose steadily thru the week, indicating that more and more families were tuning in their receivers. The sets in use figure on Monday was 20.5 per cent; on Tuesday, 21.2 per cent; Wednesday, 25.2 per cent; Thursday, 26.1 per cent.

Tho they're pretty satisfied with the stanza's pulling power its first week out, ABC execs predict that it will do better as more viewers become acquainted with the show as more cities go back to standard time from daylight time, which will result in darkness falling earlier and the kids coming in off the streets sooner than they do now.

# TV Distributors Mulling Audience-Pull Ads

NEW YORK, Oct. 8.—A couple of TV film distributors are considering putting up money to buy audience-promotion ads in the TV Guide magazines. They would do this on a co-op basis with the sponsors and local stations that carry their shows. TV Guide has been pitching a plan to distributors here which would involve considerable merchandising support on newsstands, in supermarkets and at other points.

Should the plan materialize, it would be the first time that distributors will have put up money for audience-promotion space on any formal basis. With all the promotion and merchandising assistance that distributors traditionally give their clients, it has always been up to the sponsor and station to buy their own space—except in a very few situations in which a distributor may have thrown in a contribution toward a kick-off ad in order to snare a deal. The usual procedure is for dis-

tributors to offer the merchandising aids at cost or on a self-liquidating basis.

The TV Guide plan still seems to be in the nebulous stage. Apparently it entails a 50-50 split of the cost between the distributor and the client. Where the distributor has several shows in a market, it would get a frequency discount while spreading the benefits among different clients. It also appeared possible that the distributors could get a volume discount by going into more than one edition.

On this basis it seemed likely that the cost to the distributor of co-opping an ad for a single episode in a single large market would be so little that it could be absorbed in the present price of the show.

There are 38 different local editions of TV Guide distributed in over 100 TV markets. All editions combined, it has one of the largest newsstand circulations in the magazine business.

TRANSPORTATION		
Union Pacific	Homer Bell	4
OIL		
Signal Oil	The Whistler	10-West
Standard Oil—Texas	Celebrity Playhouse	7-South
Lion Oil	Highway Patrol	9-South
Phillips Petroleum	1 Led Three Lives	47-Midwest
Standard Oil—California	Waterfront	4-West
Skelly Oil	Waterfront	6-Midwest
Richfield Oil	Mayor of the Town	20-West
Ohio Oil	Man Behind the Badge	13-Midwest
American Liberty Oil	Confidential File	3-Southwest
Shamrock Oil	Bill Corum	15-Southwest
Pan-Am Oil	Do You Know Why?	22-South
MISCELLANEOUS		
Texas State Optical	Racket Squad	7-Texas

# Moore, Crosby Shows All Sold

NEW YORK, Oct. 8.—CBS-TV pulled its two most popular daytime programs—the Garry Moore and Bob Crosby shows—off the selling block following the sale this week of the remaining open time segments on each of these shows.

The Crosby and Moore sales clear the decks for a concentrated effort by the web's sales force to plug CBS' troublesome daytime programming holes with more sponsors. Most of the bankrollers who have moved into the web in recent weeks have picked up hunks of either Moore or Crosby, leaving such stanzas as the "Morning Show," the Robert Q. Lewis show and the Jack Paar show languishing.

The last open quarter-hour segment of the Moore show was sold this week to Ralston-Purina and Masland Carpets, the latter returning to the show after a short hiatus. The Crosby show's remaining two segments were sold to Scott Paper and Ralston-Purina.

# Pabst Shifts to Burnett in Chi

NEW YORK, Oct. 8. — Pabst Beer has dropped its long-time advertising agency, Warwick & Legler, and has shifted its account to Leo Burnett in Chicago, it was learned this week.

Pabst's advertising expenditures in 1954 were \$3,383,807, of which \$2,551,298 went into network television for the Wednesday night fights on CBS-TV.

Warwick & Legler, meanwhile, picked up the Schick account from Kenyon & Eckhardt this week, which softens the loss to its coffers of the Pabst business.

# CISCO KID 23.3\*



San Francisco, ARB\*, Jan., 1955

Canny buy in 'Frisco, This "Cisco"! \*ARB, in January 1955 (a period of intense TV activity) rates Ziv's Cisco Kid at 23.3... practically double the next highest rating at the same hour (Ponds Theatre, 12.4)... out-scoring many other national favorites including Danny Thomas, Godfrey & Friends, Robt. Montgomery, etc.



To get bigger TV audiences, get in touch with . . .

CHICAGO CHICAGO NEW YORK HOLLYWOOD

NETWORK & LOCAL PROGRAMS - NATIONAL SPOT CAMPAIGNS - LOCAL PROGRAM SALES - 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 Adventure Programs

FOR SEPTEMBER			AMONG MEN		
Rank	Show & Web	Rating	Rank	Show & Web	Men Per Set
1.	Gunsmoke, CBS	27.2	1.	Gunsmoke, CBS	.97
2.	Big Town, NBC	20.1	2.	Wyatt Earp, ABC	.94
3.	Lassie, CBS	19.9	3.	Big Town, NBC	.85
4.	Roy Rogers, NBC	16.7	4.	Captain Gallant, NBC	.69
5.	Wyatt Earp, ABC	16.2	4.	Lassie, CBS	.69
6.	Rin Tin Tin, ABC	13.1	6.	Lone Ranger, ABC	.66
7.	Gene Autry, CBS	12.5	7.	Roy Rogers, NBC	.59
8.	Lone Ranger, ABC	11.9	8.	Gene Autry, CBS	.53
9.	Captain Gallant, NBC	8.2	9.	Rin Tin Tin, ABC	.49

AMONG WOMEN			AMONG CHILDREN		
Rank	Show & Web	Women Per Set	Rank	Show & Web	Kids Per Set
1.	Gunsmoke, CBS	1.08	1.	Rin Tin Tin, ABC	1.67
2.	Big Town, NBC	1.01	2.	Roy Rogers, NBC	1.66
3.	Wyatt Earp, ABC	.96	3.	Lassie, CBS	1.49
4.	Lassie, CBS	.95	4.	Gene Autry, CBS	1.31
5.	Roy Rogers, NBC	.74	5.	Captain Gallant, NBC	1.20
6.	Rin Tin Tin, ABC	.73	6.	Lone Ranger, ABC	1.19
7.	Captain Gallant, NBC	.70	7.	Gunsmoke, CBS	.76
8.	Lone Ranger, ABC	.67	8.	Wyatt Earp, ABC	.72
9.	Gene Autry, CBS	.58	9.	Big Town, NBC	.26

### LATEST NETWORK RATINGS

#### Nielsen Top 10 TV Web Shows

(2 Weeks Ending Aug. 27)

\*Indicates Film

Rank	Program & Web	Homes %
1.	\$64,000 Question, CBS	48.0
2.	Toast of the Town, CBS	39.4
3.	Lux Theater, NBC	31.7
4.	*Those Whiting Girls, CBS	31.4
5.	Climax, CBS	30.4
6.	I've Got a Secret, CBS	29.6
7.	United States Steel Hour, CBS	29.2
8.	Robert Montgomery, NBC	28.2
9.	*Disneyland, ABC	27.7
10.	Max Liebman Presents, NBC	27.3

#### Nielsen Top 10 Homes Per Show

(2 Weeks Ending Aug. 27)

\*Indicates Film

Rank	Program & Web	Homes (000)
1.	\$64,000 Question, CBS	15,830
2.	Toast of the Town, CBS	13,037
3.	*Those Whiting Girls, CBS	10,585
4.	Lux Theater, NBC	10,188
5.	I've Got a Secret, CBS	9,762
6.	Climax, CBS	9,658
7.	*Disneyland, ABC	9,213
8.	United States Steel Hour, CBS	9,148
9.	Robert Montgomery, NBC	9,106
10.	*Dragnet, NBC	9,088

#### • ARB Top 25 Network Shows

##### September Ratings of Leading Web Programs

This breakdown of network program ratings shows the 25 leaders for the past rating month, listed in rank order. This chart runs once monthly, and appears in the issue of The Billboard dated the third Saturday of each month. For additional information on audience size and coverage, please consult ARB, National Press Building, Washington, D. C.

\* Indicates Film

Rank	Show & Distributor	Sept. Rating
1.	\$64,000 Question, CBS	66.4
2.	Toast of the Town, CBS	46.9
3.	Robert Montgomery Presents, NBC	38.4
4.	*The Medic, NBC	36.4
5.	*Disneyland, ABC	36.2
6.	*The Best of Groucho, NBC	34.6
6.	I've Got a Secret, CBS	34.6
8.	Climax, CBS	34.4
9.	Perry Como, NBC	33.9
9.	Your Hit Parade, NBC	33.9
11.	Godfrey's Talent Scouts, CBS	32.9
12.	*Loretta Young, NBC	32.8
13.	What's My Line?, CBS	32.1
14.	*G. E. Theater, CBS	32.0
15.	*Four Star Playhouse, CBS	31.7
16.	Two for the Money, CBS	31.2
17.	*Stage 7, CBS	28.4
18.	*Dragnet, NBC	27.9
19.	Lux Video Theater, NBC	27.4
20.	*Gunsmoke, CBS	27.2
21.	*Fireside Theater, CBS	27.0
22.	Arthur Murray Party, NBC	26.9
23.	Godfrey & His Friends, CBS	26.7
24.	*Private Secretary, CBS	26.0
25.	*Life of Riley, NBC	25.9

## The Billboard Scoreboard

## NATIONAL NON-NET PROGRAMS

### The Pulse Audience Composition Studies

#### • Top Adventure Programs

FOR AUGUST			AMONG MEN			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Aug. Rtg.	Rank	Show & Distrib.	Men Per 100 Homes	Rank	Show & Distrib.	Women Per 100 Homes
1.	Passport to Danger (ABC)	13.4	1.	Foreign Intrigue (Official)	.89	1.	Foreign Intrigue (Official)	.89
2.	I Led 3 Lives (Ziv)	13.3	2.	Waterfront (MCA-TV)	.83	2.	Dangerous Assignment (NBC)	.87
3.	Waterfront (MCA-TV)	11.2	3.	Dangerous Assignment (NBC)	.81	3.	I Led 3 Lives (Ziv)	.85
4.	Superman (Flamingo)	10.4	3.	The Falcon (NBC)	.81	4.	The Falcon (NBC)	.80
5.	Foreign Intrigue (Official)	9.4	5.	I Led 3 Lives (Ziv)	.80	5.	Waterfront (MCA-TV)	.78
6.	Soldiers of Fortune (MCA-TV)	8.1	6.	Passport to Danger (ABC)	.76	6.	Secret File, U.S.A. (Official)	.72
7.	Ramar of the Jungle (TPA)	7.3	7.	Secret File, U.S.A. (Official)	.71	7.	Passport to Danger (ABC)	.71
8.	The Falcon (NBC)	7.1	8.	Joe Palooka (Guild)	.61	8.	Joe Palooka (Guild)	.70
9.	Secret File, USA (Official)	6.8	10.	Renfrew of the Royal Mounted (Geo. Bagnall)	.46	9.	Soldiers of Fortune (MCA-TV)	.64
10.	Dangerous Assignment (NBC)	5.2				10.	Renfrew of the Royal Mounted (Geo. Bagnall)	.49

VIEWERS/100 HOMES			AMONG TEENS			AMONG CHILDREN		
Rank	Show & Distrib.	Viewers Per 100 Homes	Rank	Show & Distrib.	Teens Per 100 Homes	Rank	Show & Distrib.	Kiddies Per 100 Homes
1.	Soldiers of Fortune (MCA-TV)	234	1.	Renfrew of the Royal Mounted (Geo. Bagnall)	.29	1.	Ramar of the Jungle (TPA)	.98
2.	Foreign Intrigue (Official)	220	1.	Foreign Intrigue (Official)	.29	2.	Superman (Flamingo)	.93
3.	I Led 3 Lives (Ziv)	219	1.	Superman (Flamingo)	.29	3.	Soldiers of Fortune (MCA-TV)	.81
4.	Dangerous Assignment (NBC)	205	4.	Soldiers of Fortune (MCA-TV)	.28	4.	Renfrew of the Royal Mounted (Geo. Bagnall)	.63
5.	Joe Palooka (Guild)	198	4.	Joe Palooka (Guild)	.28	5.	Joe Palooka (Guild)	.39
6.	Waterfront (MCA-TV)	196	6.	Secret File, U.S.A. (Official)	.21	6.	I Led 3 Lives (Ziv)	.33
7.	The Falcon (NBC)	194	6.	Passport to Danger (ABC)	.21	7.	Secret File, U.S.A. (Official)	.29
8.	Secret File, U.S.A. (Official)	193	6.	I Led 3 Lives (Ziv)	.21	8.	The Falcon (NBC)	.19
9.	Ramar of the Jungle (TPA)	192	9.	Ramar of the Jungle (TPA)	.20	8.	Dangerous Assignment (NBC)	.19
10.	Renfrew of the Royal Mounted (Geo. Bagnall)	187	10.	Waterfront (MCA-TV)	.19	10.	Waterfront (MCA-TV)	.16

#### • Pulse Top Pix Among Teens

##### How TV Film Shows Rate Among Teen-Agers

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 and coverage, please consult The Pulse, Inc., 15 West 46th Street, N. Y. C.

Rank Order	Title and Distributor of Series	Teens Per 100 Homes	Avg. Aug. Rtg.
1.	Science Fiction Theater (Ziv)	33	9.4
2.	Foreign Intrigue (Official)	29	9.4
2.	Kit Carson (Coca-Cola)	29	6.7
2.	Little Rascals (Interstate)	29	10.1
2.	Renfrew of the Royal Mounted (Geo. Bagnall)	29	3.2
2.	Superman (Flamingo)	29	10.4
2.	Victory at Sea (NBC)	29	7.1
8.	Cisco Kid (Ziv)	28	9.8
8.	Joe Palooka (Guild)	28	3.9
8.	Soldiers of Fortune (MCA-TV)	28	8.1
8.	Times Square Playhouse (Ziv)	28	4.1
12.	Range Rider (CBS)	26	8.3
12.	Life of Riley (NBC)	26	16.1
12.	Meet Corliss Archer (Ziv)	26	8.9
15.	Abbott & Costello (MCA-TV)	24	8.0
15.	Annie Oakley (CBS)	24	9.6
15.	Badge 714 (NBC)	24	15.4
15.	Cowboy G-Men (Flamingo)	24	4.4
15.	Death Valley Days (Pacific Borax)	24	11.3
15.	Gene Autry (CBS)	24	9.1
15.	Inspector Mark Saber (Thompson-Koch)	24	6.3
15.	Liberace (Guild)	24	8.8
15.	Mayor of the Town (MCA-TV)	24	8.8
15.	My Hero (Official)	24	6.4
15.	Wild Bill Hickock (Flamingo)	24	9.5



The Billboard Scoreboard

MARKET-BY-MARKET RATINGS

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

Pulse Ratings for September

This chart supplies ratings for the top 15 once-weekly shows and for the top 10 multi-weekly shows in each local market...

film series aired locally in each market, in rank order according to rating. All films listed are syndicated unless title is preceded by a dagger (†)...

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 46 Street, New York City.

PROVIDENCE 2 STATIONS

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 15 shows for Providence.

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 10 multi-weekly shows for Providence.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists locally originated film series for Providence.

MILWAUKEE 3 STATIONS

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 15 shows for Milwaukee.

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 10 multi-weekly shows for Milwaukee.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists locally originated film series for Milwaukee.

Continuation of Providence ratings, listing shows 16 through 45.

NEW YORK 7 STATIONS

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 15 shows for New York.

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

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists top 10 multi-weekly shows for New York.

LOCALLY ORIGINATED FILM SERIES IN RANK ORDER

Table with 2 columns: Rank Among Films, Title (Distributor), Station, Day-Time Rating. Lists locally originated film series for New York.

(Continued on page 12)

ARB Ratings for September

This chart shows the standings of the 10 top-rated film series shown locally in each market studied by the American Research Bureau. Listings are in rank order, according to rating.

Next to each film series, this chart also lists the opposition program which scored the highest rating, and also shows that rating.

For complete rating information, please consult American Research Bureau, National Press Building, Washington; 551 Fifth Ave., New York; or P. O. Box 6934, Los Angeles.

CHICAGO 4 STATIONS

THE TOP 10 FILM SHOWS

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, Top Opposition & Rating. Lists top 10 film shows for Chicago.

LOS ANGELES 7 STATIONS

THE TOP 10 FILM SHOWS

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, Top Opposition & Rating. Lists top 10 film shows for Los Angeles.

NEW YORK 7 STATIONS

THE TOP 10 FILM SHOWS

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, Top Opposition & Rating. Lists top 10 film shows for New York.

PHILADELPHIA 3 STATIONS

THE TOP 10 FILM SHOWS

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, Station, Day, Time, Top Opposition & Rating. Lists top 10 film shows for Philadelphia.

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.

Sponsor, Product & Agency (Show if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
<b>DRUGS AND DRUGSTORES</b>			
Vick Chemical Co., Vick's Cough Drops, BBD&O (Disneyland)...	1 (30)	FA	Screen Gems
<b>FINANCIAL, INSURANCE AND BANKS</b>			
Gem City Building & Loan, Savings & Loan, Kircher-Helton-Collett... Security First National Bank, Foote, Cone & Belding... Pasadena Savings, Elwood J. Robinson...	1 (20), 3 (10), 2 (20), 1 (60)	LA, FA	Film Associates, Ray Patin, Five Star
<b>CANNED FOODS</b>			
Campbell Soup Co., Campbell Soup, Leo Burnett... Pet Milk Co., Instant Pet, Gardner Adv... Campbell Soup Co., Campbell Soup, Leo Burnett...	35 (120, 90, 30), 4 (60), 8 (NA), 1 (45), 2 (60), 4 (60)	LA	Universal, Universal, Universal, Sarra, Ray Patin
<b>BAKERIES</b>			
American Assn. Bakers, Enriched Bread, Direct... National Biscuit Co., Shredded Wheat, Kenyon & Eckhardt (Rin-Tin-Tin)... Mrs. Baird's, Bread, Tracy Lock Adv... Omar, Inc., Bozell & Jacobs... Gordon Baking Co., Silvercup B'Arcy... Campbell-Taggart, Colonial Bread...	3 (20), 1 (30), 1 (90), 2 (NA), 25 (20), 7 (30, 10), 2 (10)	LA, FA	M. Academy-Chicago, Screen Gems, Kietz & Herndon, Kietz Film, Universal, Sarra
<b>OTHER FOODS AND STORES</b>			
Kellogg, Variety Pack, Leo Burnett... Chesty Foods, Chesty Potato Chips, Branch Adv... Chesty Foods, Chesty Ruffles, Branch Adv... Ronzoni Macaroni Co., Emil Mogul... Titches, Dept. Store, Bloom Adv... Furr's, Super Market, Direct... General Mills, Cereal, Wm. Esty (Baker's Bin's Cartoons)... Kellogg Co., Corn Flakes, Leo Burnett... Kellogg Co., Leo Burnett... Appian Way Pizza Pie Mix, John C. Dowd... Wesson Oil & Snowdrift Sales Co., Wesson Oil, Fitzgerald Adv. (Valiant Lady)... Standard Brands, Royal Gelatin, Ted Bates (Skin of Our Teeth Spectacular)... Red Seal Potato Chips, Curt Freiburger... American Beauty Macaroni, Curt Freiburger (Range Rider)... Kellogg Co., Kellogg's Corn Flakes, Leo Burnett... Loma Linda Food Co., Ruskets Flakes, Elwood J. Robinson...	2 (60), 1 (60), 10 (60), 1 (90), 1 (20), 1 (60), 7 (60), 1 (NA), 1 (NA), 1 (60), 1 (8), 5 (90), 4 (60), 1 (90), 4 (20), 6 (60), 6 (20), 4 (60), 1 (20)	LA, FA, SA, SE	King, Academy-Chicago, Academy-Chicago, Robt. Lawrence, Keitz & Herndon, Keitz & Herndon, Lou Lilly, Lou Lilly, Universal, Universal, Sound Masters, Sarra, ATV, Curt Freiburger, Curt Freiburger, Ray Patin, Five Star

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.

Sponsor—Program	Distributor	Market
<b>AUTOMOTIVE—(Cars, Tires, Accessories)</b>		
Ford Dealers—Badge 714-C...	NBC Film	WWJ, Detroit
Bob's Nash—Dr. Hudson's Secret Journal...	MCA-TV	WSBT, South Bend, Ind.
Ford Dealers—Badge 714-C...	NBC Film	WRC, Washington, D. C.
Modern Motors—Championship Bowling...	Walt Schwimmer	WHIZ, Zanesville, O.
Ables Auto Sales—San Francisco Beat...	CBS Film	WISH, Indianapolis
Goodyear Service Store—Waterfront...	MCA-TV	KFSA, Ft. Smith, Ark.
Murray's Auto Glass Co.—Touchdown...	MCA-TV	WTAP, Parkersburg, W. Va.
<b>BEER AND WINE</b>		
Falstaff Beer—Celebrity Playhouse...	Screen Gems	40 markets, including KVTI, Sioux City, Ia.
Ballantine Brewing—Highway Patrol...	Ziv-TV	WPIX, New York; WRCA, New York
Bavarian Brewing—Victory at Sea; Steve Donovan, Western Marshal; His Honor, Homer Bell...	NBC Film	Cincinnati
Bavarian Brewing—The Falcon; Steve Donovan, Western Marshal; His Honor, Homer Bell...	NBC Film	Columbus, O.
Bavarian Brewing—The Falcon; Victory at Sea; Steve Donovan, Western Marshal; His Honor, Homer Bell...	NBC Film	Dayton, O.
Bavarian Brewing—Great Gildersleeve; The Falcon; Steve Donovan, Western Marshal; His Honor, Homer Bell...	NBC Film	Zanesville, O.
Petri Wine—Police Call...	NTA	WGR, Buffalo, N. Y.
Storz Beer—Highway Patrol...	Ziv-TV	KVTI, Sioux City, Ia.
Hamm's Beer—Highway Patrol...	1 Led 3 Lives	Ziv-TV
Falstaff Beer—Clayton...	MCA-TV	KBYR, Bismarck, N. D.
Lucky Lager Beer—Great Gildersleeve...	NBC Film	KJEO, Fresno, Calif.
Geneseh Brewing—1 Led 3 Lives...	Ziv-TV	WGR, Buffalo
Stroh Brewery—D. Fairbanks Presents...	ABC Film	WNEM, Bay City, Mich.
Molson's Beer & Ale—Mayor of the Town...	MCA-TV	WCNY, Carthage-Watertown, N. Y.
Marlin Brewing—Inner Sanctum...	NBC Film	WFMJ, Daytona Beach, Fla.

(Continued next week)

THIS WEEK'S FILM BUYS

**ABC FILM SYNDICATION**  
**RACKET SQUAD**  
 KOB, Albuquerque, N. M.: Adv. TBA  
**CBS TELEVISION FILM SALES**  
**AMOS 'N' ANDY**  
 WBTW, Charlotte, N. C.: Duffy Mott  
 WRGB, Schenectady, N. Y.: Saratoga Quevic Co.  
 KSLA, Shreveport, La.: American Distributors of Shreveport Refrigeration  
 KRDD, El Paso, Tex.: KANG, Waco, Tex.: Adv. TBA  
**GENE AUTRY**  
 WLWA, Atlanta; KJEO, Fresno, Calif.; KHAS, Hastings, Neb.; WSIX, Nashville; KSWB, Roswell, N. M.; WSBA, York, Pa.: Adv. TBA  
 KBTW, Denver: White Rock Canning Co.  
**BUFFALO BILL, JR.**  
 KKTU, Colorado Springs, Colo.: Sengon Dairy  
 KOSA, Odessa, Tex.: KSWB, Roswell, N. M.: Adv. TBA  
**CASES OF EDDIE DRAKE**  
 WMAR, Baltimore; KHAS, Hastings, Neb.; KNXT, Los Angeles: Adv. TBA  
**FABIAN OF SCOTLAND YARD**  
 WGBI, Scranton, Pa.: Stegmaier Beer  
 WINT, Waterloo, Ind.: Adv. TBA  
**FILES OF JEFFREY JONES**  
 WGTW, Hartford, Conn.: Consumer Sales Co.  
 KHAS, Hastings, Neb.; WMBF, Ala.; KOSA, Odessa, Tex.; WINT, Waterloo, Ind.: Adv. TBA  
**LIFE WITH FATHER**  
 KARK, Little Rock: Stiffits Jewelry  
 KHAS, Hastings, Neb.; KJEO, Odessa, Tex.: Adv. TBA  
**LONG JOHN SILVER**  
 WLOS, Asheville, N. C.; WSJ, Winston-Salem, N. C.; WBTW, Charlotte, N. C.; WDEF, Chattanooga; WIS, Columbia, S. C.; WDAK, Columbus, Ga.; KJEO, Fresno, Calif.; WNCB, Greenville, N. C.; WFBC, Greenville, S. C.; WHP, Harrisburg, Pa.; WEHT, Henderson, Ky.; WLBT, Jackson, Miss.; WNBR, Jacksonville, Fla.; WATE, Knoxville; KATV, Little Rock; WAVE, Louisville; WNCN, Memphis; WTUV, Miami; WSFA, Montgomery, Ala.; WLAC, Nashville; KOSA, Odessa, Tex.; WSUN, St. Petersburg, Fla.; WOTC, Savannah, Ga.; KING, Seattle; KAKE, Wichita, Kan.: Adv. TBA  
 WNAZ, Macon, Ga.: Lay Potato Chips (All.)  
 WCIA, Champaign, Ill.; WBKB, Chicago: Deans Milk  
**CBS NEWS FILM**  
 KTVI, St. Louis: Adv. TBA  
**RANGE RIDER**  
 WOOD, Grand Rapids, Mich.: Michigan Bakeries  
 KHAS, Hastings, Neb.; WSIX, Nashville; WTVT, Tampa: Adv. TBA  
**SAN FRANCISCO BEAT**  
 WTWO, Bangor, Me.: United Trading Stamps  
 WISH, Indianapolis: Ables Auto Sales  
 WHP, Harrisburg, Pa.; KHAS, Hastings, Neb.; KOSA, Odessa, Tex.; KSWB, Roswell, N. M.; WYCN, Springfield, Mass.; KANG, Waco, Tex.; WINT, Waterloo, Ind.: Adv. TBA  
**THE WHISTLER**  
 KOIN, Portland, Ore.: Los Angeles Soap Co.  
 KVOS, Bellingham, Wash.; KTVB, Hutchinson; KHAS, Hastings, Neb.; WINT, Waterloo, Ind.: Adv. TBA  
**GUILD FILMS COMPANY**  
**CONFIDENTIAL FILE**  
 WOAI, San Antonio: H. E. B. Food Stores  
**LIBERACE**  
 KOAT, Albuquerque, N. M.: Benton Van & Storage  
**MCA-TV**  
**GUY LOMBARDO**  
 WTAP, Parkersburg, W. Va.: Marietta Savings & Loan  
 WHIZ, Zanesville, O.: Jones Spudnuts and Johnson Restaurant  
**MAYOR OF THE TOWN**  
 WBSB, South Bend, Ind.: G. E. Dealers  
 KVTU, Sioux City, Ia.: Staley Foods  
**DR. HUDSON'S SECRET JOURNAL**  
 WBSB, South Bend, Ind.: Bobs Nash  
 WREX, Rockford, Ill.: Peter Hand Brewery  
**NBC FILM DIVISION**  
**BADGE 714-A**  
 WCC, Pittsburgh: Adv. TBA  
**THE GREAT GILDERSLEEVE**  
 WHIZ, Zanesville, O.: Bavarian Brewing  
 KTEB, Ada, Okla.: Cardinal Food Stores  
 WBAL, Baltimore: Keebler Biscuit (All.)  
 WKRQ, Mobile, Ala.; KELO, Sioux Falls, S. D.; WBAL, Baltimore: Adv. TBA  
**BADGE 714-B**  
 WWSA, Harrisonburg, Va.: Gunther Beer  
 KFBS, Cape Girardeau, Mo.: Manhattan Coffee  
 KOLN, Lincoln, Neb.: Adv. TBA  
**HIS HONOR, HOMER BELL**  
 WHIZ, Zanesville, O.: Bavarian Brewing  
 WKRQ, Mobile, Ala.: Adv. TBA  
**STEVE DONOVAN**  
**WESTERN MARSHAL**  
 WHIZ, Zanesville, O.: Bavarian Brewing  
 WKRQ, Mobile, Ala.: Adv. TBA  
 WREX, Rockford, Ill.: Miller Patton Baking Co.  
**THE FALCON**  
 WKRQ, Mobile, Ala.; WFIE, Evansville, Ind.: Adv. TBA  
 WHIZ, Zanesville, O.: Bavarian Brewing  
**INNER SANCTUM**  
 WFIE, Evansville, Ind.: Adv. TBA  
**PARAGON PLAYHOUSE**  
 WKRQ, Mobile, Ala.: Adv. TBA  
**LIFE OF RILEY**  
 WSAU, Wausau, Wis.: Adv. TBA  
**HOPALONG CASSIDY—1/2 HOUR-A**  
 WILK, Wilkes-Barre, Pa.: Adv. TBA  
**HOPALONG CASSIDY—1/2 HOUR-B**  
 WILK, Wilkes-Barre, Pa.: Adv. TBA  
**NATIONAL TELEFILM ASSOCIATES**  
**FABULOUS FORT**  
 KTLA, Hollywood: Adv. TBA

(Continued on page 12)

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 and Advertiser**  
 Amm-I-Dent Tooth Powder & Paste, Block Drug  
 Chrysler Cars, Chrysler Corp.  
 Dr. Caldwell's Laxative, Sterling Drug  
 Florida Fruit & Oranges, Florida Citrus Comm.  
 Folger Coffee, J. A. Folger  
 Ford Cars, Ford Motors  
 Four-Way Cold Tablets, Grove Lab.  
 Hacksaw, Grant Co.  
 Instant Maxwell House Coffee, General Foods  
 Ivory Snow, Procter & Gamble  
 Kool Cigarettes, Brown & Williamson

**Product and Advertiser**  
 L&M Cigarettes, Liggett & Myers  
 Lincoln Cars, Ford Motor  
 Mercury Cars, Ford Motors  
 Mobilgas, General Petroleum  
 Mounds Candy Bar, Peter Paul  
 Nytol, Block Drug  
 Pillsbury Flour, Pillsbury Mills  
 Pontiac Automobiles, Pontiac Motor Div.  
 Smith Bros. Cough Drops, Smith Bros.  
 Snowdrift, Wesson Oil & Snowdrift Sales  
 Vel, Colgate-Palmolive  
 Viceroy Cigarettes, Brown & Williamson

REGIONAL SUMMARIES

Eastern

Absorbine Jr. Liniment, W. F. Young  
 Amm-I-Dent Tooth Powder & Paste, Block Drug  
 Answer Cake, General Mills  
 Atlantic Motor Oil  
 Atlantic Refining  
 Bayuk Cigars, Bayuk Cigars, Inc.  
 Charles Antell Liquid Make-Up, Product Services  
 Cheer, Procter & Gamble  
 Chrysler Cars, Chrysler Motors  
 Coca-Cola, Coca-Cola Co.  
 Desert Flower-Toiletries, Shulton, Inc.  
 Drano Lye, Drackett Co.  
 Fizin Medical, Sterling Drug  
 Florida Fruit & Oranges, Florida Citrus Comm.  
 Ford Cars, Ford Motors  
 Four-Way Cold Tablets, Grove Laboratories  
 Gallo Wines, Gallo Winery  
 Hacksaw, Grant Co.  
 Hellmann's Dressing, Best Foods  
 Ivory Snow, Procter & Gamble  
 Kitchen Bouquet, Grocery Store Products  
 Kool Cigarettes, Brown & Williamson

Libby's Food Products, Libby, McNeill & Libby  
 Life Magazine, Time, Inc.  
 Listerine Tooth Paste, Lambert Pharmacal  
 Little Giant Planer, Grant Co.  
 Luden's Cough Drops, Luden, Inc.  
 Morden's Salt, Morden Packing  
 Mounds Candy Bar, Peter Paul  
 N.E. Meat Products, Nepeo Packaged Meat  
 Necchi Sewing Machine, Necchi Sewing Machine Sales  
 Nucoa Margarine, Best Foods  
 Nytol, Block Drug  
 Pepperidge Farm Bread, Pepperidge Farm  
 Pillsbury Flour, Pillsbury Mills  
 Pontiac Automobiles, Pontiac Motors  
 Raleigh Cigarettes, Brown & Williamson  
 Rollitron, Grant Co.  
 S.S.S. Tonic for Blood, S.S.S. Co.  
 Snug Denture Cushions, Midland Pharmacal  
 Stokely Canned Vegetables & Fruits, Stokely-Van Camp  
 Various, Sterling Drug  
 Windex, Drackett Co.

Southern

Amm-I-Dent Tooth Powder & Paste, Block Drug  
 Anabist, Anabist Co.  
 Black Draught Liver Medicine, Chattanooga Medicine Co.  
 Bulova Watches & Radios, Bulova Watch Co.  
 Cascade, Procter & Gamble  
 Chrysler Cars, Chrysler Motors  
 Cloverbloom "99" Margarine, Armour & Co.  
 Eveready Batteries, National Carbon Co.  
 Fishing Lure, Crystal Fish Charm  
 Ford Cars, Ford Motors  
 Gill's Coffee, James Gill Co.  
 Hollingsworth Candies, Fine Products  
 Kool Cigarettes, Brown & Williamson

L&M Cigarettes, Liggett & Myers  
 Lincoln Cars, Ford Motors  
 Luzianne Coffee, Reily Co.  
 Mercury Cars, Ford Motors  
 Morton's Frozen Foods, Munnally's Candies, Fine Products  
 Nytol, Block Drug  
 Pillsbury Flour, Pillsbury Mills, Inc.  
 Pink Ice, Helaine Seagar, Inc.  
 Poll Parrot Shoes, International Shoe  
 Pontiac Automobiles, Pontiac Motors  
 Salad China, Grant Co.  
 Tip Top Bread, Ward Baking  
 Viceroy Cigarettes, Brown & Williamson

Midwestern

Buick Cars, Buick Motor Div.  
 Chrysler Cars, Chrysler Motors  
 Cloverbloom "99" Margarine, Armour & Co.  
 Dr. Caldwell's Laxative, Sterling Drug  
 Dr. Lyon's Toothpowder, Sterling Drug  
 Dromedary Cake Mix, Hill Brothers  
 Energine Cleaning & Lighter Fluid, Sterling Drug  
 Florida Fruit & Oranges, Florida Citrus Comm.  
 Folger's Coffee, J. A. Folger  
 Four-Way Cold Tablets, Grove Labs.  
 Ford Cars, Ford Motors  
 Gleem Toothpaste, Procter & Gamble  
 Hacksaw, Grant Co.  
 Instant Maxwell House Coffee, General Foods  
 Ivory Bar Soap, Procter & Gamble  
 Ivory Snow, Procter & Gamble  
 Kool Cigarettes, Brown & Williamson  
 Kool Cigarettes, Brown & Williamson  
 L&M Cigarettes, Liggett & Myers

Manor House Coffee, McLaughlin & Co.  
 Mounds Candy Bar, Peter Paul  
 Nytol, Block Drug  
 Orange Chiffon Pudding, Penick & Ford  
 Peak-Norway Anti-Freeze, Commercial Solvents  
 Phillips Milk of Magnesia, Phillips Co.  
 Pontiac Automobiles, Pontiac Motor Div.  
 Prestone Anti-Freeze, National Carbon  
 Remington Electric Shavers, Remington Rand  
 Scott's Emulsion, Harold F. Ritchie, Inc.  
 Shopsmith Tools, Magna Engineering  
 Smith Brothers Cough Drops, Smith Brothers  
 Standard Oil, Standard Oil Co.  
 The Trial (Movie), Metro-Goldwyn-Mayer  
 Viceroy Cigarettes, Brown & Williamson  
 White Rain Cream Rinse, Toni Co.  
 Wonder Bread, Continental Baking

(Continued on page 12)

**LEGIT**

## Talkative 'Tiger' Too Durned High-Falootin'

By BOB FRANCIS

The Playwrights' Company is sponsoring an impeccable production of the late Jean Giradoux' "Tiger at the Gates" at the Plymouth Theater. It's translation has been made by Christopher Fry, who for once had to use one word where one will do instead of his usual 10. It is splendidly acted by fine players and backgrounded with great imagination by Loudon Sainthill.

### The Diary of Anne Frank

Cort Theater, New York  
This reporter hasn't read the original book, so he can only go by what Frances Goodrich and Albert Hackett have made of it for the stage. I don't know whose fault it is, whether it is in the adaptation or its direction by Garson Kanin, but this horrendous document of Nazi tyranny as seen thru a teenager's eyes left me curiously unmoved.

The adaptors have brought tensions to it, the obvious bickerings of a frightened group of people, cooped together in attic hiding for more than two years. Naturally, such a tragic situation must engender an occasional comic outlet of sorts, and these the playwrights have caught and properly underscored. But somehow the ominous shadow of eventual doom seems always remote, and even when the inevitable does happen, you are told about it instead of seeing it. It could all be a report that would have horrified you in newsprint a decade ago, but it doesn't touch you personally.

Joseph Schildkraut gives a beautifully restrained performance as the mentor of the group, and young Susan Strasberg makes an auspicious stage debut in the title role. There are further top-drawer contributions from Jack Gilford, Gusti Huber, Demmie Moore and Lou Jacobi. Francis.

### Howard Keel, Kean Sisters

Dunes Hotel, Las Vegas, Nev.  
The Dunes management this week follows Frank Sinatra, Danny Thomas and Robert Merrill with a double-barrel package consisting of M-G-M singing star Howard Keel and the ever-popular Kean Sisters.

Keel is a crowd-pleaser with a program of modern and operetta numbers and is backed up by a hard-working trio, the Tri Boys. However, he showed up better on his last trip to Las Vegas with a pretty soprano to join with him in a group of fine duets.

The Kean Sisters apparently feel they need never change their material, since it is the same essentially as in several past local appearances. It is still funny, but becoming a bit tiresome.

The show's opener is tapper Ray Malone. Chorus numbers are hold-overs, but beautifully done by Bob Gilbert and Renee Stewart. Oncken.

### Dick Haymes

La Vie, New York  
It was a nostalgic Dick Haymes who opened at La Vie Thursday (6) to the customers' delight. Haymes started the show with two current hits, but from then on delivered smooth old standards which are perfectly suited to his clean and un-gimmicked projection. From "Our Love Is Here to Stay" thru "Little White Lies" the pace was mellow and solid—exactly the way the enthusiastic audience wanted it. Looks as if Haymes could fill the room for his stay.

The rest of the line-up at Monte Proser's emporium features comic Billy Vine who, after a tepid warm-up, produced three sizzling routines that had 'em howling, and a lead-off dance duo, Gina and Gerardo, who are about as energetic as you can get. Holland.

M. Giradoux has bequeathed us some witty and zestful plays. Unfortunately, in my opinion, "Tiger" is not one of them. Herein, he has gone back to the Trojan legend as a springboard for a cynical tongue-in-cheek preaching on inevitable inability of man to avoid going to war. There is wit in it aplenty, but there is likewise talk, talk and more talk—highly literate and frequently amusing talk to be sure, but it takes a war-jaded Hector an unconscionable time to discover that he can't make a peace deal with those Greeks.

There are some brilliant performances by a troupe which is largely imported from London, where "Tiger" has been received with great acclaim. Michael Redgrave endows the troubled Hector with wonderful eloquence and stature as he pursues his futile efforts to prevent another cataclysm. His stint is practically a tour de force. In support, there are fine contributions in Leueen MacGrath's Cassandra, Barbara Jefford's Andromache and Diane Cilento's highly pictorial and empty-headed Helen. Walter Fitzgerald is briefly excellent as a cynical Ulysses, and Felix Munso puts great gusto into his portrait of a drunken Ajax.

This is really a hand-picked cast all down the line, and Harold Clurman has directed meticulously. But in my book they all have to talk too much to arrive at a given point. Even M. Giradoux' wryly Gallic humor can talk itself to death. I'm afraid that "Tiger" is a little high-falootin' for Broadway.

### The Wooden Dish

Booth Theater, New York  
If Louis Calhern were not its star and director, "The Wooden Dish" would amount to glorified soap opera. However, he is, and so, despite a manufactured plot and much pedestrian dialog, "Dish" is consistently interesting and in a scene or two deeply moving. It is definitely another personal triumph for Calhern.

His current theme is far from pleasant, the ancient story of the unwanted old, and the young's right to their own ways of life. But Calhern brings such an endearing inventiveness to a vague but highly self-respecting old gentleman about to be shipped off from his son's home to a home for the aged that you're with him all the way. He's quite the nicest old nuisance a bitchy daughter-in-law ever had in a house.

The star gets stanch support from Polly Rowles, as the daughter-in-law; James Waterfield adds another of his outstanding stints as the elder son. There are further good contributions from Edgar Stehli, Jaqueline Scott, Gordon Tanner and John Randolph.

"Dish" deserves a visit just to see Calhern. Francis.

### The Young and Beautiful

Longacre Theater, New York  
Again an attempt to recreate the jazz age came a cropper in "The Young and the Beautiful," a dramatization by Sally Benson of several short stories by the late F. Scott Fitzgerald. The play, which debuted Saturday (8), is intermittently interested but fails because it begins a caricature, treats much of its material as comedy and finally winds up as tragedy—an indication of its lack of focus in dealing with its central story.

The play deals with a young female hedonist who leaves a trail of broken hearts behind her, but finally finds it is she who has the problem, because she is unable to return the love of her ideal. A stronger and more perceptive directorial hand would have improved the play. Talented Lois Smith, as the girl, scores impressively at moments but at others overacts. Douglas Watson, Peter Brandon and James Olson, as her suitors, give fine performances. Morse.

## BROADWAY SHOWLOG

Performances Thru October 8, 1955

### DRAMAS

A Day by the Sea	9-26,'54	16
A View From the Bridge	9-27,'55	15
Cat on a Hot Tin Roof	3-24,'55	227
Diary of Ann Frank	10-5,'55	5
Inherit the Wind	4-21,'55	196
Island of Goats	10-4,'55	7
Marcel Marceau	9-20,'55	22
Skin of Our Teeth	8-17,'55	61
The Teahouse of the August Moon	10-15,'54	831
The Wooden Dish	10-6,'55	4
Tiger at the Gates	10-3,'55	8
Witness for the Prosecution	12-16,'54	342
The Young and Beautiful	10-1,'55	9

### MUSICALS

Comedy in Music	10-2,'54	739
Damn Yankees	5-5,'55	180
D'oyly Carte	9-27,'55	15
Fanny	11-4,'55	388
Hear! Hear!	9-27,'55	15
Maurice Chevalier	9-28,'55	13
Pajama Game	5-13,'54	582
Plain and Fancy	1-27,'55	292
Silk Stockings	2-24,'55	259
The Boy Friend	9-30,'54	428

### CLOSED

Henry IV	9-21,'55	15
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### COMING UP

Joyce Grenfell Requests the Pleasure	10-10,'55	
The Carefree Tree	10-11,'55	
Will Success Spoil Rock Hunter?	10-12,'55	

### Billy Gray's Band Box, Los Angeles, Calif.

With too few comics around who can produce uncontrolled laughter, a visit to this fun palace is like an oasis in the desert. And the chap responsible for drawing heavy crowds repeatedly is the guy who owns the place—Billy Gray. There aren't many stand-up buffoons on a par with Gray who can bat around lines as he does. His segue from bits like Las Vegas, song parody, a "Confidential" magazine takeoff are hilarious. This turn, tho, Billy has added two straight singers, Beverly Hudson and Jackie Hilliard, both of whom belt a song exceptionally well. Two holdover skits, a takeoff on "The Shrike," and Edward R. Murrow's "Person to Person" show round out the two-hour bill. Mike Ross, emcee and sketch worker, is a standout. Larry Green Trio cut the show in their usual yeomanlike manner. Friedman.

### Antonio's Spanish Ballet

Broadway Theater, New York  
Since all the superlatives available in Paris, London and Monte Carlo have already been heaped upon this troupe, this reporter can merely add he concurs. This is a must item.

The beautifully, but simply, costumed troupe gives full sweep to the authentic folk and classic dances and songs of Spain. The haunting, plaintive flamenco music, especially, with the aid of excellent guitar work and singing, transports an audience directly to the lonely plains of Spain.

Backed by a youthful, vivacious corps, of which any one has star capabilities, the three fine soloists, Carmen Rojas, Rosita Segovia and Antonio, smolder with emotion, bristle with arrogance or sparkle with humor.

Tho they're all hand-picked artists, there seems to be no one who can touch Antonio himself, either in interpretation or execution. His artistry is absolutely amazing—a supreme feat of feet. McDonald.

### Kathryn Grayson

Riviera Hotel, Las Vegas, Nev.  
The long-delayed appearance at the Riviera of film star Kathryn Grayson is finally booked in this week, with the pretty warbler not at her best even yet because of a cold. Her obvious vocal handicap unbalances the show, giving the star a minimum of time onstage and throwing a heavy burden on comic Phil Foster, who gets an "A" for effort but is unable to hold his audience for such a length of time. Production numbers are held over from the last show. Oncken.

**LEGIT**

## Cover Up the Well and Put 'Goats' to Pasture

By BOB FRANCIS

I guess that some millhouses on odd islands in the Mediterranean have a well in the entry. Anyway, Jo Mielziner has designed a proper one, as well as a background for it, for "Island of Goats" at the Fulton Theater. The lecherous young hero (or it could be villain) of the piece, falls down same and is quite dead by curtain time. As far as I'm concerned, the three ladies involved could have sealed him up midway of the second act and let us all go home.

However, it is evident that producer Roger Stevens likes Peter Grenville's staging of Henry Reed's British translation of the late UGO Betti's opus and we're going to get it, whether or not it is so esoteric that it leaves an average reviewer numbly wondering about his personal mental processes. This is a personal confession. I frankly don't know what "Goats" is trying to prove. Over and above that, I frankly don't care, nor do I think that the average theater-goer is going to spend the money to find out.

Roughly, and listening carefully, what my feeble brain pan sifted out is that a gent, somewhat faunlike (possibly this has to do with the "goat" theme) arrives at a menage of three women, a widow, sister-in-law and daughter. He seduces them all in less than two acts, which is a fast score even in a Mickey Spillane whodunnit. So he falls down the well, and they let him tee-off there thruout a final act, the while they discuss morality, eternity and what not ad infinitum. You can have it, but I don't think you'll like it.

In any event, it may be reported that Laurence Harvey makes a highly propitious Steim debut as the vociferously lecherous intruder. He is an extremely welcome addition to the local theater scene and doubtless will find a vehicle wherein he doesn't have to spend the last act in a well. Uta Hagen contributes one of her studiously thought-out performances as the widow in the case. I only wish I knew its motivations. Ruth Ford's sister-in-law is, of course, up to her usual standard—another piece of fine acting. Tani Seitz is the daughter.

### No Time for Sergeants

Colonial, Boston  
While this is no "Mr. Roberts," the Evans-Rogers production is an honest, amiable and merry affair that should do well. It is not so much a play as a series of scenes in the life of a good-hearted hill-billy caught in the peacetime draft. It has the virtue of being good, clean fun that doesn't push for laughs. Refreshing is Andy Griffiths, a young man with a fine comic talent, who snafus the brass with his sheer simplicity. There is also Myron McCormick in another harried non-com role and Roddy McDowall to make up a threesome of entertaining lead players.

Backing up these three and some 30 others, are three baggage cars of sets, wondrously conceived to give speedy and frequent changes. The flying airplane is one of the more ingenious settings seen here. While the ending seems overlong and sags into some pretty old vaude situations, it needs only a little fixing to make it an evening that will be difficult not to enjoy. Dewar.

### Calypso Frolics

Blue Angel, Chicago  
Calypso, a crossbreed of Latin-African mischief in music, transforms this room to a jungle of refreshing off-beat entertainment. Sprinkled with madcap song, sexy dance, humor, color and adventure in sound, the show is more like good fun than artistic exhibition.

What does most to put the show across is the impression given by the whole cast that it is having just as good a time as the audience. Numbers are fast paced with no let-up from start to finish. Crowd pleasers include King Rudolph, who roams thru the room sounding his unique steel drum; Lydia Lora, hefty vocal bomber; Lord Carlton, quick-witted banjo minstrel; song leader Dolores Martinique, and dancers Angela and Elba Vazquez. Knauf.

tion to the local theater scene and doubtless will find a vehicle wherein he doesn't have to spend the last act in a well. Uta Hagen contributes one of her studiously thought-out performances as the widow in the case. I only wish I knew its motivations. Ruth Ford's sister-in-law is, of course, up to her usual standard—another piece of fine acting. Tani Seitz is the daughter.

If you go to "Island of Goats," I hope you come out knowing what it's all about. If you do, I'll congratulate you.

### Eddie White

Palace Theater, New York  
The bill this week seems to have difficulty getting off the ground. Eddie White's clowning in next-to-closing gets good reception, but over-all customer reaction seems lethargic thruout.

The Cathalas Duo open with a big-time circus acro act. Young Chet Clark follows with some evident harmonica virtuosity, and Leonardo and Anita contribute their excellent multiple-dummy ventro routines.

The usually popular Derby Wilson is back with his super-educated tap shoes, and Jerry Cooper chants with all his old-time zests. The Jodimars, Rock 'n' Roll sextet, offers a somewhat ear-splitting wind-up.

New to this reporter are Curry, Byrd and Leroy, a novelty comedy act, finishing with a burlesque adagio. They need about everything from material to approach. Francis.

### Maria Cole

Ciro's, Hollywood  
There were undoubtedly many ring-siders who turned out for the nightclub debut of Maria Cole because her spouse happens to be Nat (King) Cole. That should change fast. The statuesque Miss Cole is an accomplished artist with a sophisticated style that's a real crowd-pleaser. Marquee-value of her name should rocket upwards.

Her range of voice is not big but she makes up for it with strong, clear tones that are a relief from the trick warbling resorted to by many performers. Top applause came when she went into a medley of Ethel Waters favorites, such as "Dinah," "Stormy Weather," etc.

Others on the program are the Amin Brothers, a daredevil acrobatic act; Maria Neglia, who makes a fiddle come to life, and ventriloquist Ricky Lane, who had the customers roaring with his delivery despite the fact that, technically, he can't compete with many others in his profession. Dick Stabile ork backstops nicely. Spielman.

### Dinah Washington

Mocambo, Hollywood  
It takes Dinah Washington three numbers to wind up the gears, but then she uncoils her voice and the blues begin to flow. It's a stylized type of singing that may not please all the customers, but from her fans the reaction was socko.

Miss Washington uses mostly special arrangement of such well-known pieces as "Foggy Day in London Town" and "I Won't Cry Anymore." Into a lot of them she puts a double entendre twist that adds spice to the husky warbling. "Birth of the Blues" adds a suitable finishing touch. Spielman.

Use The Billboard classified pages for

RESULTS!

# Goodbye Gilbert Becaud, See You Soon!



"Voila! A ball of fire, French style . . . shook the fashionable patrons of the Plaza's Persian Room from head to toe."

—JIM O'CONNOR

(Gene Knight), N. Y. Journal American

"Handsome . . . provocative . . . sang beautifully."

—EARL WILSON

N. Y. Post

"Has matinee-idol looks and drips matinee personality, which makes him sure fire in the babe department. . . . He's a magnificent song-seller who accompanies himself on the Steinway to tunes of which many are his own compositions."

—LEE MORTIMER

N. Y. Sunday Mirror

"Real cool as a singing boy and those piano keys leap to command . . . a cinch to go over with the gals—and that means his bankroll will swell with American dollars."

—LOUIS SOBOL

N. Y. Journal American

"Dynamic and intensely creative . . . stirs wild excitement."

—FRANCES MERRON

N. Y. Daily Mirror

Personal Manager

LOU LEVY

XXX

WM. MORRIS

"Fascinating . . . an enormous talent. . . . Composer, singer and pianist, he combines the three talents with such virtuosity that it's hard to tell which is the greatest."

—ROBERT W. DANA

N. Y. World Telegram & Sun

"Becaud has 'That Thing,' that ingenuousness, modesty and what have you, to win you over completely . . . a new, stellar singing attraction."

—BOB FRANCIS

The Billboard

"Beautiful talent . . . clicked solidly in N. Y. preem."

—VARIETY

"Current idol of French bobby-soxers . . . leaves first-nighters in the Persian Room clamoring for more."

—FRANK FARRELL

N. Y. World Telegram & Sun

**EDITORIAL**

## Value of The Billboard

As a reader of The Billboard (and quite possibly an advertiser), you probably give little thought to what is behind the \$10 you pay for a year's subscription, or the 25 cents you pay for the magazine at your favorite newsstand. However, the significance of your action goes well beyond the fact that you are simply spending hard cash for a weekly magazine.

First, it means that The Billboard must be giving you something you need or want or you would not spend that amount of money. (As publications go, The Billboard subscription and newsstand prices are high.)

The basic yardstick for editors of paid-circulation publications is circulation itself. If the number of buyers (readers) increases month to month and year to year, the editors know they are on the right track. Should the number of readers decline over a period of time, they must realize something is wrong, and corrective measures are necessary to change the trend. Otherwise, the advertiser, who does business thru paid space in the magazine, will be affected. . . . It is as simple as that. The price you pay for your weekly Billboard is your guarantee that you will get your money's worth.

Second, the price you pay is your guarantee that you will read the best possible information in The Billboard, the protection against slanted stories or distorted buying guides favoring this or that advertiser. Unlike most publications, The Billboard's annual circulation revenue is vital to its existence—amounting to approximately 20 per cent of its gross revenue. No single advertiser, nor group of advertisers, represents anywhere near the dollars received from The Billboard readers—its circulation.

**Audit Bureau Month**

This month is ABC month. ABC stands for the Audit Bureau of Circulation, a large, worthy organization founded years ago and conducted by advertisers and advertising agencies to audit the circulation records of publications. It is financed by the annual dues paid by the publications.

Requirements for membership are paid circulation and the desire of the magazine to have its readership checked twice a year by an outside, unbiased organization and then made public. ABC, financed by the publications and operated by the advertisers, does the job.

There are some 2,000 publications in the trade paper field. The vast majority is either distributed entirely free or part free and part paid for. Only 400 are members of ABC—the top papers of the nation. The Billboard is proud to be one of them.

And so during the month when the Audit Bureau of Circulation and its member-publications highlight their practices to readers and advertisers, The Billboard salutes Paid Circulation and the organization that administers it. Audited paid readership is testimony to responsible publishing and in your best interests, whether you are a reader, an advertiser or both.

## CARLTON CRUSADE

### Society to Rid Tin Pan Alley of Vermin Plague

By BILL SIMON

NEW YORK, Oct. 8.—“There's no reason why outsiders should continue to think of the music business as a collection of vermin.” The feeling that the denizens of Tin Pan Alley are not beyond redemption manifested itself with unexpected strength as well as unsuspected concern this week when four leading music figures joined hands avowedly “to raise the ethical standards of the music business.”

This is to be accomplished thru the formation of a “non-profit, semi-secret, Mason-type club,” which to non-members will be known only as F.E.A.

Provisional president of the club is Joe Carlton, head of pop artists and repertoire at RCA Victor. Carlton is one of the four founding fathers, together with Phil Kahl, of the Patricia, Planetary and Kahl Music firms; Goldie Goldmark, of Sheldon Music, and Paul Barry, of Weiss and Barry. Barry also is executive secretary of F.E.A.

**New Members**

According to Carlton, the organization is not soliciting members, and it intends to be highly selective in order not to become a refuge for mere name-droppers. However,

since a mention of the Carlton crusade appeared initially in Danton Walker's column Thursday (6), Carlton says he has been deluged by hundreds of calls from an assortment of would-be members, well-wishers, cynics and wise guys. Of the early applicants, “about 50” already have been approved for membership. Applications to pro-

(Continued on page 40)

### Mercury Execs Hit Road to Plug Pop Wax

NEW YORK, Oct. 8.—Mercury Records embarks on a concerted drive to promote its latest pop singles this week with no less than six execs hitting the road for visits to key distribs, dealers, jockeys and operators in leading market areas.

Morry Price, veepee and national sales manager, moves into Cleveland, Pittsburgh, and Detroit, while Southwestern sales rep Arnold Silverman visits New Orleans, Dallas, Houston and the West Coast areas.

Dee Kilpatrick, Southern division head, will cover Nashville, Memphis, Richmond, Atlanta, Charlotte and Miami, while Kenny Myers, national advertising and promotion manager, hits St. Louis, Milwaukee and Minneapolis. Joe Martin, Eastern division manager, and Bob Shad, who heads up jazz and rhythm and blues operations, will split up the Northeast sector with calls in Boston, Philadelphia, Baltimore and Washington.

## NOW FOR A PUBLIC P. A.

NEW YORK, Oct. 8.—Bebe Blake, songwriter, was a guest on the Groucho Marx TV show Thursday (6). Groucho questioned the lady on her membership in SPA. When told SPA stands for the Songwriters' Protective Association, Groucho observed that writers really needed protection from some of the ditties he hears played on the air.

# RCA Plots Britain, Germany Disk Market Invasion in '56

## Returning Execs Plan Producing, Sales Set-Up, New Roster, Studios

NEW YORK, Oct. 8.—“England and Germany represent the second and third biggest record markets in the world, and we'll be in them next year with the RCA label.”

According to Manie Sacks, RCA vice-president, recommendations for RCA expansion in all of the free countries of Europe will be made soon to the top RCA management by him and top RCA International exec A. F. Watters, leaders of a special top-echelon safari that returned last week from a six-week inspection tour of the Continental markets.

These recommendations will refer to the setting up of producing and marketing facilities, recording

studios and new talent rosters in countries where RCA does not already have them, with all functions to be directed by RCA trained personnel.

**England Prime**

The area of prime concern is England, where RCA Victor's ancient pact with Electric and Musical Industries, Ltd., is due to expire in April, 1957. Altho this deal may still be renewed, such renewal is considered unlikely, and RCA already is producing some phono components there. England is considered an important manufacturing center, because it can export to sterling areas, while dollar shortages in certain of those

areas limit importation from the United States.

Deals already have been set, but not signed, for the initiation of RCA facilities in Denmark, Norway and Sweden early in 1956. In France, Belgium and Holland, RCA has deals with independent producers, while its factories in Spain and Italy have been operating successfully for some time.

In Italy, RCA has its own recording studios and talent, and studios currently are being built in Spain as well. The Spanish operation is described by Sacks as “sensational.” The plant there is now turning out quality hi-fi equipment and expects to start exporting once it is able to satisfy the domestic demand.

**Italian Plans**

In Italy, Mme. Venturini, of the Italian Broadcasting System, has been retained to supervise the expansion of the artist list and to

(Continued on page 18)

# MBS Mapping Entry In Recording Biz; Project Under Poor

## Recent Corporation Shifts Stir Net Interest; Other Labels Involved

By JOEL FRIEDMAN

HOLLYWOOD, Oct. 8.—Thomas F. O'Neil, chairman of the board of directors of Mutual Broadcasting System and RKO Radio Pictures Corporation, and president of General Teléradio, Inc., this week confirmed reports that the radio network was contemplating its entry into the recording business.

Tho no firm plans have as yet been made, O'Neil disclosed that John B. Poor, executive vice-president at Mutual in New York, is currently handling the project.

O'Neil indicated that he knew of no specific plans at this time, and that he would not enter the picture until such time as a decision were to be made.

Mutual has been interested in the record industry for sometime, it was learned, especially so since the formation of a record division by American Broadcasting-Paramount Theaters (AB-PT). O'Neil's recent buyout of RKO Radio Pictures Corporation, and the latter's vast

storehouse of recorded soundtracks heightens the possibility.

A number of representations have been made to Mutual execs in recent months. Shortly following the official announcement of ABC's disk division, Wilton Gunzendorfer, director of purchasing for Mutual, arrived here for a series of sub-rosa discussions concerning the disk business. At that time, an undisclosed Philadelphia label had made an offer to sell its catalog and contracts to Mutual.

Fabor Robison, president of Abbott and Fabor Records, this week confirmed reports that negotiations for the purchase of his firms had been entered into with Mutual execs. Should a deal be consummated, Robison assertedly would go along with the new company in an executive artist and repertoire position.

Adding fuel to the fire, uncon-

(Continued on page 23)

# New 'X' Price List on Singles Tops RCA Tab

NEW YORK, Oct. 8.—Label “X,” the RCA Victor subsidiary, demonstrated its independence this week by raising its dealer prices on single records to points higher than those of the parent firm. The diskery raised its 78 r.p.m. singles from 57 cents to 60 cents per disk, and its 45's from 52 cents to 55 cents. Suggested list prices remain the same at 98 cents and 89 cents respectively.

The list price of EP's was raised from \$1.47 to \$1.49, which also is the price of the Victor EP's. Victor, however, is holding the line on its singles prices and, according to Vice-President Larry Kanaga, has no intention of raising them. Label “X” runs its own business independently of Victor, he asserted. Victor's dealer prices are 52 cents and 57 cents for 45's and 78's respectively.

The situation was confused temporarily this week when “X's” initial announcement to distribs placed the new 78 r.p.m. price at 61 cents. This was rescinded rapidly and was attributed to a typist's error.

## 550G Oscar, Oceanic Suit

NEW YORK, Oct. 8.—A suit for \$550,000 in damages was filed in Federal Court here this week against Oceanic Records, with the Academy of Motion Picture Arts and Sciences charging the diskery with infringing on the Academy's copyrighted “Oscar” statuette. The suit parallels a similar action instituted a week ago by the Academy against Mercury Records (The Billboard, October 8).

The Oceanic LP, issued about two years ago, contained a selection of tunes previously chosen for “Oscar” awards, and the cover featured an illustration of the statuette.

## Harms, S&S Plan Nov. Kern Honors

NEW YORK, Oct. 8.—Chappell's T. B. Harms and Simon & Schuster are the publishers of “The Jerome Kern Song Book,” the volume being issued as a key item in the memorial promotion next month marking 10th anniversary of the death of the composer.

The promotion will run thru November.

# Shortage in Phono Parts Seen Critical

## 9 Set Makers Call N. Y. Meet to Plot Solution Methods

NEW YORK, Oct. 8.—Nine New York phonograph producers, comprising the Phonograph Manufacturers' Association, alarmed by increasingly critical shortages of key phono component parts, will meet here Wednesday (12) to map plans to alleviate the problem.

The meeting was called on the heels of reports this week that consumer demand outstrips current production schedules by a substantial amount. Aside from the fact that there is evidence of an increasing scarcity of nickel, copper and aluminum, important elements of output transformers, dual-needle pick-ups and speakers, some producers have pointed out that shortages stem mainly from serious underestimates of 1955 business by both phono manufacturers and their parts suppliers.

Some producers, however, were said to feel that shortages were artificial and simply a prelude to price hikes by suppliers, after which shortages would be overcome. At any rate, most phono equipment men reportedly felt that price increases of from 5 to 10 per cent in their own lines are almost inevitable after the first of the year, if not before.

**64G JAZZ**

## Columbia Cuts Time To Tie-In

NEW YORK, Oct. 8.—In a unique tie-in with the top-rated simulcast CBS show, “The \$64,000 Question,” Columbia Records stands to get the biggest plug handed a jazz album in recent memory.

It seems George Avakian, the diskery's jazz and album chief, was asked by the show's executive producer, Steve Carlin, to prepare a list of jazz questions for use whenever a contestant chose that category. Meanwhile, Avakian conceived an idea for an album based

(Continued on page 18)

# New York C. & W. Sales Rise; Other Dealers Happy, Too

## Country Stars' Disks Most Always Sell Clean in Rising Urban M'kts

By IS HOROWITZ

NEW YORK, Oct. 8.—The New York metropolitan area is becoming an increasingly important market for country and western records, paralleling the growing sales of such wax in other urban territories.

And it's a business that distributors and dealers like mighty well. Few ever get hurt stocking country platters. Inventory moves out clean and rarely is a distrib left with merchandise to eat, as sometimes happens with a pop disk which dies suddenly.

Execs at Bruno-New York, RCA Victor distributor here, report that local sales of country disks have doubled in the past year, and now comprise about 10 per cent of all the outlet's singles business.

With only one standout exception other distributors of major lines tell substantially the same story.

One, in fact, wistfully noted that his business would be a lot healthier if the bulk of his volume was in c.&w. instead of pop. His dealers would be happier too, he added.

### Use in Jukes

This optimistic estimate of the state of New York c.&w. disk movement is echoed by the leading one-stop in this area. The past year has seen far greater use of c.&w. wax by city juke boxes, according to Leslie Distributors, and the trend is still on the upgrade.

Distributors working the trend now rate every met-area record store a customer for c.&w. wax. And practically all stock greater or lesser numbers of the open-country platters.

It should be stressed that this strong action on c.&w. is limited to the one-to-three top names on each major label, with only a sprinkling of indie representation. Gotham buyers don't go for the regional artists. But the volume of their purchases on the big names

## M-G-M Spots 4 LP's for Christmas

NEW YORK, Oct. 8.—M-G-M Records will spotlight four 12-inch LP records as key items in its special Christmas merchandise promotion, the first pitch for holiday business to bit dealers this season. These include Lionel Barrymore as Scrooge in Dickens' "A Christmas Carol" coupled with "Beloved Christmas Hymns and Carols" by Canterbury Choir, a sound track album of the forthcoming religious pic, "On the Twelfth Day"; "Christmas Music Around the World" by Einar Hansen playing on an 18th Century Glass Instrument, and a varied collection of hymns and carols by organist Richard Ellsasser.

Other artists in the firm's stable will be featured on Christmas songs and novelties on single disks to round out the special package. Promotion for the program includes 1,000,000 mailing pieces for dealers, plus 150,000 Christmas hangers for use in windows and interior display.

## ROBISON'S EAST REP'S McWAIN

NEW YORK, Oct. 8.—Fabor Robison, head of the Abbott and Fabor record firms and Dandelion Music, has appointed Wes McWain, WOR program supervisor, as his Eastern representative.

McWain, Robison stated, once owned the Cormac label on the West Coast, and it was with this label that Robison first learned the record business.

makes up for the lack of spread.

In Victor's case, Eddy Arnold and Hank Snow are city perennials, with others showing occasionally. Recent EP's and LP's by these artists have sold well, in addition to their single output.

Top action on the Capitol label, as expected, goes to Hank Thompson and Faron Young, with Jean Shepard currently showing well also. The diskery's branch here reports local consumption of its c.&w. up 25 to 40 per cent over 1954. Almost 10 per cent of total singles sales are in the idiom, the Cap rep estimated.

This spokesman also noted that no worry is shown if a disk by a

top country name doesn't move out rapidly. In a few cases it may take many months, but eventually they'll all go out to dealers re-ordering to satisfy continuing consumer demand.

The Cap outlet is also pushing c.&w. wax to juke operators aggressively, not alone for the direct sales, but also for the exposure it gives their product. With only WAAAT, in nearby Newark, N. J., offering country deejay programs on a steady basis, coin phonos provide a good media of exposure, it was felt.

Deejay attention to c.&w., however, seems to be in for some (Continued on page 23)

## NEW HORIZONS

# Pop Goes Beyond Alley for Sources

• Continued from page 1

r.&b. writers to write for the pop field, and r.&b. singers to sing pop.

In the last couple of months, this reverse twist—r.&b. making a studied attempt to go pop—has reached very sizable proportions. One publisher termed the development "ironic," pointing out that r.&b. went pop because it was r.&b., and also pointing out that as r.&b. tried to go pop, popular publishers are trying to go r.&b.

Where the situation will end, no one can foresee. But it is producing a strange group of songs and records—material which has been termed "refined" r.&b., material which eschews the primitive, folk-derived quality of true r.&b. and concerns itself, in lyrics, with such essentially pop song concepts as angels, Paradise, weddings, eternal love, heaven, etc. Lovers of the true r.&b. genre view this all as a dangerous tangent.

### Country Music

One more aspect of the music business seems on the verge of broadening the base of the pop field. This is the country category, and its renewed vigor as a pop commodity has been noted several times in the past few months, particularly with such items as the many-covered "Satisfied Mind." Publishers like Acuff-Rose, Nat Tannen and others are continuing to place a flock of c.&w. tunes with pop recording men, and there are indications that this may develop into a trend of considerable

## Decca Issues Holiday Sets

NEW YORK, Oct. 8.—Decca Records is inaugurating a new series of packages called the "Holiday Series." Nine sets make up the first release, each set containing music of a different geographical area. An extensive promotional campaign has been worked out by Decca in conjunction with Holiday magazine.

Each of the album covers features a full-color photograph, similar to those featured in the magazine. Printing on the album covers is also similar to that on Holiday covers. The magazine's participation includes heavy editorial mention.

The diskery's plans include a full-page ad in the November issue of Holiday, plus ads in trade and consumer publications and extensive co-operative newspaper advertising. A special disk jockey kit, containing a long-playing record with excerpts from each of the albums, known as the Holiday Sampler, will be sent to deejays with suggested scripts.

Extensive dealer display material is also planned.

proportion. (See separate story on c.&w. record sales in metropolitan markets.)

For the publisher and writer, as well as the mechanical man, one point would seem to be clear: The blueprint for present and future success dictates a modus operandi predicated on the widest possible search for material.

This is true not only in a geographical sense; it implies a readiness to sample the new and strange, whether it is derived from Africa or just around the corner.

## Prexy Baer Faces SPA Contract Job

NEW YORK, Oct. 8.—Abel Baer, vete:an cleffer, took over as active president of the Songwriters' Protective Association this week and at once faced administration of the org's main upcoming campaign, the hammering out of a new standard writers' contract with publishers.

Baer, treasurer of SPA was actually elected to the top post last May. He remained in his older position temporarily, however, to break in his replacement, Leonard Whitecup, and to permit retiring prexy Charlie Tobias to finish up pending association business.

Tobias, who now steps down from the top slot in the org. will be without an SPA post for the first time in 24 years. A charter member since formation of SPA in 1931, he has held one office or another continuously since that time.

### Pact Objectives

With about a year to go on the old publisher-SPA contract, the revision of the old pact will remain a top SPA project for many months to come. Cleffers are known to be seeking several fundamental changes, among them a firm adherence to statutory mechanical rates and control of publisher promotion expenditures whenever it eats into writer royalties, in addition.

## ASCAP Waldorf Meeting Oct. 25

NEW YORK, Oct. 8.—The next general meeting of the American Society of Composers, Authors and Publishers will be held here at the Waldorf-Astoria October 25. Stanley Adams, president, will preside.

The meeting is expected to recapitulate results of last week's West Coast ASCAP conclave (The Billboard, October 8).

## WOOFER ISN'T A BOW-WOW, KID

NEW YORK, Oct. 8.—It had to happen sooner or later. Columbia Records has just released a kiddie platter which tells all about high fidelity, but it's slanted at the 5 to 10 moppet market. Platter is titled "Tweeter and Woofer," and the composer of the score is George Kleinsinger.

The story? It was penned by Bob Rolontz, better known as a former Billboard staffer and present artist and repertoire chief of Groove Records.

## Standards for Frank Music

NEW YORK, Oct. 8.—Frank Music, the comparatively young publishing outfit that has made it big via legit show scores and pop hits in the last two years, now plans to enter the standard and educational business in a big way. Recently, the Frank Loesser firm reacquired its pop, standard and folio selling rights from several agent-publishers and is opening up with its own new line of piano, band, instrumental and choral arrangements.

Directing these activities is Sam Snetiker, for years a sales-educational specialist with several of the major firms, who has been handling production and sales for Loesser in recent months. According to Snetiker, many of the arrangements are based on material from "Kismet," "Pajama Game" and "Damn Yankees," the firm's most recent legit hits. However, new material is being added specifically for the standard market.

In line with this new push, the firm intends to go after the school trade, starting with representation at educational clinics.

## Camden Given Okay to List Ork Identities

NEW YORK, Oct. 8.—Camden Records' new drive to produce disks using "name" talent (The Billboard, October 8) gained strength this week when the RCA Victor bargain-priced subsidiary obtained permission to identify properly four major European symphony orchestras and their conductors. Until recently, Camden used pseudonyms for the actual artists.

Henceforth, the Stratford Symphony will be identified properly as the London Philharmonic; the Jewel Symphony as the London Symphony; the Danube Symphony as the Vienna Philharmonic, and the Seine Symphony as the Paris Conservatory Orchestra.

The London Philharmonic recordings feature as conductors Serge Koussevitsky, Walter Goehr, Eugene Goossens, Efreim Kurtz and Constant Lambert. The other three orks are conducted by Bruno Walter.

Of the 26 musical outfits represented originally on Camden by pseudonyms, 14 now have given permission to use their real names. According to Camden execs, actual sales have demonstrated that records on which the artists have been identified have outsold those using pseudonyms.

The new agreements with the European organizations were obtained thru the efforts of Alan Kayes, RCA Victor's manager of Red Seal artists and repertoire, who returned from Europe this week.

## Waldorf Asks For Cut in Royalty Rate

NEW YORK, Oct. 8.—A proposal to cut the mechanical royalty rate, but give a substantial advance at the lower rate, has been offered publishers by Waldorf Records. The promotional diskery sells low-cost versions of top hits, pitching the public largely thru television and radio.

Waldorf has been paying publishers 1½ cents per tune on copies sold, and now is suggesting a rate of 1¼ cents. But the firm will advance the copyright holders \$625 on each ditty used, amounting to the equivalent of a minimum guaranteed sale of 50,000 copies.

Some publishers are known to have agreed to the new formula, with others still to make their decision.

## TV-SYNC CLEARANCES

# Yield Extra Dough, But Get More Complicated

NEW YORK, Oct. 8.—Increase in the use of TV film as broadcasting fare is providing some extra money for publishers and writers thru synchronization rights, but clearance of sync rights has become vastly more complicated.

Live shows are constantly switching to film—most recent example being the Jackie Gleason program. Even non-musical shows are producing some sync income, such as "The Goldbergs," "You Are There" and others which are now on film.

Office of Harry Fox, publisher's agent and trustee, points out that as shows go into syndication and are scheduled for foreign markets in addition to U.S. showings, clearance becomes a problem. This is true because a publisher's rights to a song are often restricted to the United States and Canada, with other publishers holding foreign rights. Often, three publish-

ers are involved nowadays in TV-sync clearances.

In earlier years, a sync right could be cleared over the telephone at the rate of \$25 for a one-time network use. This simplicity is no longer the rule. The Ray Bolger show, for instance, is now going into film syndication. The Fox office points out that this series will need a more inclusive contract covering sync rights.

Sync income from foreign fields is not high, but it is considered an important use for several reasons. One, of course, is that the American publisher's foreign affiliate gets more exposure; and for this reason the American publisher is often loathe to demand an unreasonable foreign sync fee. No pattern has been worked out on these foreign sync rights, and the picture is changing that with the spreading commercialization of TV, (Continued on page 23)

## Many Co-Opers Riding Victor Dance Album

NEW YORK, Oct. 8.—RCA Victor's "Perfect for Dancing" album series provides the springboard for a large-scale promotion aimed at the teen-age market. Fifteen other advertisers are co-operating with the disk firm in a 16½ page ad portfolio in the November Seventeen magazine, which will kick off the campaign.

Sampler records of the dance album series, which consists of eight basic packages in either EP or LP form, will be offered via coupons in the mag for 25 cents. The series will also be promoted at the local level via merchandising gimmicks.

First, "Perfect for Dancing" parties for teen-agers will be held in more than 80 cities, co-sponsored by the local RCA dealer, Pepsi-Cola bottler, Mutual store and Fred Astaire dance studio. In the same cities, the Mutual stores will hold fashion shows and parties and will employ displays and newspaper advertising, based on the same "Perfect for Dancing" theme.

Pepsi-Cola will hop on the bandwagon at the local level via radio and TV spots, based on the dance theme. Local outlets of the participating advertisers will be hyped on the promotion via special display pieces and gifts of the entire package of the dance series. About 200,000 sampler records will be distributed for premium use at the retail level by Mojud Stockings and Friendly Shoes, two of the co-operating firms.

### 'KEWTEE BEAR'

## Christmas Entry Gets Full Bally

NEW YORK, Oct. 8.—There are only 77 more days until Christmas, and the race to create a new character "property" is on.

This season's first major entry is the Kewtee Bear, sponsored by character actor Alan Reed, and on which a five-pronged drive will begin this week. Reed also is co-writer of the Kewtee Bear song, "Rootie Tootie Tootie," and of the "Story of Santa's Kewtee Bear," which is a musical production. Both have been recorded by Columbia Records.

Reed, whose roles have included that of "Falstaff Openshaw" on the Fred Allen radio programs, set the Columbia disks. The song waxing is due to get full pop as well as kiddie promotion by the diskery. The tune itself was purchased last week by Bregman, Vocco & Conn.

In addition to the diskings of the song, Reed has tied in with the Knickerbocker Toy Company, which has produced a special toy bear fitting the Kewtee Bear description. A book on the subject is being published by Samuel Gabriel & Son. The Benay-Albee Novelty Company has created a special "Santa's Helper" hat for Kewtee and his fans, and W. L. Stensgaard, manufacturer of display merchandise, has adopted the character as a Christmas theme for use in department store windows.

Meanwhile, Reed himself has lined up a three-month exploitation tour covering 43 cities. Columbia distribs are handling his radio and TV appearance schedule in each city. A two-minute color film will be made, using the character, and a print will be left at every TV station visited by Reed. Attempts also will be made to get showings in regular movie theaters.

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell? Write BOX 666

2160 Patterson St. Cincinnati, Ohio

## TV SALUTE FOR CAPITOL BLDG.

HOLLYWOOD, Oct. 8.—Capitol Records will unveil its new two-million dollar circular office building next spring, with approximately 15 million TV fans tuned in when the "Colgate Comedy Hour," NBC-TV, salutes the company with an hour-long show.

More than 20 of Capitol's top recording artists are expected to take part in the proceedings. Show will feature shots of the building as well as parade Cap talent before video screens.

### MATRIXIDE

## Disks Cause Upsets in The Families

NEW YORK, Oct. 8.—The major labels that have spawned subsidiaries occasionally have to be braced these days for attack from within the family as well as from older rivals. Two cases of near matricide (or would it be infanticide) have just afflicted both RCA Victor and Decca.

At RCA Victor, some best-laid plans were upset somewhat by offshoot Label "X" last week. It seems that "X" recorded the tune "Pepper Hot Baby" with Gisele MacKenzie, and Victor cut the same item with Jaye P. Morgan. But release of the latter version was scheduled to coincide with the newsstand release of the November issue of Pageant mag, which had a tie-in promotion with the flipside, "If You Don't Want My Love."

The gimmick is a portion of the latter tune etched on a plastic disk, which is inserted in the mag. When Victor learned that the MacKenzie disk was to be released immediately, it was forced to rush its own version in order to keep the fine edge on the Pageant push. And the November Pageant was in the hands of deejays and music men before October 1. The fate of the MacKenzie version could not be determined immediately.

### Decca-Coral

Over at Decca, it was the parent that upset plans at its subsidiary Coral works. Here, the McGuire Sisters cut a version of "He" over six months ago, but release was held back because they had a sharply rising entry in "Give Me Love." But Decca came out with the Al Hibbler version of "He," which proceeded to take off immediately.

Coral was then forced to release the McGuire's diskings to the immediate, obvious detriment of "Give Me Love." It is likely also that the McGuire's "He," which was a Billboard "Best Buy" last week, will take a good share of the action away from Hibbler's.

Officially, the attitude is: "It's all in the family," the one tradester was heard remarking, "Oh Yeah?"

## Marks Hikes C.&W. Activity

NEW YORK, Oct. 8.—E. B. Marks Music Corporation is stepping up its activity in the country and western field. General Manager Arnold Shaw is actively on the prowl to sign up artist-writer talent. First fruit of the venture is the Dick Williams disk released by Victor this week, titled "Robber," backed with "Livin' It Up."

Marks Music, one of the great standard firms in the business, is of course strongest in the Latin field, but thru the years has amassed catalogs in many musical areas. One of the oldest hillbilly catalogs is in Marks Music. This is the Piedmont catalog, which the firm acquired in the 1920's and which contains copyrights of leading country writers of that day.

## Herald Sales Push Via Wax Stirs Dealers

HOLLYWOOD, Oct. 8.—Record dealers in Los Angeles who felt cause for alarm when Columbia Records announced its Record Club last month, had another potential bone of contention this week when The Los Angeles Evening Herald-Express announced its World's Great Music series aimed at building circulation for the newspaper.

Readers who present any five coupons bearing a different number, printed daily in The Express, are entitled to a 12-inch LP at \$1.49 plus sales tax. Coupons may be redeemed at any of 10 branch offices of the newspaper, or at the record departments of Barker Bros. or the Broadway department store, the only dealers thus far participating in the promotion.

The records are pressed by Columbia, they do not come from Columbia masters and are not part of the Columbia catalog. Andy Schrade, vice-president in charge of manufacturing here, emphatically declared they are not Columbia's property. Latter firm's participation in The Herald-Express promotion is limited to its custom pressing of the series.

The unconfirmed, it was reliably reported that the masters come from the Vox library.

Albums bear no identification of artists and are merely labeled "World's Great Music." A series of six selections have thus far been offered.

The entire project is the creation of Robert Svensson, for 17 years promotion manager of The Los Angeles Times, and at present advertising manager of Harris & Frank, retail clothing chain here.

Svensson disclosed the assignment of national sales rights to the promotion to the E. D. Kramer Company, local newspaper promotion firm.

Hearst newspapers and The American Weekly have been granted first refusal rights to carry the disk promotion in cities in which those papers are circulated.

Initial sales, on the first packaged offered, "The Nut Cracker Suite," have already passed 2,000, with Svensson estimating total sales of all six packages at approximately 5,000 per title, with five coupons required per disk, a sale of 30,000 records would give the sponsoring newspaper a circulation pull of approximately 150,000. Tho the source of the music remains somewhat of a mystery, Svensson indicated that he would be liable for the payment of federal excise tax. A meeting with the Internal Revenue Department this week will determine complete liability.

## Cornell 500G ET Suit Due

NEW YORK, Oct. 8.—Warbler Don Cornell's \$500,000 lawsuit against the Chock Full 'o Nuts restaurant chain will come to trial in Federal Court here in three weeks. Examination before trial was held Thursday (6).

Cornell's \$500,000 figure was asked for breach of contract and damages. Allegedly, in 1953, Chock Full signed a contract with the crooner to cut a syndicated series of 26 transcriptions, but later renege on the deal.

Cornell is represented by attorney Lee V. Eastman.

## Republic's Col'bia Pix Suit Settled Out of Ct.

NEW YORK, Oct. 8.—The Republic Music suit against Columbia Pictures, in which the publisher charged the picture company with copyright infringement, was settled out of court and discontinued here this week. The tune involved was Republic's "Tattle Tale Eyes," allegedly infringed upon in the Columbia pic "Purple Heart Diary."

### CONSIDERED OPINION

## Tape Growth May Prompt Protection in Copyright Act

NEW YORK, Oct. 8.—Copyright owners—publishers and writers—and music business attorneys are now of the opinion that the growth of the tape industry will ultimately necessitate the inclusion of a special protective clause in the Copyright Act.

A start in this direction has already been made in foreign countries. In Germany, for instance, in 1954, the German Society, GEMA, inaugurated a lawsuit designed to make tape machine manufacturers pay a general fee covering the recording of copyrighted music by the machine. Thru this fee device, the principle is recognized that the right of recording is vested with the copyright owner.

Publishers and their representatives in the United States point out that currently, tape sales represent very small income. The office of Harry Fox, publisher's agent and trustee, says that a sale of a couple of hundred reels of any title is considered good.

### Whole Performance

Fox's office, however, is aware of the long-range potential and implications and notes that tape machine advertising stresses the "record the entire performance" angle. To copyright owners such an appeal already verges on the

dangerous, in that it is construed as paving the way for possible infringement, even tho the original intention is to record a performance for home use only.

This thinking, the Fox office points out, was some of the motivation behind the German case—a case which also noted that even when such a reproduction was used solely for home purposes, it did nevertheless damage the copyright owners and the record companies, insofar as such home users did not have to purchase disks.

## Gay Jamboree For Military Jaunt Abroad

WASHINGTON, Oct. 8.—Connie B. Gay's "Town and Country Jamboree," made up of 15 c.&w. artists, departed here Wednesday (5) to entertain GI's in the Far East and Pacific areas. Unit is set for 10 weeks with options.

The Gay troupe is the first contract-paid entertainment unit purchased by the military for the Far East Command. The newly instituted paid-unit policy became necessary due to the non-availability of USO-Camp Show funds for that area. The Far East Command, which embodies the Army, Navy and Air Force, will utilize "non-appropriated" moneys derived from the profits of post exchanges and theaters in the Pacific area to finance the military junkets.

Col. Joseph F. Goetz, of the Armed Forces Professional Entertainment Branch of the Adjutant General's office, is representing the Far East Command as agent and is negotiating all contracts in accordance with a talent format requested by Walter A. Bouillet, chief of entertainment of the Far East Command.

### 'COL. STORY'

## Sullivan TV Sets Stars For 'Toast'

NEW YORK, Oct. 8.—A bevy of the hottest names in Columbia Records' stable is being set for appearance on Ed Sullivan's "Toast of the Town" show Sunday October 16 on the CBS-TV web. The seg will be tagged the "Columbia Record Story."

The line-up so far includes Frankie Laine, Rosemary Clooney, Tony Bennett, Mahalia Jackson, the Budapest String Quartet and Andre Kostelanetz, the last-named via a special filmed seg previewing his new record album. Eugene Ormandy will appear as guest conductor.

As another feature of the show there'll be a special kick-off for a new Columbia Christmas record, featuring Ricky Valand and the Blue Jeaners. Record dealers are being alerted via special promotion material for windows. Lincoln-Mercury dealers will also tie in with the Sullivan promotion.

## McNeill, Carlson In Buckeye Firm

CINCINNATI, Oct. 8.—Don McNeill, of "Breakfast Club" TV and radio fame, and Harry Carlson, head of Fraternity Records, with headquarters here, this week announced their partnership in a new music publishing firm, Buckeye Music, Inc., with headquarters at 413 Race Street, this city.

Firm kicks off with a catalog of 30 songs, 11 of which have already been recorded under the Fraternity label. Buckeye has been licensed by ASCAP.

Officers of the new firm are Carlson, president; McNeill, vice-president; Ralph Bergsten, personal manager to McNeill, treasurer, and Dr. Ashton L. Welsh, secretary.

## Capitol Pact To Dennis Day

HOLLYWOOD, Oct. 8.—Capitol Records' talent roster, currently at its heaviest since the company's inception, continued adding name artists last week in inking singers Dennis Day, Helen Forrest and Lonnie Satin.

Signing of Day to an album pact follows the recent trend established by Capitol in inking a flock of artists to record album material only. Judy Garland, Harry James and Benny Goodman are among Cap artists who hold contracts on wax package goods only. Day most recently was with RCA Victor, tho he has not recorded for the latter company for more than a year.

Helen Forrest last recorded for M-G-M Records, and unlike Day, will etch both singles and albums. Andy Wiswell, Cap's Eastern repertoire topper, inked Satin in New York.

## Tape Demands Up, IPRC Hypes Output

HOLLYWOOD, Oct. 8.—International Pacific Recording Corporation will speed the completion of its first stereophonic tape packages to meet increased demand, according to Dave Hubert, president of the company.

Hubert returned this week from San Francisco, where the company debuted its new Alpha-tape line at the audio fair there. The stereophonic line, at a list price of \$7.95, along with the Alpha-tape line, at a \$3.95 list, are new additions to the company's Omegatape, Jazz-tape and Demonstration Tape series.

Firm will also exhibit its tape line at the Boston and New York audio shows, in addition to the current Chicago fair. Hubert revealed negotiations are now in progress with a number of tape recorder manufacturers for bulk purchase of dual tape sets which ostensibly would be sold with the recorder as a package.

### Piano Course on Disks

NEW YORK, Oct. 8.—"Musical Magic," a new piano course utilizing special charts and phonograph records, was introduced last week. Via five records, Don Sellers, creator of the system, speaks to the student thru 10 lessons. Following the lessons, it's claimed, the student will reach the point where he can play standard sheet music.



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MERCURY 70633



CHICAGO 1, ILLINOIS



**RCA Plots Invasion**  
• Continued from page 15

line up special productions, including complete operas. Plans were made to bring some of RCA's Italian talent to this country. In fact, chanteuse Nilli Pizzi is due to arrive here next week.

Regarding the European disk market potential, Sacks observed that the total market at present is about 30 per cent that of this country. However, he believes that its potential is equal to our own. Everywhere he went he found record stores jammed with people listening and buying, but merchandising methods, he claims, are 25 years behind our own. "This is where we can really help them, by showing them the way we do it," Sacks stated that RCA even is mulling the idea of bringing a committee of important European dealers over to this country to observe at first-hand.

**Self-Service**

The first stabs at self-service he found are being made by EMI in several of its own English shops, and Sacks predicts that the outfit will clean up. "It's hard to buy a record; they're actually hidden behind walls in most shops. We intend to put our own people in Europe to introduce our sales promotion ideas."

The RCA execs determined to their satisfaction that a "mass market" is developing in Europe despite the high prevalent prices of disks. In fact, so general is the rise in sales, that even 78-r.p.m. disks sales are increasing. Switzerland reportedly sold 2,500,000 records last year, and little Denmark about 3,000,000.

With virtual full employment everywhere, standards of living are rising, and recordings are becoming the main medium of entertainment, which, despite high prices, represents the cheapest available medium. In Spain, an LP sells for about \$6. In Italy, for as much as \$8 or \$9. Very few automatic record changers are to be found, altho all of the new players sold are three-speed jobs.

**LP's and EP's**

LP's and EP's are the big business, with single 45 sales surprisingly low because, as the visitors discovered, local managers inexplicably had priced them higher than 78's.

Everywhere Sacks and company went, it was said, Victor's catalog strength and the popularity of American artists will enable the company to establish itself rapidly.

During the jaunt, Red Seal's artists and repertoire director, Alan Kayes, auditioned talent and took options on several artists subject to company approval.

The next market scheduled for study by Sacks is South America. C. M. Odorizzi, executive vice-president of RCA, will embark for those parts soon, and Sacks himself plans to make the trip there in January.

**Col. Cuts Time**

• Continued from page 15

on the gimmick and, with great secrecy, proceeded to get it in shape. Hush-hush approach was necessary since the album is understood to contain clues to some of the questions.

With a contestant now matching wits with the Avakian queries, it is planned to debut the album on next Tuesday's (11) show. The album, of course, is titled "\$64,000 azz," and the clues it is said to contain do not pertain to questions that might be asked subsequent to the upcoming airtel.

The album will be ready for dealer distribution the Wednesday (12) following the broadcast.

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## VOICES FROM OUT OF AFRICA

NEW YORK, Oct. 8.—Discovered singing on a street corner in Johannesburg, South Africa, in 1940, the Manhattan Brothers, rage of the Dark Continent, are now being brought to American ears for the first time, via London Records. The boys, Joe Mogotsi, Ronnie Sehume, Rufus Khoza and Nathan (Dambuza) Mdele, are drawn from the three main tribes—Xosa, Sesuto and Zulu.

The new London sides featuring the Mannhattans are "Kilimanjaro" and "Lovely Lies." Since none of the group speaks English, it took five weeks of special tutoring by execs of Gallo, London's African associate, to teach the group the English lyrics. Both tunes are published by Burlington Music, London's own publishing affiliate.

## Hi-Fi Shows Pack 'Em In

CHICAGO, Oct. 8.—Increasing public interest in high fidelity was indicated this week by overflow attendances at two widely scattered hi-fi shows. Here, a record-breaking 52,000 attendance was claimed for the three-day exhibit of more than 134 manufacturers and suppliers of equipment and component parts in the Palmer House. This almost doubled the attendance of 28,000 at the same event last year.

More than 17,000 also visited exhibits at the third annual Northern California Hi Fidelity Audio Show at the Sheraton Palace Hotel, San Francisco. Exhibitors at this show included 13 retailers, 13 manufacturers and six manufacturer's agents.

## 'LUCKY BELL'

### Souvenir Of Capri To Jocks

NEW YORK, Oct. 8. — The search for a new sound occasionally will take a Tin Pan Alley denizen halfway around the globe.

On a recent trip to Capri, tune-smith Gerald Marks discovered the little silver bells sold for good luck charms at the Mission of San Michele. He brought one back, and together with Stanley Adams, president of the American Society of Composers, Authors and Publishers, wrote the song, "The Lucky Little Bell (of San Michele)."

Sammy Kaye recorded the tune for Columbia, employing Marks' bell. This week, as the record is released, publisher Dave Dreyer, of Marlong Music, will send 1,000 identical imported bells to deejays, accompanied by the legend of the bells, also imported from Capri.

## Walco Bases Fall Promotion on Disk Accessory Bars

NEW YORK, Oct. 8. — Walco Products is basing its fall merchandising program on a new "record accessory bar," a counter display unit which stocks several Walco products. The unit will be offered to dealers free with the purchase of any one of four accessory deals, valued at list price from \$48 to \$102.

The hardwood "bar" holds four Walco products, two of which are being introduced for the first time. These are a record brush at \$1 and a "Balanced Sound Kit," holding a turntable level and stylus pressure gauge and listing at \$1.50. Other items to be displayed in the "bar" are Walco's "Stati-Clean" and plastic record sleeves.

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## MUSIC THIS WEEK

### VICTOR PROMOTING NEW 'AIDA' ALBUM . . .

A full-scale promotion to spur sales of the new RCA Victor recording of the Verdi opera "Aida" has been launched by the diskery. Promotion facets include distribution of streamers and mounted easel album covers to dealers. Heavy distribution of the three-disk album will be made to radio stations, which also will receive special recorded interview wax featuring artists in the opera cast.

### BEN STARR TO COME BACK TO STATES . . .

Ben Starr, well-known music business attorney who moved to London earlier this year, has decided to return to the States. He was scheduled to sail for these shores Sunday (9). Starr originally had planned to set up shop as a representative for American publishers in England.

### HILL & RANGE SIGNS DAFFAN . . .

Country clef Ted Daffan, who penned such ditties as "No Letter Today," "I'm a Fool to Care," "Truck Driver's Blues" and "Head-in' Down the Wrong Highway," has been signed to a term exclusive pact by Hill & Range.

### CAPITOL WINDS UP DEALER MEETINGS . . .

Capitol Records' Hub division played host this week to nearly 250 record dealers and their guests at a cocktail party and dinner in the Georgian Room of the Hotel Statler, Boston. Capitol trotted out its releases, now available for the next two months, at this the wind-up dealer party in key cities thru-out the nation. Slides were shown of the new LP albums with selections from each being played. Each guest was presented with a 12-inch LP recording of the selections played.

### MERCURY RELEASES BALLET DEMOS . . .

Mercury Records' fall drive on ballet music packages takes on added steam this week with the release to dealers of two special

demo records on the items being promoted. Both demo records will be issued in illustrated sleeves and will contain highlights from the complete performances on the packages. One plugs "Daphnis and Chloe," the other "Sleeping Beauty."

### THREE SINGERS SIGNED BY WING . . .

Three new singers have been signed by Wing Records. Among the pactees is Jerry Tiefer, one-time free-lance Chicago record promotion man. Also signed were gal pop singers Gee Palmer and Patricia Scot, the latter a regular on WBBM-TV's "In Town Tonight."

### ROBBINS TO PUBLISH 'STRIP-ACTION' SCORE . . .

Robbins Music will publish the Jimmy McHugh-Harold Adamson score from the upcoming musical "Strip for Action." Robbins' general professional manager, Murray Baker, is now contacting a.&r. men for disk activity. Show is being set for a December opening.

### PEREZ PRADO BREAKS PALLADIUM RECORD . . .

Mambo king, Perez Prado, smashed a 10-year attendance mark for Saturday night business at the Hollywood Palladium last week when he drew 6,661 dancers at \$1.50.

Previous record was held by Jimmy Dorsey, who pulled 7,004 on a Saturday in 1945. Booking at the Hollywood dance palace is Prado's first, tho he has played other local ballrooms on numerous occasions.

### MORGAN TO PALLADIUM FOR XMAS PARTIES . . .

The Russ Morgan band, absent from the Coast for more than two years, returns December 2 to open the Hollywood Palladium's traditional Christmas party season. Dance palace is closed to the general public at that time, with the house bought by private firms for Christmas dances for their employees. Harry James' ork will precede the Morgan booking, starting November 9 for three weeks, with the Les Brown band opening there

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Christmas Eve when the Palladium reverts to public ballroom status.

### Cincinnati

Bandleader **Barney Rapp** has set **Turk Murphy** and his Dixieland group into Hotel Sinton here Tuesday thru Sunday (11-16) with the hopes of instituting a permanent jazz policy at the hostelry. If the initial venture clicks, Rapp plans to book in **Bob Scobey**, **George Lewis** and other top jazz combos. Formerly with the Frank Sennes Agency here, Rapp is now booking on his own, with offices in the Sinton Hotel. . . . **Burt Farber**, long Cincy's top pianist and now musical director of **Arthur Godfrey's** Wednesday night show, begins a nitery stint with the **McGuire Sisters** November 11 at the Copacabana, New York. Farber is also slated to conduct at a horse show at Harrisburg, Pa., October 25, and at New York's Madison Square Garden November 1.

### Hollywood

**Mickey Goldsen**, president of Criterion Music, off on a two-week junket to Hawaii on a combination business-pleasure trip. . . . Disk jockey **Bruce Hayes**, KLIF, Dallas, visiting here last week. . . . **Gale Storm**, **Jack Durant** and the dance team of **Priest and Fosse** follow **Tony Martin** into the Coconut Grove, November 9. . . . **Guy Lombardo** set a new attendance record of 2,524 paid admissions at the Fairgrounds Ballroom, Klamath Falls, Ore., recently. . . . **Irwin Zucker** handling Coast promotion for **Herb Shriner**, whose first Columbia disk hit the disk stalls this week. . . . Chirp **Joanie O'Brien** gave birth to an eight-pound boy, **Russell Glenn**, last week (3). . . . **KOWL** deejay **Joe Adams** returned from Albuquerque, N. M., last week, where he taped interviews with members of the **Lionel Hampton** band injured in a bus crash recently. . . . **Carol Richardson** set for four **Edgar Bergen** shows. . . . "Heartless" is the title of the new **Ernesto Leucona** tune, first of his songs to hit this country in some time. . . . **Margie Halsne**, secretary to **Dick Rising**, Capitol Records' national sales promotion manager, became the bride of **Laurentz R. Masters** here last week. . . . Singer **Dinah Shore** was the first female guest to be honored by the Song Pluggers' Association at their weekly luncheon last week. Other guests included **Bob Banner**, producer of **Miss Shore's** television show; **Ticker Freeman**, her accompanist, and **Henri Rene**, Coast repertoire topper for RCA Victor. . . . **Tony Romano** set for the male vocal spot on the new **Jack Carson** radio show. . . . **Thelma Gracen**, former band singer with **Jan Garber**, **Shep Fields** and **Ted Weems**, now doing a single at the Keynote, Hollywood. . . . **Dimitri Tiomking** has teamed with **Paul Francis Webster** to write the title song for Warner Brothers' production of "Giant."

Monava Records, headed by **Mona C. Herren**, was formed in Los Angeles recently, with the firm slated to release a full schedule of disks to cover the pop and country fields. Subsidiary publishing company, **Raymon Publishing Company**, was also organized.

### MBS Record Biz

• Continued from page 15

firmed reports persisted thruout the trade to the effect that Cadence and Mutual were involved in negotiations as well.

A record division for the Mutual-RKO-General Teleradio combine is viewed as a certainty. The acquisition of almost 950 titles, of which RKO has clear title to 612, is seen as the bulwark from which a record firm could build its catalog. In order to release disks from these features, tho, RKO would have to clear same with the AFM with possible repayment to the musicians' performance trust fund.

With RKO almost certain to re-enter theatrical production, a label is also seen as an advantage. As of the first of this year, the Mutual Broadcasting System consisted of 572 affiliate stations.

### LOMBARDO

## Reportedly Exiting Decca For Capitol

LAS VEGAS, Nev., Oct. 8.—Maestro **Guy Lombardo**, one of the most consistent money earners in the catalog of Decca Records, was reported late this week as severing his connection with that label and signing a contract with Capitol Records.

Late Friday night (7) Lombardo, at the Desert Inn here, left word that he would make no statement. It was believed that Decca execs were making a last ditch effort to heal the breach.

Sources close to Lombardo, however, stated that he would be with Capitol effective January 1.

Lombardo, it was stated, has long been dissatisfied at Decca, where he has been covering hits rather than cutting original material. He is also stated to have been restive owing to what he feels has been a lack of promotional effort on his behalf.

Lombardo has been with Decca for 20 years—virtually since the inception of the company. He has always been regarded as one of the most valuable of the label's properties, owing to the consistent sale of his albums. Altho Lombardo singles rarely make the best-selling charts, his sale even here has been consistent also.

### N. Y. C&W Sales

• Continued from page 16

changes here. Only a week ago **Martin Block** began spotting five c.&w. disks on his ABC show, and **Jack Lacey**, on WINS, is also beginning to spin such disks with some regularity.

While the Decca branch here would not quote percentages, this facility also noted that c.&w. sales here have "definitely increased" over the past year. The barriers are breaking down, it was said, and teen-agers are going for the product in heavy numbers. On Decca, it is **Webb Pierce** and **Red Foley** who pull the heaviest Gotham action.

### Ideal Products

Ideal Record Products, the M-G-M distrib here, took over the line early this year so could not draw a comparison between 1954 and 1955 sales. But the demand for **Hank Williams** material is strong, has only just zoomed beyond its normal level, and calls for **Marvin Rainwater** etchings are beginning to come in. The rising requests for c.&w. led the M-G-M distrib to call a special meeting of his salesmen to discover the reason and exploit it further. No specific reason could be found, and the distrib just stopped asking questions and continued filling orders.

Times-Columbia, the Columbia distributor here, alone reported that its c.&w. sales have not shown any rise over the past year and that the percentage of such sales to over-all volume is almost negligible.

One-stopper **Leslie** reported juke operator use has progressed to the point where on most new boxes 10 per cent of the disks slotted are c.&w., this regardless of locations.

### Sync Clearances

• Continued from page 16

as in England. Many American pubs set their foreign sync fees at one-half the fee set for the United States and Canada; some, to please their foreign affiliates, give it for less.

One thing is certain: As film use on TV increases, as more product goes into syndication, as more American film finds its way abroad, sync clearances will become less casual. As in the case of motion pictures, they will have to be cleared prior to the making of the picture.

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Review Spotlight on . . .

ALBUMS

Popular

CALENDAR GIRL (1-12") - Andre Kostelanetz and his ork. Columbia CL 811
Kostelanetz takes 12 "Calendar Girls"—one for each month of the year and gives them his unique bubbly music treatment.

HEAR! HEAR! (1-12")—Fred Waring and the Pennsylvanians. Decca DL 9031
These are highlights from the current Waring Broadway production which has been very well received by New York critics, and should be a highly successful touring entity.

Classical

TCHAIKOVSKY: SLEEPING BEAUTY (Complete Ballet); Official Production Sadlers' Wells Ballet (2-12")—RCA Victor LM 6034
This should prove one of the top holiday gift packages. The complete ballet has been disked in only one other version, altho portions of it have always been popular, and especially the Waltz.

VERDI: AIDA (3-12")—Milanov, Bjoerling, Warren, Christoff; Rome Opera House Orchestra and Chorus; Jonel Perlea, Cond. RCA Victor LM 6122
For some years now the London set of this Verdi masterpiece has dominated the field. This should no longer be the case; this new entry, by virtue of its stellar cast and high performance standard, will quickly take over as the sales leader, and there is little doubt that it will soon

rate high on the charts. Repertoire, cast, packaging and low price will prove the conditioning factors. Critically, however, it should be noted that the top names here—Milanov and Bjoerling—don't rate top kudos. Some of the supporting roles are more effectively sung, particularly the Amneris of Fedora Barbieri.

BEETHOVEN: PIANO CONCERTO NO. 2; PIANO CONCERTO NO. 4 (1-12") - Rudolf Serkin, Piano; Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 5037

With this LP Serkin completes his disk survey of the Beethoven concertos, and it is a package that should have little difficulty moving to consumers in good quantity. The readings and etched sound are of the highest quality, and there is a bargain inducement as well. It's the only available LP coupling two Beethoven concertos, and the little pre-echo probably caused by squeezing the Fourth on one face will hardly be noticed by the most finicky.

Jazz

Dave Brubeck Quartet. Columbia CL 699
The Brubeck foursome scores another bulls-eye with this collection of on-the-spot recordings emanating from their Basin Street (New York) appearances of October 1954 and July 1955. All three elements of the Brubeck style that have been so important in making best sellers of his other LP's are here: the use of counterpoint, Brubeck and altoist Paul Desmond "going out" while bassist Bob Bates and drummer Joe Dodge "hold the lifeline," and so on. As if an album like this needed any additional commercial help, it nonetheless will be given extra hypo by being part of a promotional tie-in with the introduction of Helena Rubinstein's new lipstick.

Children's

A CHILD'S INTRODUCTION TO THE GREAT COMPOSERS (8-7")—Simon & Schuster. GRC 4

This is another in the Golden Record Chest series, the 78 r.p.m. records packaged in a multi-colored, eye-catching square box with handy carrying handle. The package itself is potent enough bait to draw many buyers but the contents should seal the deal. In the 48 minutes of music, the youthful listener gets samples, and listenable and understandable ones at that, of 32 of the great composers. Should move well at the retail level, especially during the Christmas gift season coming up.

this symphony stand in no danger from this ninth LP version. While Scherchen handles the music reverently, pacing it deliberately to emphasize its grand proportions, he does not penetrate its depths nor bring out the geniality of its lighter sections with the genius of Bruno Walter. This is overwhelming competition, which Westminster's economical price on SWN packages will only partially overcome.

IVES: SYMPHONY NO. 3; DONOVAN: SUITE FOR STRING ORCHESTRA AND OBOE (1-12")—Baltimore Little Symphony; Reginald Stewart, Cond. Vanguard VRS 468 . . . 69
Difficult as much of Charles Ives' music is, it may come as a surprise to some how approachable and directly appealing certain compositions of his are. The Third Symphony, an early work, is persistently melodic, tho the composer takes hymns, Salvation Army marching tunes and other traditional material and occasionally turns them on their ears. Donovan is a contemporary, a teacher at Yale, who complements the Ives work with a suite also developed primarily from American folk material. Well-played and admirably recorded; a contribution to American music.

TCHAIKOVSKY: QUARTET NO. 2 IN F MAJOR, OP. 22 (1-12")—Armenian String Quartet. Angel 35238 . . . 68
It's the first recording of this particular quartet, and as such it will have some appeal to dedicated library builders and Tchaikovsky addicts. Outside of the lovely third movement, the music, with all its romantic intent, is rather empty. Since chamber music fans are not always Tchaikovsky fans and vice-versa, the sale of this issue should be limited. The Armenian group performs with a rich sound and style.

SPANISH CHORAL MUSIC (1-12")—Capilla Classica Polifonica; Enrique Ribo, Cond. Angel 35257 . . . 65
One side of this LP holds works by little known 16th Century composers, and the other traditional Spanish music—carols, folk tunes, etc. All the classical selections are sung a capella, with unusual tonal clarity and discipline. A guitar is heard in some of the other works. No best-seller prospect, but acceptable sales among the discriminating fringe of dealer clientele.

DYORAK: STRING QUARTET IN G MAJOR, OP. 106(1-12")—Barchet Quartet. Vox PL 9250 . . . 65
A first recording of the quartet. The work should exert a draw on chamber music collectors, altho general appeal will be limited. It is expertly played by the Barchet ensemble, altho with a somewhat dry and academic approach.

dies and grand dramatic scope, the average listener can respond to this as to few other contemporary creations. A handsome booklet with texts of the scenes recorded is included.

TCHAIKOVSKY: SYMPHONY NO. 5 (2-12") - Philharmonic Symphony Orchestra of London; Artur Rodzinski, Cond. Westminster W-LAB 8001 . . . 74
This package is another in Westminster's LAB series. Like the previous albums, this will sell well at the price, even tho it faces very strong competition. More than a dozen versions are extant. The Westminster set contains three sides on two LP's and is elaborately packed with a zipper-fastened plastic cover. Superb sound and trappings will act as strong lures on the hi-fi fraternity.

DYLAN THOMAS: UNDER MILK WOOD (2-12") - Westminster WN 2202 . . . 73
This distinguished work, completed by Thomas just prior to his death, was produced by Douglas Cleverdon with a noted Welsh cast and broadcast over the British Broadcasting Corporation in January, 1954. The Westminster release, issued with the co-operation of the BBC, is an important contribution to the growing library of recorded literature. Dealers in college towns especially, as well as metropolitan dealers with the right kind of trade, should stock this item. Its fine packaging makes it even more merchandisable. Sales may be surprising.

BEETHOVEN: PIANO CONCERTO NO. 5 (EMPEROR); SIX VARIATIONS ON THE TURKISH MARCH (1-12") - Friedrich Wuhler, Piano; Pro Musica Orchestra, Vienna; Heinrich Hollreiser, Cond. Vox PL 9490 . . . 72
Wuhler's conception of this popular concerto is heroic and his execution is brilliant. The version has plenty of big name competition, but Wuhler can hold his own musically, and this set offers as an added value the delightful variations, which are not available elsewhere. Where the pianist has won acceptance, this may be recommended, but elsewhere selling will be difficult against the Serkins, Geisekings, Horowitz's, etc.

MAHLER: SYMPHONY NO. 1 (1-12")—Philharmonic Symphony Orchestra of London; Hermann Scherchen, Cond. Westminster SWN 18014 . . . 70
The laureis won earlier this year by the Walter and the Kubelik interpretations of

Reviews and Ratings of New Classical Releases

CHOPIN: WALTZES (Complete) (1-12") -Arthur Rubinstein, Piano. RCA Victor LM 1892 . . . 80
All 14 are here, played with the poetic insight and flair that are peculiarly Rubinstein's. Some years ago it was the Lipatti version (Columbia) that stole the play, to give way somewhat to the Novacs (Vox) treatment. But the many collectors attracted to the waltzes now are certain to give Rubinstein the major part of their attention. Strong sales here.

PAGANINI: VIOLIN CONCERTO NO. 1; GLAZOUNOFF: VIOLIN CONCERTO (1-12")—Michael Rabin, Violin; Philharmonia Orchestra; Lovro von Matacic, Cond. Angel 35259 . . . 78
Still a teen-ager, Rabin has been heard on disk only in some short pieces on Columbia. Now a full-fledged Angel artist, and with recognized orchestra behind him he shows his true mettle in brilliant performances of works where his virtuosity and youthful verve are given full play. Without question here is vinyl evidence of an important new fiddler. Also, this disk should sell very well. The concertos, it should be remembered, are perennial favorites in the literature.

MOZART: VIOLIN SONATA IN B FLAT (K. 454); VIOLIN SONATA IN E FLAT (K. 481) (1-12")—Joseph Szigeti, Violin; George Szell, Piano. Columbia ML 5005 . . . 77
Of all the flood of Mozart diskings this season, this is likely to remain among the most active in the catalog in the years to come. At least among the hard core of discriminating buyers. Szigeti is in top form (not always the case in recent recordings) and his best is hard to match. In conductor-pianist Szell he has found a perfect collaborator, and for once the engineers have given a pianist the proper sonic perspective in a duo effort with a little virtuoso of stellar rank.

WALTON: SCENES FROM "TROILUS AND CRESSIDA" (1-12")—Elizabeth Schwarzkopf; Richard Lewis; Philharmonia Orchestra; William Walton, Cond. Angel 35278 . . . 76
With first American performances of this opera scheduled this month in San Francisco and New York, the release of these excerpts from the English production is aptly timed. Hailed by critics at its premiere last December as one of the great operatic achievements of the decade, "Troilus" has also enjoyed immense popular success in England. Being a "singers' opera," with luscious Italianate melo-

Best Selling Popular Albums

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

LP'S

- 1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia CL 710
2. PETE KELLY'S BLUES—Jack Webb . . . . . RCA Victor LPM 1126
3. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol W 581
4. LONESOME ECHO—Jackie Gleason . . . . . Capitol W 627
5. OKLAHOMA!—Sound Track . . . . . Capitol SAO 595
6. MEET ANDRE KOSTELANETZ . . . . . Columbia KZ 1
7. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor LM 1837
8. PETE KELLY'S BLUES—Ella Fitzgerald and Peggy Lee . . . . . Decca DL 8166
9. SO SMOOTH—Perry Como . . . . . RCA Victor LPM 1085
10. STARRING SAMMY DAVIS JR. . . . . Decca DL 8118
11. POP SHOPPER . . . . . RCA Victor SPL 12-13
12. JUST FOR LOVERS—Sammy Davis Jr. . . . . Decca DL 8170
13. I LOVE PARIS—Michel LeGrand . . . . . Columbia CL 555
14. SOMETHING COOL—June Christy . . . . . Capitol T 516
15. SONGS OF THE WEST—Norman Luboff Choir . . . . . Columbia CL 657

EP'S

- 1. LOVE ME OR LEAVE ME—Doris Day . . . . . Columbia EPB 540
2. THE STUDENT PRINCE—Mario Lanza . . . . . RCA Victor ERB 1837
3. PETE KELLY'S BLUES—Jack Webb . . . . . RCA Victor EPB 1126
4. IN THE WEE SMALL HOURS—Frank Sinatra . . . . . Capitol EBF 581
5. STARRING SAMMY DAVIS JR. . . . . Decca ED 2214-6
6. LONESOME ECHO—Jackie Gleason . . . . . Capitol EAP 627
7. PETE KELLY'S BLUES—Ella Fitzgerald and Peggy Lee . . . . . Decca ED 2269
8. POP SHOPPER . . . . . RCA Victor SPC 7-13
9. MOODS IN SONG—Nat (King) Cole . . . . . Capitol EAP 1-633
10. OKLAHOMA!—Sound Track . . . . . Capitol SDM 595
12. SOMETHING COOL—June Christy . . . . . Capitol EBF 516
13. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . . . Capitol EBF 352
14. OUR TOWN—Frank Sinatra . . . . . Capitol EAP 1-673
15. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . . . RCA Victor EPBT 3057

"Classical Possibilities"

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

- 1. THE SERIOUS GERSHWIN—Morton Gould . . . . . RCA Victor LM 6033
2. GRIEG: PEER GYNT SUITES, NOS. 1 AND 2; BIZET; L'ARLESIENNE SUITES, NOS. 1 AND 2—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 5035
3. MOZART: COSI FAN TUTTE—Elisabeth Schwarzkopf, The Philharmonia Orchestra (von Karajan) . . . . . Angel 3522
4. TCHAIKOVSKY: THE SLEEPING BEAUTY BALLET—Minneapolis Symphony (Dorati) . . . . . Mercury OL 3-103
5. THE ART OF ANDRES SEGOVIA . . . . . Angel 9795

Reviews and Ratings of New Popular Albums

MUSIC FOR GRACIOUS LIVING . . . 80
Peter Barclay and his Orchestra
BUFFET (1-12")—Columbia CL 694
BARBECUE (1-12")—Columbia CL 695
AFTER THE DANCE (1-12") Columbia CL 697
DO-IT-YOURSELF (1-12")—Columbia CL 698

There rarely comes a series that invites display as does this one. The covers are full color photos of a type right out of "Better Homes and Gardens," each dealing with a form of modern home entertainment and avocation. On the back of each jacket is useful, easy to follow information—recipes for snacks, drinks, patio planting, dance music suggestions and remodeling hints. The music itself is standard background music, the usual "mood" or "dinner" music, consisting of standards, and very well recorded. The packaging is bound to call attention to the entire series, and the music, while interchangeable, is perfectly suitable for background for all of the above functions.

MILLS BROTHERS . . . . . 79 (1-12")
Decca DL 8148
Some of the most representative work of the Mills Brothers is on this souvenir album: "Paper Doll," "Till Then," "Cielito Lindo," "You'll Never Miss the Water Till the Well Runs Dry"—12 in all. Here's the rhythm, sound, and relaxed style of chanting which has made this group a standard catalog seller for years. The package must be stocked by virtually all dealers, and it should have a steady sale.

GREATEST PERFORMANCES . . . . . 78
Judy Garland (1-12")
Decca DL 8190
This is just what the cover says and among the memorable moments in la Garland's career recaptured here are such gems as "You Made Me Love You," "Over the Rainbow," "For Me and My Gal," "The Trolley Song," "Meet Me in St. Louis" and "Poor Little Rich Girl." For those many fans who regard Miss Garland as sort of a goddess in greasepaint, this album will provide many pleasant recollections of the gal thru the great years of her career.

HEARTBEATS . . . . . 77
Gordon Jenkins and his Ork (1-12")
Decca DL 8116
Here are 12 lush-sounding arrangements of love songs in keeping with the title. Many of the compositions are Jenkins' own, as "Alone Again," "Mood at Midnight," etc. There is virtually no trite material in the package. Lovers of good music which surpasses the ordinary pop vein will like these tasteful performances.

BARBER SHOP WINNERS . . . . . 76 (1-12")
Decca DL 8177
This year, Decca recorded all five winning groups of the annual SPEBSQSA contest, and these are the official recordings of the barber shop society, which has its adherents in virtually every hamlet. The groups, in order of their official eminence, are the Four Hearsemen, the Confederates, the Four Tisimos, the Air Fours and the Toronto Rhythmairs. Placing them in their final order must have been a difficult decision, because they're all good, and fans of the idiom should eat this set up.

THE BEST OF THE INK SPOTS . . . . . 74 (1-12")
Decca DL 8154
This wraps up all the years of success of the famous quartet in a single package that practically drips with nostalgia. The package, with its soft, tasteful impressions of those tunes of a decade and more gone by, offers a pleasant change of pace to the more modern vocal stylings. Among the even dozen are found "If I Didn't Care," "Do I Worry," "Java Jive," "We Three," "Maybe" and "Until the Real Thing Comes Along." It's all definitely the style of another day but it's the kind of thing jockeys will play and with this exposure, it could enjoy a healthy sale.

MUSIC FOR HOLDING HANDS . . . . . 73
Bill Snyder, Piano (1-12")
Decca DL 8102
Snyder weaves a romantic spell that's strictly fine listening. This is quiet stuff, played with tasteful phrasing and highlighting the artist with guitar and bass rhythm on favorite romantic items like "The Girl Next Door," "Younger Than Springtime," "I'll Follow My Secret Love," "As Time (Continued on page 26)

dean  
martin

vicki  
young

frank  
Sinatra

I LIKE  
THEM ALL

IT MAKES NO  
DIFFERENCE  
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presentation of  
"OUR TOWN"  
(EAP 1-673)

LOVE AND  
MARRIAGE

IN NAPOLI

RECORD NO. 3238



IF WE DANCE  
A LITTLE  
CLOSER

RECORD NO. 3256

THE IMPATIENT  
YEARS

RECORD NO. 3260



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Reviews and Ratings of New Popular Albums

• Continued from page 24

Goes By," and "I'll See You Again." Good background for holding hands, entertaining friends, or even as a calming break for a harried housewife.

### LES COMPAGNONS

DE LA CHANSON .....71  
(1-12")  
Angel 65022

The nine singing Frenchmen have been acclaimed in clubs and theaters alike and their growing following can have a neat sample here of Les Compagnons at their best. This is a brace of 12 of the best French songs they've used in their act. The singing is smooth and mellow and the chords are tight and sure. Altho the lads got their start as a group in 1941 stamping them as more than mere boys,

their voices have the clean tones of youth and the sound, both from a quality and material standpoint is not unlike the blended voices of the better American college singing groups.

### JAN AUGUST PLAYS

SONGS TO REMEMBER .....70  
(1-12")

Mercury MG 20072  
Jan August plays a dozen standard pieces in his romantic keyboard style. He's backed by tasteful instrumental accompaniment conducted by Hugo Peretti. The whole is nostalgic, full of melody, and danceable. Included are "The Very Thought of You," "Someone To Watch Over Me," "April In Paris," "Tenderly," "Our Love," etc.

### WANDERIN' WITH STAN WILSON....62

(1-10")

Cavalleri CAV 5005  
Folk singer Stan Wilson, somewhat remindful of Josh White, yet possessing an individuality of his own, does eight songs in this package. "Wanderin'," "Foggy, Foggy Dew," "High Barbaree," etc., plus a couple of calypsos to change the pace. He's a good performer, and couples his chanting with a fine guitar accompaniment.

## Jazz

### WEST COAST JAZZ .....81

Stan Getz, Saxophone; Shelly Manne, Drummer; Conte Candoli, Trumpet; Lou Levy, Piano; Leroy Vinnegar, Bass (1-12")

Norgran MG N 1032  
Name power, talent and a display-worthy cover tag this as a leader. Getz and Manne are the big names, of course, tho Candoli too has a following. The new star, comparatively, is Levy, whose remarkable jazz performances should win him first-flight recognition in no time. The stuff is modern, always interesting, and it swings powerfully when it's supposed to. For musicians and for

fans, this one is tops. It can be pushed with few reservations.

### MODERN BRASS .....79

Milt Bernhart Brass Ensemble (1-12")

Victor LPM 1123

This is an experimental album that clearly expands the frontiers of modern jazz. Giving a brass section, consisting of two trumpets, trombone, French horn, bass horn and tuba the task of creating a well-balanced sound without the relieving colors of the usual band sections is practically an invitation to disaster. The success here, against heavy odds, is due chiefly to the skill of the fine arrangers employed for this remarkable set: Pete Rugolo, Shorty Rogers, Andre Previn, Jimmy Giuffre, Wes Hensel and Pete Candoli. The trombone of Bernhart is featured thruout, and in the richly varied fare offered here, his solos are consistently warm and imaginative.

### THE FIVE .....77

Pete Jolly, Piano; Buddy Clark, Bass; Mel Lewis, Drums; Conte Candoli, Trumpet; Bill Perkins, Tenor (1-12")

Victor LPM 1121

Altho all of the arrangements for this group are by Shorty Rogers, the sound manages to avoid the West

Coast stereotype. The reason being that the soloists here swing straight out with fiery quality. The main electrical impulse is provided by Jolly, a new star of the first magnitude. Perkins, the critics' choice for "New Star" this year on tenor, goes directly back to the old Lester Young for his inspiration. Interesting stuff.

### GOZ THE GREAT! .....64

Conrad Gozzo and his Ork (1-12")

Victor LPM 1124

Gozzo has been a brilliant lead trumpeter in such great modern and swing bands as those of Claude Thornhill, Woody Herman, Billy May, and practically every swing band emanating from West Coast recording studios in recent years. But he is not and never has been a jazz soloist, and it is difficult to find a reason for this album.

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1273

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

# The Billboard Music Popularity Charts

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

## HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending October 5

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. Yellow Rose of Texas</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; M. Katz, Cap 3239; T. B. Strength, Cap 3217; E. Tubb, Dec 29633. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		11	<b>6. Wake the Town and Tell the People</b> 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.		11
<b>2. Love Is a Many-Splendored Thing</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.		8	<b>7. Shifting, Whispering Sands</b> 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.		5
<b>3. Autumn Leaves</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.		8	<b>8. Moments to Remember</b> By Stillman & R. Allen—Published by Beaver (ASCAP) BEST SELLING RECORD: Four Lads, Col 40539.		6
<b>4. Seventeen</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; P. King, Col. 40562; E. M. Morse, Cap 3199. ELECTRICAL TRANSCRIPTION: Johnny (Scat) Davis, Standard.		11	<b>9. Suddenly There's a Valley</b> By C. Meyer & B. Jones—Published by Warmen-Hill & Range (BMI) BEST SELLING RECORD: G. Grant, Sra 10003 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; J. Stafford, Col 40559.		6
<b>5. Ain't That a Shame</b> By D. Bartholomew & 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.		14	<b>9. Bible Tells Me So</b> By Dale Evans—Published by Paramount-Roy Rogers (ASCAP) BEST SELLING RECORD: Don Cornell, Coral 61467. RECORDS AVAILABLE: K. Armen, M-G-M 12045; M. Jackson, Col 40554; N. Noble, Wing 9003; Weatherford Q1, Vic 20-6218; R. Young, Dec 29615.		11
<b>Second Ten</b>					
<b>11. Tina Marie</b> By Bob Merrill—Published by Roncom (ASCAP) RECORD AVAILABLE: P. Como, Vic 20-6192. ELECTRICAL TRANSCRIPTION: David Lewinter Ork, Standard.		10	<b>16. Black Denim Trousers</b> By Jerry Leiber & Mike Stoller—Published by Quintel-Hill & Range (BMI) RECORDS AVAILABLE: Cheers, Cap 3219; J. Brooks, Dec 29684; Diamonds, Coral 61502; V. Monroe, Vic 20-6260.		4
<b>12. Longest Walk</b> By Eddie Pola-Fred Spielman—Published by Advanced (ASCAP) RECORD AVAILABLE: J. P. Morgan, Vic 20-6182. ELECTRICAL TRANSCRIPTION: Ray Pearl Ork, Standard.		10	<b>17. Hard to Get</b> By Jack Segal—Published by Witmark (ASCAP) RECORD AVAILABLE: G. MacKenzie, X 0137. ELECTRICAL TRANSCRIPTION: Jimmy Biade, Standard.		17
<b>13. He</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.		4	<b>18. I Want You to Be My Baby</b> 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.		7
<b>14. Maybellene</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.		9	<b>19. Song of the Dreamer</b> By Eddie (Tex) Curtis—Published by Ludlow RECORDS AVAILABLE: E. Fisher, Vic 20-6196; B. Paul, Cap 3178; J. Ray, Col 40528. ELECTRICAL TRANSCRIPTION: Lou Brownie, Standard.		10
<b>15. Rock Around the Clock</b> 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.		21	<b>19. My Bonnie Lassie</b> By Bennett, Tepper, McClurg—Published by Blossom (ASCAP) RECORD AVAILABLE: Ames Brothers, Vic 20-6208.		4
<b>Third Ten</b>					
<b>21. At My Front Door</b> By J. Moore & E. Abner—Published by Tollie (BMI) RECORDS AVAILABLE: P. Boone, Dot 15422; El Dorados, Vee Jay 147.		1	<b>26. Hummingbird</b> 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.		14
<b>22. Only You</b> By Buck Ram—Published by Wildwood (BMI) RECORDS AVAILABLE: Platters, Mercury 70633; L. Dee, Wing 90015.		3	<b>27. You Are My Love</b> By Nabbie—Published by Jubilee (ASCAP) RECORD AVAILABLE: J. James, M-G-M 12066.		2
<b>22. I'll Never Stop Loving You</b> By Kahn and Bradszy—Published by Feist (ASCAP) RECORDS AVAILABLE: L. Baxter, Cap 3120; D. Day, Col 40505; D. Whitfield, London 1572; S. Whitman, Imperial 8298. ELECTRICAL TRANSCRIPTION: Ray Pearl, Standard.		14	<b>28. Medic Theme (Blue Star)</b> By Heyman & Victor Young—Published by Victor Young (ASCAP) RECORDS AVAILABLE: C. Applewhite, Dec 29553; L. Baxter, Cap 3055; J. Peerce, Vic 20-6144; F. Sanders, Col 40508; V. Young, Dec 29433.		12
<b>24. Gum Drop</b> 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.		9	<b>28. Hawk-Eye</b> By B. Bryant—Published by Showcase (BMI) RECORDS AVAILABLE: F. Laine, Columbia 40558; B. Lord, Columbia 21437; C. Miller, Mercury 70697.		1
<b>24. Same Ole Saturday Night</b> By Sammy Cahn & Frank Reardon—Published by Barton (ASCAP) RECORD AVAILABLE: F. Sinatra, Cap 3154.		4	<b>30. I Hear You Knocking</b> By David Bartholomew—Published by Commodore (BMI) RECORDS AVAILABLE: G. Storm, Dot 15412; S. Lewis, Imperial 5356.		2

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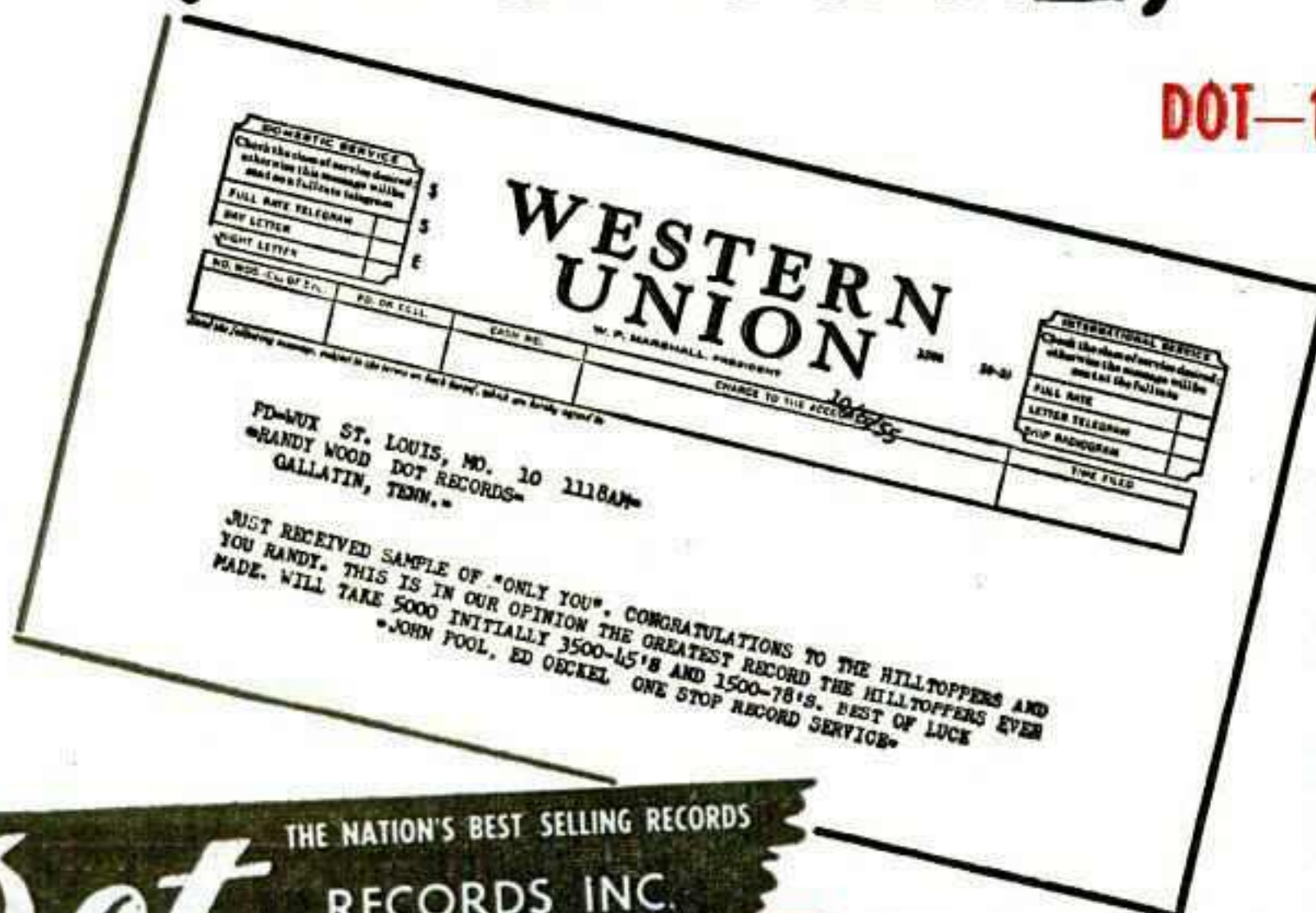
# "ONLY YOU"

(AND YOU ALONE)

b/w

"UNTIL THE REAL THING COMES ALONG"

DOT-15423



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

*A Sensational New Group  
With a 2 Sided Smash!*



*The*

**AFTER  
ALL**

**BIG  
JOKE**

**L  
A  
M  
P  
L  
I  
G  
H  
T  
E  
R  
S**

Decca

#9-29669

*America's Fastest Selling Records*



**DECCA  
RECORDS**

# GET IN ON THE MOST EXCITING NEW IDEA IN COUNTRY & WESTERN MUSIC, IT'S THE DECCA

## Country and Western

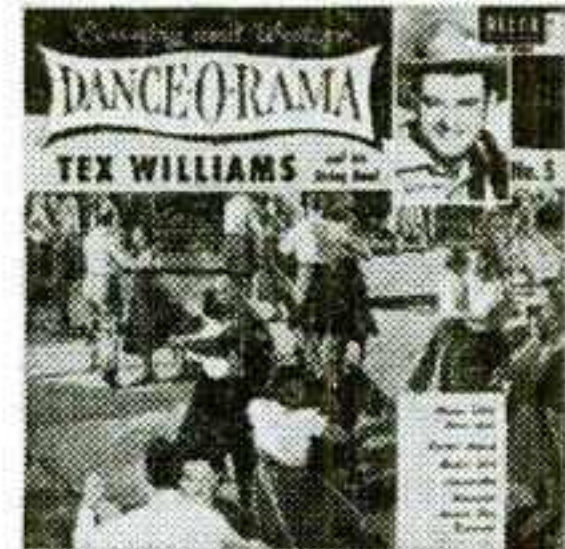
# DANCE-O-RAMA

Dealer designed for fast, volume sales, these 7 new Decca albums feature swingy arrangements of your customers' 'c & w' dance favorites. Stock, display, sell this absolutely new idea in 'c & w' packages.

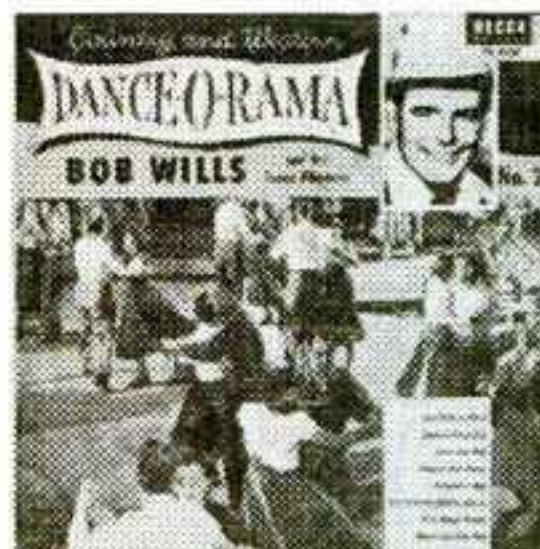
### DANCE-O-RAMA ALBUMS



No. 1 - Milton Brown and His Brownies (DL 5561, ED 2221-2)



No. 5 - Tex Williams and His String Band (DL 5565, ED 2229, 2230)



No. 2 - Bob Wills and His Texas Playboys (DL5562, ED 2223-4)



No. 6 - Grady Martin and His Winged Strings (DL 5566, ED 2231-2)



No. 3 - Spade Cooley and His Buckle-Busters (DL 5563, ED 2225-6)



No. 7 - Billy Gray and His Western Okies (DL 5567, ED 2233-4)



No. 4 - Adolph Hofner and His San Antonians (DL 5564, ED 2227-8)

"DL" indicates 33 1/3 Long Playing Recordings  
"ED" indicates 45 RPM Extended Play

### SALES-MAKING Dance-O-Rama PROMOTION



Dealers . . . Decca has colorful, illustrated, mounted displays, merchandisers, and easel cards to provide focal points of sale for your Dance-O-Rama promotion. Ads in *Country Song Round-Up* and *Country and Western Jamboree* reach nearly half a million country and western customers. Tie-in to this new idea in 'c & w' music . . . contact your Decca Distributor now!



# The Billboard Music Popularity Charts

# POPULAR RECORDS

## Best Sellers in Stores

For survey week ending October 5

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	Weeks on Chart	Record
1	11	<b>YELLOW ROSE OF TEXAS (ASCAP)—M. Miller</b> ..... 2 Blackberry Winter (BMI)—Col 40540
2	7	<b>LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces</b> ..... 1 Shine On Harvest Moon—Dec 29625
3	9	<b>AUTUMN LEAVES (ASCAP)—R. Williams</b> ..... 3 Take Care (BMI)—Kapp 116
4	7	<b>MOMENTS TO REMEMBER (ASCAP)—Four Lads</b> ..... 5 Dream On, My Love, Dream On (ASCAP)—Col 40539
5	14	<b>AIN'T THAT A SHAME (BMI)—P. Boone</b> ..... 4 Tennessee Saturday Night (BMI)—Dot 15377
6	9	<b>TINA MARIE (ASCAP)—Perry Como</b> ... 8 Fooled (ASCAP)—Vic 20-6192
7	4	<b>SHIFTING, WHISPERING SANDS (BMI)—(Parts I &amp; II) B. Vaughn</b> ..... 9 Dot 15409
8	6	<b>BIBLE TELLS ME SO (ASCAP)—D. Cornell</b> ..... 10 <b>LOVE IS A MANY-SPLENDORED THING (ASCAP)—Coral 61467</b>
9	4	<b>BLACK DENIM TROUSERS (BMI)—Cheers</b> ..... 12 Some Night in Alaska (BMI)—Cap 3219
10	8	<b>SEVENTEEN (BMI)—Fontane Sisters</b> ... 7 If I Could be With You (ASCAP)—Dot 15386
11	10	<b>YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond</b> ..... 6 You're in Love With Someone (ASCAP)—Coral 61476
12	3	<b>HE (BMI)—A. Hibbler</b> ..... 19 Breeze (ASCAP)—Dec 29660
13	3	<b>SHIFTING, WHISPERING SANDS (BMI)—R. Draper</b> ..... 14 Last Frontier (ASCAP)—Mercury 70696
14	3	<b>ONLY YOU (BMI)—Platters</b> ..... 18 Bark, Battle and Ball (BMI)—Mercury 70633
15	15	<b>SEVENTEEN (BMI)—B. Bennett</b> ..... 15 Little Old You-All (BMI)—King 1470
16	10	<b>WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter</b> ..... 17 I'll Never Stop Loving You (ASCAP)—Cap 3120
17	9	<b>MAYBELLENE (BMI)—C. Berry</b> ..... 11 Wee Wee Hours (BMI)—Chess 1604
18	23	<b>ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> ..... 13 Thirteen Women (BMI)—Dec 29124
19	2	<b>MY BONNIE LASSIE (ASCAP)—Ames Brothers</b> ..... 22 So Will I (BMI)—Vic 20-6208
20	2	<b>SUDDENLY THERE'S A VALLEY (BMI)—G. Grant</b> ..... 21 Love Is (BMI)—Era 1003
21	6	<b>LONGEST WALK (ASCAP)—J. P. Morgan</b> ..... 20 Swanee (ASCAP)—Vic 0-6182
22	8	<b>SONG OF THE DREAMER (BMI)—E. Fisher</b> ..... 24 Don't Stay Away Too Long (ASCAP)—Vic 20-6196
23	1	<b>AT MY FRONT DOOR (BMI)—El Dorados</b> ..... — What's Buggin' You, Baby (BMI)—Vee Jay 147
24	8	<b>GUM DROP (BMI)—Crew Cuts</b> ..... 16 Present Arms (ASCAP)—Mercury 70668
25	8	<b>WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson</b> ..... 23 Hold Me Tight (ASCAP)—Col 40537

## THIS WEEK'S BEST BUYS

**I HEAR YOU KNOCKING (Commodore, BMI)**  
**NEVER LEAVE ME (Hometown, ASCAP)—Gale Storm—Dot 15412**

The thrush's first release on the label is stirring considerable excitement among deejays, dealers and operators. This week Buffalo and Seattle report the disk on their territorial charts. Good sales are also reported in Pittsburgh, Cincinnati, Cleveland, Nashville, St. Louis, Milwaukee, Chicago, Los Angeles and Baltimore. The majority of territories prefer the rhythm and blues tunes, but in some areas the flip is receiving better-than-average attention.

**NO ARMS CAN EVER HOLD YOU (Gil, BMI)**  
**—Georgie Shaw—Decca 29679**

With this record, Shaw is turning in one of his best sales performances in several recent tries. On the Detroit territorial chart this

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

week, the disk is also taking off in Philadelphia, St. Louis, Milwaukee and Cincinnati in a big way, and appears to have strong chart potential. On the reverse of Shaw's disk is "Look to Your Heart" (Barton, ASCAP). A previous Billboard "Spotlight" pick.

**MAGIC FINGERS (Ross-Jungnickel, ASCAP)**  
**I WANNA GO WHERE YOU GO (Bourne, ASCAP)—Eddie Fisher—RCA Victor 6264**

While this disk has not taken off with the speed of some of the big Fisher hits of the last few years, in the past three weeks it has garnered an impressive set of sales reports from most parts of the country. Among these were Providence, Philadelphia, Baltimore, Richmond, Durham, Buffalo, Pittsburgh, Chicago, Milwaukee, Nashville, Atlanta and St. Louis. Action is almost evenly divided between the two sides. A previous Billboard "Spotlight" pick.

## Most Played in Juke Boxes

For survey week ending October 5

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	Weeks on Chart	Record
1	9	<b>YELLOW ROSE OF TEXAS (ASCAP)—M. Miller</b> ..... 1 Blackberry Winter (BMI)—Col 40540
2	14	<b>AIN'T THAT A SHAME (BMI)—P. Boone</b> ..... 2 Tennessee Saturday Night (BMI)—Dot 15377
3	5	<b>AUTUMN LEAVES (ASCAP)—R. Williams</b> ..... 9 Take Care (BMI)—Kapp 116
4	4	<b>LOVE IS A MANY-SPLENDORED THING (ASCAP)—Four Aces</b> ..... 8 Shine On, Harvest Moon (ASCAP)—Dec 29625
5	9	<b>SEVENTEEN (BMI)—Fontane Sisters</b> ... 3 If I Could Be With You (ASCAP)—Dot 15386
6	8	<b>YELLOW ROSE OF TEXAS (ASCAP)—J. Desmond</b> ..... 4 You're in Love With Someone (ASCAP)—Coral 61476
7	8	<b>LONGEST WALK (ASCAP)—J. P. Morgan</b> ..... 7 Swanee (ASCAP)—Vic 20-6182
8	7	<b>MAYBELLENE (BMI)—C. Berry</b> ..... 6 Wee Wee Hours (BMI)—Chess 1604
9	18	<b>ROCK AROUND THE CLOCK (ASCAP)—B. Haley</b> ..... 5 Thirteen Women (BMI)—Dec 29124
10	7	<b>TINA MARIE (ASCAP)—P. Como</b> ..... 11 Fooled (ASCAP)—Vic 20-6192
11	5	<b>WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—L. Baxter</b> ..... 9 I'll Never Stop Loving You (ASCAP)—Cap 3120
12	8	<b>SEVENTEEN (BMI)—B. Bennett</b> ..... 13 Little Ole You-All (BMI)—King 1470
13	15	<b>HARD TO GET (ASCAP)—G. MacKenzie</b> ..... 12 Boston Fancy (BMI)—X 0137
14	5	<b>WAKE THE TOWN AND TELL THE PEOPLE (ASCAP)—M. Carson</b> ..... 16 Hold Me Tight (ASCAP)—Col 40537
15	2	<b>SHIFTING, WHISPERING SANDS (Parts I &amp; II) (BMI)—B. Vaughn</b> ..... — Dot 15409 (BMI)
16	4	<b>BIBLE TELLS ME SO (ASCAP)—D. Cornell</b> ..... 17 Love Is a Many-Splendored Thing (ASCAP)—Coral 61467
17	4	<b>AIN'T IT A SHAME (BMI)—Fats Domino</b> ..... 17 La La (BMI)—Imperial 5348
18	12	<b>HUMMINGBIRD (ASCAP)—L. Paul &amp; M. Ford</b> ..... 14 Goodbye My Love (ASCAP)—Cap 3165
19	1	<b>MOMENTS TO REMEMBER (ASCAP)—Four Lads</b> ..... — Dream On, My Love, Dream On (ASCAP)—Col 40539
20	2	<b>I WANT YOU TO BE MY BABY</b> ..... 19 L. Briggs..... 19 Don't Stay Away Too Long (BMI)—Epic 9115
20	1	<b>SUDDENLY THERE'S A VALLEY (BMI)—G. Grant</b> ..... — Love Is (BMI)—Era 1003
20	1	<b>ONLY YOU (BMI)—Platters</b> ..... — Bark, Battle and Ball (BMI)—Mercury 70633

## Most Played by Jockeys

For survey week ending October 5

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	Weeks on Chart	Record
1	8	<b>LOVE IS A MANY-SPLENDORED THING—Four Aces</b> ..... 2 Shine On, Harvest Moon (ASCAP)—Dec 29625
2	11	<b>YELLOW ROSE OF TEXAS—M. Miller</b> ..... 1 Blackberry Winter (ASCAP)—Col 40540
3	6	<b>AUTUMN LEAVES—R. Williams</b> ..... 3 Take Care (ASCAP)—Kapp 116
4	5	<b>MOMENTS TO REMEMBER—Four Lads</b> ..... 7 Dream On, My Love, Dream On (ASCAP)—Col 40539
5	9	<b>TINA MARIE—P. Como</b> ..... 8 Fooled (ASCAP)—Vic 20-6192
6	23	<b>AIN'T THAT A SHAME—P. Boone</b> ... 4 Tennessee Saturday Night (BMI)—Dot 15377
7	9	<b>SEVENTEEN—Fontane Sisters</b> ..... 9 If I Could Be With You (BMI)—Dot 15386
8	4	<b>SHIFTING, WHISPERING SANDS—(Parts I &amp; II)—B. Vaughn</b> ..... 10 Dot 15409
9	10	<b>WAKE THE TOWN AND TELL THE PEOPLE—L. Baxter</b> ..... 6 I'll Never Stop Loving You (ASCAP)—Cap 3120
10	9	<b>YELLOW ROSE OF TEXAS—J. Desmond</b> ..... 5 You're in Love With Someone (ASCAP)—Coral 61476
11	2	<b>BLACK DENIM TROUSERS—Cheers</b> ... 12 Some Night in Alaska (BMI)—Cap 3219
12	9	<b>LONGEST WALK—J. P. Morgan</b> ..... 11 Swanee (ASCAP)—Vic 20-6182
13	4	<b>SAME OLE SATURDAY NIGHT—F. Sinatra</b> ..... 13 Fairy Tale (ASCAP)—Cap 3218
14	3	<b>SUDDENLY THERE'S A VALLEY—G. Grant</b> ..... 15 Love Is (BMI)—Era 1003
15	3	<b>MY BONNIE LASSIE—Ames Bros</b> ..... 16 So Will I (ASCAP)—Vic 20-6208
16	1	<b>HE—A. Hibbler</b> ..... — Breeze (BMI)—Dec 29660
17	1	<b>SHIFTING, WHISPERING SANDS—R. Draper</b> ..... — Last Frontier (BMI)—Mercury 70696
18	1	<b>SUDDENLY THERE'S A VALLEY—J. Stafford</b> ..... — Night Watch (BMI)—Col 40559
19	5	<b>BIBLE TELLS ME SO—D. Cornell</b> ... 18 Love Is a Many-Splendored Thing (ASCAP)—Coral 61467
20	15	<b>HARD TO GET—G. MacKenzie</b> ..... — Boston Fancy (ASCAP)—X 0137

# GREAT!

# GREAT!

## "IT'S ALMOST TOMORROW"

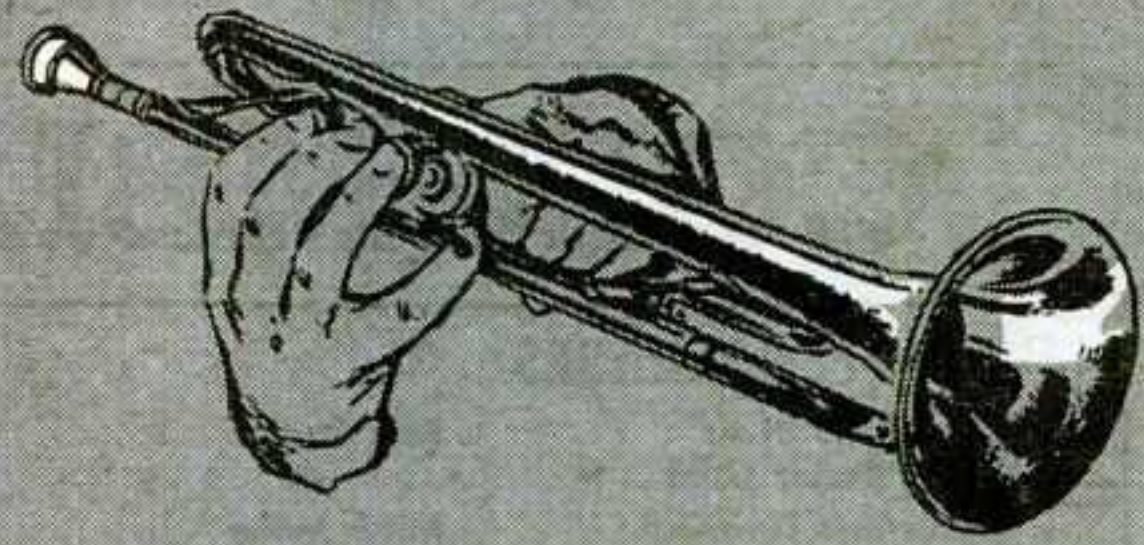
### DAVID CARROLL ORCHESTRA AND CHOIR

COUPLED WITH

### "You Are Mine" MERCURY 70717



CHICAGO 1, ILLINOIS



HIT FROM ENGLAND

## "JOHN and JULIE"

### RALPH MARGERIE ORCHESTRA AND CHOIR

COUPLED WITH

### "Ring Dang Doo" A SINGING SWINGING ROCK AND ROLLER MERCURY 70720



# COLUMBIA CHECK LIST

## NEW POP RELEASES

- King of the River  
Yaller, Yaller Gold Fess Parker 40568
- The Bonnie Blue Gal  
Bel Sante Mitch Miller 40575
- Johnnie's Comin' Home  
Love, Love, Love Johnny Ray 40578
- Pet Me, Poppa  
Wake Me Rosemary Clooney 40579
- The Lucky Little Bell  
Don't Cry, Baby Swing and Sway with  
Sammy Kaye 40574

## BEST SELLING POP SINGLES

Week ending October 7, 1955

- Moments to Remember  
Dream On, My Love,  
Dream On Four Lads 40539  
4-40539
- The Yellow Rose of Texas  
Blackberry Winter Mitch Miller 40540  
4-40540
- How Can I Replace You?  
Tell Me That You Love Me Tony Bennett 40567  
4-40567
- Hawk-Eye  
Your Love Frankie Laine 40558  
4-40558
- Suddenly There's a Valley  
The Night Watch Jo Stafford 40559  
4-40559
- Learning to Love  
Song of Seventeen Peggy King 40562  
4-40562
- Rememb'ring  
I Wish I Was a Car Peter Lind Hayes &  
Mary Healy 40547  
4-40547
- When Blinky Blows  
Belonging Guy Mitchell 40560  
4-40560
- I'll Never Stop Loving You  
Never Look Back Doris Day 40505  
4-40505
- Wake the Town and Tell  
the People Mindy Carson 40537  
4-40537
- Hold Me Tight

## NEW FOLK RELEASES

- Until Then  
Give Me Your Love for  
Awhile Smiley Maxedon 21451
- I've Got That Old Time  
Religion in My Heart  
In the Sweet Forever The Chuck Wagon Gang 21452
- Cut It Out  
I'm Satisfied With My Dreams Onie Wheeler 21454
- I'll Always Love You  
Light Up the Old Flame Mallie Anne and Slim 21456

## BEST SELLING FOLK RECORDS

Week ending October 7, 1955

- I Don't Want It On My  
Conscience Ray Price 21442  
4-21442
- I Can't Go Home Like This  
Maybelline Marty Robbins 21446  
4-21446
- This Broken Heart of Mine  
Don't Tease Me Carl Smith 21429  
4-21429
- I Just Dropped in to Say  
Goodbye
- Old Lonesome Times  
There She Goes Carl Smith 21382  
4-21382
- Who Do You Think They  
Would Blame? Dusty Owens 21440  
4-21440
- Forget My Broken Heart

- When They Get Too Rough  
We Could Little Jimmy Dickens 21434  
4-21434
- Pistol Packin' Mama Has  
Laid Her Pistol Down Charlie Adams 21443  
4-21443
- They Can't Make a Devil  
Out of My Angel
- Sweet Little Miss Blue Eyes Ray Price 21402  
4-21402
- Let Me Talk to You
- Hawk-eye Bobby Lord 21437  
4-21437
- I Can't Make My Dreams  
Understand
- I'm Lost Between Right and  
Wrong Lefty Frizzell 21433  
4-21433
- Sweet Lies

## BEST SELLING POPULAR ALBUMS

Week ending October 7, 1955

- Love Me or Leave Me Doris Day CL 710 B 540  
B 2090
- Songs of the West Luboff Choir CL 657 B 506  
B 2003
- Brubeck Time Dave Brubeck CL 622 B 473  
B 1946 B 1947
- I Love Paris Le Grand CL 555 B 441  
B 442
- Jazz Goes to College Dave Brubeck CL 566 B 435  
B 436
- Holiday in Rome Le Grand CL 647 B 497  
B 498 B 1993
- Calendar Girl Andre CL 811 B 2091  
Kostelanetz B 2092 B 2093
- Pete Kelly's Blues Heindorf and  
Matlock CL 690 B 2103  
B 2104 B 2105
- Dancing Sound Les Elgart CL 684 B 514  
B 2044 B 2045 B 2046
- Satch Plays Fats L. Armstrong CL 708 B 536  
B 2085

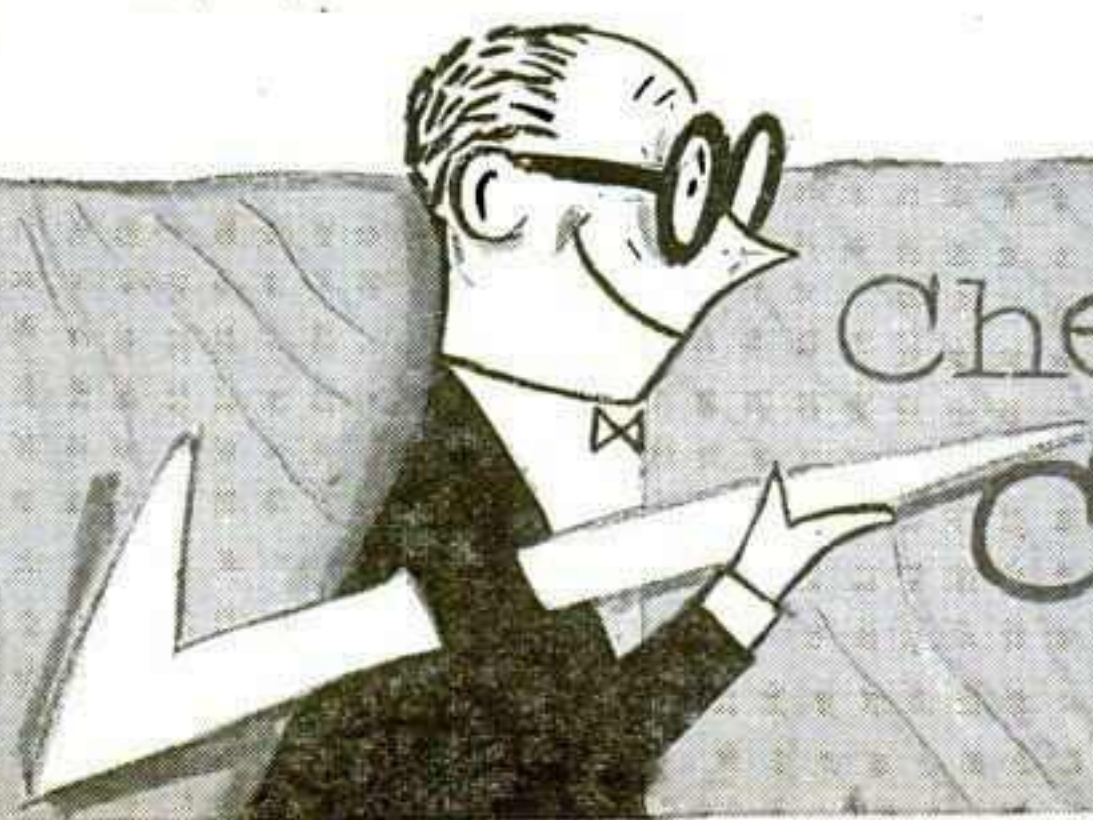
## MASTERWORKS BEST SELLERS

Week ending October 7, 1955

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

## SPECIAL RECORDINGS OF UNUSUAL INTEREST

- The Greatest Moments in Sports ML 5000  
AX 5000
- A Square Talk on Popular Music—Anna Russell ML 5036
- Kismet—Original Broadway Cast ML 4850 and A-1100
- Pajama Game—Original Broadway  
Cast ML 4840 and A-1098



Check with the man from  
**COLUMBIA**





columbia's newest recording star

# HERB SHRINER



*in his first recording comes up with TWO for the MONEY-making sides!*

**Featuring**

## HERB SHRINER'S HARMONICA ORCHESTRA

### TUMBLING TUMBLEWEEDS

### It's the TALK of the TOWN

Watch for Herb's  
new Columbia LP

**"HERB SHRINER  
ON STAGE"**

soon to be released . . .

COLUMBIA 40555

**COLUMBIA**



**RECORDS**

© "Columbia" © T. M.

See and hear Herb and his new  
harmonica orchestra tee this off  
on his CBS-TV network show,

**"TWO FOR THE  
MONEY"**

Saturday, October 15, and  
CBS Radio network on Sunday,  
October 16th.

# HERE'S A STACK OF M-G-M HITS!



Billboard Best Buy

**JONI JAMES**

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

MGM 12066 78 rpm  
K 12066 45 rpm

ORCH & CHORUS CONDUCTED BY DAVID TERRY

## HOT NEW RELEASES



**JONI JAMES**

**WHEN I FALL IN LOVE**

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

**LEROY HOLMES and his Orch.**

**MY ARMS, MY HEART, MY LOVE** ~~~~~ **ALL AT ONCE (Deja)**  
MGM 12085 78 rpm  
K 12085 45 rpm

**DEBBIE REYNOLDS**

**THE TENDER TRAP** ~~~~~ **CANODLIN' RAG**  
MGM 12086 78 rpm  
K 12086 45 rpm

**ALAN DEAN**

**YOU MADE ME CARE** ~~~~~ **SO LONG**  
MGM 12088 78 rpm  
K 12088 45 rpm

See and Hear the World Premier of song on "RIN TIN TIN" ABC-TV show Fri. nite, Oct. 14

# JAMES BROWN

singing THE **WHITE BUFFALO**

MGM 12080 • K 12080

**BUD DECKELMAN**

**LET'S DO IT UP BROWN** ~~~~~ **WHAT'S THE USE TO TAKE YOU BACK AGAIN**  
MGM 12083 78 rpm  
K 12083 45 rpm

**JOHNNY BRANDON**

**DON'T WORRY** ~~~~~ **SING ME SOMETHING SOFT AND SENTIMENTAL**  
MGM 12089 78 rpm  
K 12089 45 rpm

**JOHNNY OLIVER**

**DARLING, IS IT TRUE?** ~~~~~ **MY LADY LOVE**  
MGM 55012 78 rpm  
K 55012 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

**BETTY MADIGAN**

**THERE SHOULD BE RULES** ~~~~~ **STRANGERS**  
MGM 12094 78 rpm  
K 12094 45 rpm

**LEROY HOLMES and his Orch.**

**ROCKY TRAIL TO PEACEFUL MOUNTAIN** ~~~~~ **MEDITERRANEAN SERENADE**  
MGM 12052 78 rpm  
K 12052 45 rpm

**ART WANER**

**MONTH OF SUNDAYS** ~~~~~ **I LOVE YOU**  
MGM 12072 78 rpm  
K 12072 45 rpm

**ROBBIN HOOD**

**DANCIN' IN MY SOCKS** ~~~~~ **HAPPY IS MY HEART**  
MGM 12046 78 rpm  
K 12046 45 rpm

**HANK WILLIAMS**

**SOMEDAY YOU'LL CALL MY NAME** ~~~~~ **THE FIRST FALL OF SNOW**  
MGM 12077 78 rpm  
K 12077 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

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

701 SEVENTH AVE NEW YORK 35, N.Y.

## The Billboard Music Popularity Charts POPULAR RECORDS

### Territorial Best Sellers

For survey week ending October 5

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

#### Atlanta

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Ain't That a Shame, P. Boone, Dot
4. Song of the Dreamer, E. Fisher, Vic.
5. Yellow Rose of Texas, M. Miller, Col.
6. Fairy Tale, F. Sinatra, Cap.

#### 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. He, A. Hibbler, Dec.
5. Ain't That a Shame, P. Boone, Dec.
6. Yellow Rose of Texas, J. Desmond, Cor.
7. Bible Tells Me So, D. Cornell, Cor.
8. Seventeen, B. Bennett, Kng.
9. Shifting, Whispering Sands B. Vaughn, Dot
10. My Bonnie Lassie, Ames Brothers, Vic.

#### Boston

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

#### Buffalo

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Someone You Love N. (King) Cole, Cap.
3. You Are My Love, J. James, M-G-M
4. I Want You to Be My Baby G. Gibbs, Mer.
5. He, A. Hibbler, Dec.
6. Same Ole Saturday Night F. Sinatra, Cap.
7. I Hear You Knockin', G. Storm, Dot
8. Black Denim Trousers, Cheers, Cap.
9. Only You, Platters, Mer.

#### Chicago

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Moments to Remember, Four Lads, Col.
5. Only You, Platters, Mer.
6. Shifting, Whispering Sands R. Draper, Mer.
7. Tina Marie, P. Como, Vic
8. Seventeen, B. Bennett, Kng.
9. Ain't That a Shame, P. Boone, Dot
10. Longest Walk, J. P. Morgan, Vic.

#### Cincinnati

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. Moments to Remember, Four Lads, Col.
5. Only You, Platters, Mer.
6. Black Denim Trousers, Cheers, Cap.
7. Ain't That a Shame, P. Boone, Dot
8. You Are My Love, J. James, M-G-M
9. Tina Marie, P. Como, Vic.
10. Shifting, Whispering Sands B. Vaughn, Dot

#### Cleveland

1. At My Front Door, El Dorados, VJ
2. Autumn Leaves, R. Williams, Kap.
3. Black Denim Trousers, Cheers, Cap.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. Moments to Remember, Four Lads, Col.
6. Hand Clappin', R. Prysock, Mer.
7. Yellow Rose of Texas, M. Miller, Col.
8. Shifting, Whispering Sands B. Vaughn, Dot
9. Suddenly There's a Valley G. Grant, Era
10. It Obnoxious, B. Johnson, Mer.

#### Dallas-Fort Worth

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, S. Allen, Cor.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. At My Front Door, El Dorados, VJ
5. Maybellene, C. Berry, Chs.
6. Gum Drop, Crew Cuts, Mer.
7. Song of the Dreamer, E. Fisher, Vic.
8. Shifting, Whispering Sands B. Vaughn, Dot

#### Denver

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

#### Detroit

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

#### Kansas City

1. Moments to Remember, Four Lads, Col.
2. Yellow Rose of Texas, M. Miller, Col.
3. Autumn Leaves, R. Williams, Kap.
4. Bible Tells Me So, D. Cornell, Cor.
5. He, A. Hibbler, Dec.
6. Shifting, Whispering Sands B. Vaughn, Dot
7. Why Don't You Write Me? Jacks, RPM
8. Suddenly There's a Valley G. Grant, Era
9. Love Is a Many-Splendored Thing Four Aces, Dec.
10. I Want You to Be My Baby L. Briggs, Epi.

#### Los Angeles

1. Autumn Leaves, R. Williams, Kap.
2. Yellow Rose of Texas, M. Miller, Col.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Ain't That a Shame, P. Boone, Dot
5. Suddenly There's a Valley G. Grant, Era
6. Black Denim Trousers, Cheers, Cap.
7. Tina Marie, P. Como, Vic.
8. Seventeen, R. Draper, Mer.
9. Rock Around the Clock, B. Haley, Dec.

#### 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. Black Denim Trousers, Cheers, Cap.
6. Amukiriki, L. Paul & M. Ford, Cap.
7. Bible Tells Me So, D. Cornell, Cor.
8. Tina Marie, P. Como, Vic.
9. Gum Drop, Crew Cuts, Mer.
10. Suddenly There's a Valley G. Grant, Era

#### Mpls.-St. Paul

1. Autumn Leaves, R. Williams, Kap.
2. Shifting, Whispering Sands B. Vaughn, Dot
3. Yellow Rose of Texas, J. Desmond, Cor.
4. Gum Drop, Crew Cuts, Mer.
5. Love Is a Many-Splendored Thing Four Aces, Dec.
6. Moments to Remember, Four Lads, Col.
7. Yellow Rose of Texas, M. Miller, Col.
8. Seventeen, Fontane Sisters, Dot
9. Black Denim Trousers, Cheers, Cap.
10. Shifting, Whispering Sands R. Draper, Mer.

#### New Orleans

1. Autumn Leaves, R. Williams, Kap.
2. Only You, Platters, Mer.
3. Yellow Rose of Texas, M. Miller, Col.
4. Love Is a Many-Splendored Thing Four Aces, Dec.
5. He, A. Hibbler, Dec.
6. Maybellene, C. Berry, Chs.
7. Suddenly There's a Valley G. Grant, Era
8. As I Live and Breathe, F. Verna, Dec
9. Soldier Boy, Four Fellows, Gly.
10. Black Denim Trousers, Cheers, Cap.

#### New York

1. Yellow Rose of Texas, M. Miller, Col.
2. Autumn Leaves, R. Williams, Kap.
3. Love Is a Many-Splendored Thing Four Aces, Dec.
4. Ain't That a Shame, P. Boone, Dot
5. Seventeen, B. Bennett, Kng.
6. Tina Marie, P. Como, Vic.
7. You Are My Love, J. James, M-G-M
8. Hard to Get, G. MacKenzie, X
9. A. Hibbler, Dec.
10. Only You, Platters, Mer.

#### Philadelphia

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. Bible Tells Me So, D. Cornell, Cor.
6. Yellow Rose of Texas, J. Desmond, Cor.
7. He, A. Hibbler, Dec.
8. Seventeen, Fontane Sisters, Dot
9. Paper Roses, L. Dec, Wng.

#### Pittsburgh

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

#### St. Louis

1. Autumn Leaves, R. Williams, Kap.
2. Love Is a Many-Splendored Thing Four Aces, Dec.
3. Shifting, Whispering Sands R. Draper, Mer.
4. He, A. Hibbler, Dec.
5. Shifting, Whispering Sands B. Vaughn, Dot
6. Yellow Rose of Texas, M. Miller, Col.
7. Longest Walk, J. P. Morgan, Vic.
8. Tina Marie, P. Como, Vic.
9. Moments to Remember, Four Lads, Col.
10. When All the Streets Are Dark S. Smith, Epi.

#### San Francisco

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

#### Seattle

1. Autumn Leaves, R. Williams, Kap.
2. I Hear You Knockin', G. Storm, Dot
3. Shifting, Whispering Sands B. Vaughn, Dot
4. Death of an Angel, D. Woods ??
5. Yellow Rose of Texas, M. Miller, Col.
6. Suddenly There's a Valley G. Grant, Era
7. Moments to Remember, Four Lads, Col.
8. My Bonnie Lassie, Ames Brothers, Vic
9. Black Denim Trousers, Cheers, Cap.
10. Love Is a Many-Splendored Thing Four Aces, Dec.

#### Toronto

1. Love Is a Many-Splendored Thing Four Aces, Dec.
2. Yellow Rose of Texas, J. Desmond, Cor.
3. Bible Tells Me So, D. Cornell, Cor.
4. Yellow Rose of Texas, M. Miller, Col.
5. Moments to Remember, Four Lads, Col.
6. Black Denim Trousers, Cheers, Cap.

**FOR THE RECORD!**  
**A TWO-SIDED SMASH BY...**  
**Gisele MacKenzie**

**RECORDS MARK THE HITS!**



**RECORDS MARK THE HITS!**

**"THAT'S THE  
 CHANCE  
 I'VE GOT  
 TO TAKE"**

with orchestra conducted by  
**RICHARD MALTBY**  
 X-0172 (4X-0172)

**"PEPPER-  
 HOT  
 BABY"**

with orchestra conducted by  
**RICHARD MALTBY**  
 OX-0172 (4X-0172)

**RECORDS MARK THE HITS!**



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**RECORDS MARK THE HITS!**

# Announcing

# The Billboard's 8<sup>th</sup> annual DISK JOCKEY ISSUE

*the biggest, most important music-record issue of the year.*

# NOVEMBER 12<sup>th</sup> 1955

**the industry's  
annual  
21-gun salute  
to the nation's  
4,000 DEEJAYS**

## 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.

- You Are My Love** ..... **Joni James**  
(ASCAP) M-G-M 12068
- Suddenly There's a Valley** ..... **Jo Stafford**  
(BMI) Columbia 40559
- He** ..... **McGuire Sisters**  
(BMI) Coral 61501
- Forgive My Heart**  
**Someone You Love** ..... **Nat (King) Cole**  
(ASCAP); (BMI) Capitol 3234
- Hawk-Eye** ..... **Frankie Laine**  
(BMI) Columbia 40558
- At My Front Door**  
**No Arms Can Ever Hold You** ..... **Pat Boone**  
(BMI); (BMI) Dot 15422
- I Hear You Knocking**  
**Never Leave Me** ..... **Gale Storm**  
(BMI); (ASCAP) 15412
- Suddenly There's a Valley** ... **Julius LaRosa**  
(BMI) Cadence 1270
- Amukiriki**  
**Magic Melody** ..... **Les Paul & Mary Ford**  
(ASCAP); (BMI) Capitol 3248
- No Arms Can Ever Hold You** **Georgie Shaw**  
(BMI) Decca 29679

NOTE: This chart does not have a set number of selections. The number 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	A Blossom Fell (R)—Shapiro-Bernstein—ASCAP
Amukiriki (R)—Famous—ASCAP	Alabama Jubilee (R)—Remick—ASCAP
Angel Bells (R)—Mills—ASCAP	Autumn Leaves (R)—Ardmore—ASCAP
Autumn Leaves (R)—Ardmore—ASCAP	Bible Tells Me So (R)—Paramount-Rogers—ASCAP
Bible Tells Me So (R)—Paramount-Rogers—ASCAP	Don't Stay Away Too Long (R)—Bourne—ASCAP
Cry Me a River (R)—Mark VII—ASCAP	Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP
Foiled (R)—Harms—ASCAP	Greener Pastures (R)—E. H. Morris—ASCAP
Forgive My Heart (R)—Bregman, Vocco & Conn—ASCAP	Heart of Paris—B. F. Woods—ASCAP
Gum Drop (R)—Toombs—ASCAP	Heidi (R)—E. H. Morris—ASCAP
Hard to Get (R)—Witmark—ASCAP	I Want You to Be My Baby (R)—Victory—BMI
He (R)—Avas—BMI	It's All Right With Me (R)—Chappell—ASCAP
Hummingbird (R)—Jungnickel—ASCAP	Learnin' the Blues (R)—Barton—ASCAP
I Like Them All (R)—Broadcast—BMI	Longest Walk (R)—Advanced—ASCAP
I Want You to Be My Baby (R)—Victory—BMI	Love and Marriage (R)—Barton—ASCAP
It's Bigger Than You and Me (R) (F)—Columbia Pictures—ASCAP	Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP
Kwela Kwela (R)—Peer—BMI	Moments to Remember (R)—Beaver—ASCAP
Learnin' the Blues (R)—Barton—ASCAP	My Bonnie Lassie (R)—Leeds—ASCAP
Learning to Love (R)—Trinity—BMI	Oudt Comes Oom Pa Pa (R)—E. H. Morris—ASCAP
Longest Walk (R)—Advanced—ASCAP	Pick Yourself a Star (R)—E. H. Morris—ASCAP
Love and Marriage (R)—Barton—ASCAP	Rock Around the Clock (R) (F)—Myers—ASCAP
Love Is a Many-Splendored Thing (R) (F)—Miller—ASCAP	Seventeen (R)—Lois—BMI
Moments to Remember (R)—Beaver—ASCAP	Someone You Love (R)—Bradshaw—BMI
My Bonnie Lassie (R)—Leeds—ASCAP	Something's Gotta Give (R) (F)—Robbins—ASCAP
Same Ole Saturday Night (R)—Barton—ASCAP	Suddenly There's a Valley (R)—Warman-Hill & Range—BMI
Seventeen (R)—Lois—BMI	Tall Men (R)—Robbins—ASCAP
Suddenly There's a Valley (R)—Warman-Hill & Range—BMI	Tina Marie (R)—Roncom—ASCAP
Sweet Song of India (R)—Tee-Kaye—ASCAP	Unchained Melody (R) (F)—Frank—ASCAP
Then I'll Be Happy (R)—Bourne—ASCAP	Wake the Town and Tell the People (R)—Joy—ASCAP
Tina Marie (R)—Roncom—ASCAP	Way Home (R)—Bandi—
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	

### • Best Selling Sheet Music

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

This Week	Last Week	Chart
1.	2	Autumn Leaves..... 5 Ardmore
2.	10	Yellow Rose of Texas... 10 Planetary
3.	6	Love Is a Many-Splendored Thing... 6 Miller
4.	9	Bible Tells Me So..... 9 Paramount-Roy Rogers
5.	5	Suddenly There's a Valley ..... 5 Warman-Hill & Range
6.	9	Wake the Town and Tell the People..... 9 Joy
7.	8	Seventeen ..... 8 Lois
8.	3	He ..... 3 Avas
9.	1	Shifting, Whispering Sands ..... 1 Gallatin
10.	3	Moments to Remember 11 Beaver
10.	8	Ain't That a Shame... 8 Commodore
12.	13	I'll Never Stop Loving You ..... 13 Feist
13.	3	Longest Walk..... 3 Advance
14.	11	Blue Star (Medic)..... 11 Chappell
15.	17	Hard to Get..... 17 Witmark

*A Historical Hit*



# YOUNG ABE LINCOLN

sung by

DON

CORNELL

With Orchestra Under the Direction of DICK JACOBS

CORAL 61521 9-61521

the **BIG HITS** are on

**CORAL RECORDS**

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)



# Carlton Heads Clean-Up Drive

• Continued from page 15

pective joiners will be mailed out next week.

For the next six months the outfit will operate on a temporary constitution and set of bylaws. After six months it will be set up on a permanent basis, and officers will be elected via democratic procedure, said Carlton.

Memberships will cost \$28.50 a year, of which about \$10 will go for a gold pin, which, for at least six months will be the only means of identifying anyone as a member. Membership lists, of course, will be kept secret. In fact, even the meaning of F.E.A. will not be revealed to members until they have been in the fold for six months, during which time, presumably, their sincerity would be substantiated.

### Ethical Code

According to Carlton, "We know we can't police payola, but by use of approbation we believe we can win respect in the industry for those who practice ethical behavior." Carlton also deems it possible that the group might develop an ethical code for the industry

similar to that of the Hippocratic oath in medicine.

The membership will be held open to record men, artists, publishers, etc., "but anyone may be rejected without explanation."

Typically, the music industry rallied quickly from its initial shock occasioned by the column revelation. Mitch Miller, Columbia's pop a.&r. chief, commented, "If everyone kept his own house clean there would be no need for such a society." Hugo Peretti and Luigi Creatore, Mercury's Eastern a.&r. team, felt that all recording men should join.

One big publisher said he would try to sign up the executive committee "in case any of them should write a song."

There also is considerable speculation as to the meaning of the society's initials, F.E.A. One cynic thought it might be stand for "Fry 'Em All."

Another recording man stated his intention of forming a rival club, to be known simply as "J.S.M.," which to members of six-month standing would be revealed as "Just Send Money."

## The Billboard Music Popularity Charts

# POPULAR RECORDS

### • Review Spotlight on . . .

#### RECORDS

PERRY COMO . . . RCA Victor 6294 . . . ALL AT ONCE YOU LOVE HER (Chappell, ASCAP)

THE ROSE TATTOO (Paramount, ASCAP)

This could be another big two-sider for Como. Both sides are good ballads and they get the usual sensitive Como touch with lush orchestral backing. The first comes from the new Rodgers and Hammerstein opus, "Pipe Dream," while the flip is featured in the pic, "The Rose Tattoo."

DON CORNELL . . . Coral 61521 . . . YOUNG ABE LINCOLN (Planetary, ASCAP)

This is a thumbnail historical saga which gets a rousing, exciting reading from a guy who knows how to belt 'em out. It's got lots of patriotic fervor complete with rolling drums and blasting brass. Strictly in the current vein, this one could cash in. Flip is a pleasant ballad, "Dream World."

HUGO AND LUIGI ORK . . . Mercury 70721 . . . YOUNG ABE LINCOLN (Planetary, ASCAP)

Another mighty strong entry. Hugo and Luigi come up here with a fine arrangement with a colorful treatment by the Family Singers. This one rates substantial action at all levels. The flip is a melodious item called "Two-Thirds of the Tennessee River" (Planetary, ASCAP).

CHUCK BERRY . . . Chess 1610 . . . THIRTY DAYS (Arc BMI)  
See Review Spotlight on Rhythm and Blues Records.

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.

### • 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

DAVID CARROLL ORK  
It's Almost Tomorrow . . . . .82  
MERCURY 70717—The beautiful ballad is awarded a deservedly apt reading by the ork, with the choral work warm and sensitive. This side can gain heavy spin attention, and it can build into a strong sales item. Bears watching. (Northern, ASCAP)

You Are Mine . . . . .74  
Attractive rework of an aria from Puccini's "La Boheme" rests easy on the ears. More good listening. (Pure, BMI)

THE HILLTOPPERS  
Only You . . . . .81  
DOT 15423—This is a good cover of the platter's dual-market hit, with Jimmy Sacca socking out a fine solo. But it's very late in the race to get as much action as it deserves. (Wildwood, BMI)

Until the Real Thing Comes Along . . . . .78  
The boys sound good on this revival of a favorite of the '30's. (Chappell, ASCAP)

PERCY FAITH  
The Rose Tattoo . . . . .80  
COLUMBIA—Faith combines strings and fem voices in a lush and moving treatment of the title tune from the new pic. Should get plenty of deejay exposure. (Paramount, ASCAP)

Tambora . . . . .75  
The maestro comes thru with an attractive instrumental treatment of a tune in the merengue style. Good for listening or terping. (E. B. Marks, BMI)

MINDY CARSON  
Memories Are Made . . . . .79  
COLUMBIA 40573 — The gal swings stylishly thru a cute new tune with a bouncy, rhythm and blues type beat. Male group and ork back up the thrush effectively.

Cryin' . . . . .78  
A slow, pleading ballad expressively sung by Miss Carson.

(TENNESSEE) ERNIE FORD  
Sixteen Tons . . . . .78  
CAPITOL 3262—This is a wonderful arrangement of a tune with a great folk-song flavor. It's a lament that moves all the way, and Ford gives it his best. (American, BMI)

You Don't Have to Be a Baby to Cry . . . . .72  
Ford gets over in good style in this country-type tune with the pop ork sound behind him. (Frank, ASCAP)

JOHNNIE RAY  
Johnnie's Comin' Home . . . . .77  
COLUMBIA 40578 — Ray shines in a rousing rhythm ditty with spiritual overtones. Weston ork sounds good in colorful backing, and the idea should intrigue spinners. (E. H. Morris, ASCAP)

Love, Love, Love . . . . .75  
This is another jumping effort with a driving, insistent refrain well executed in the dramatic Ray style. (Babb, BMI)  
(Continued on page 42)

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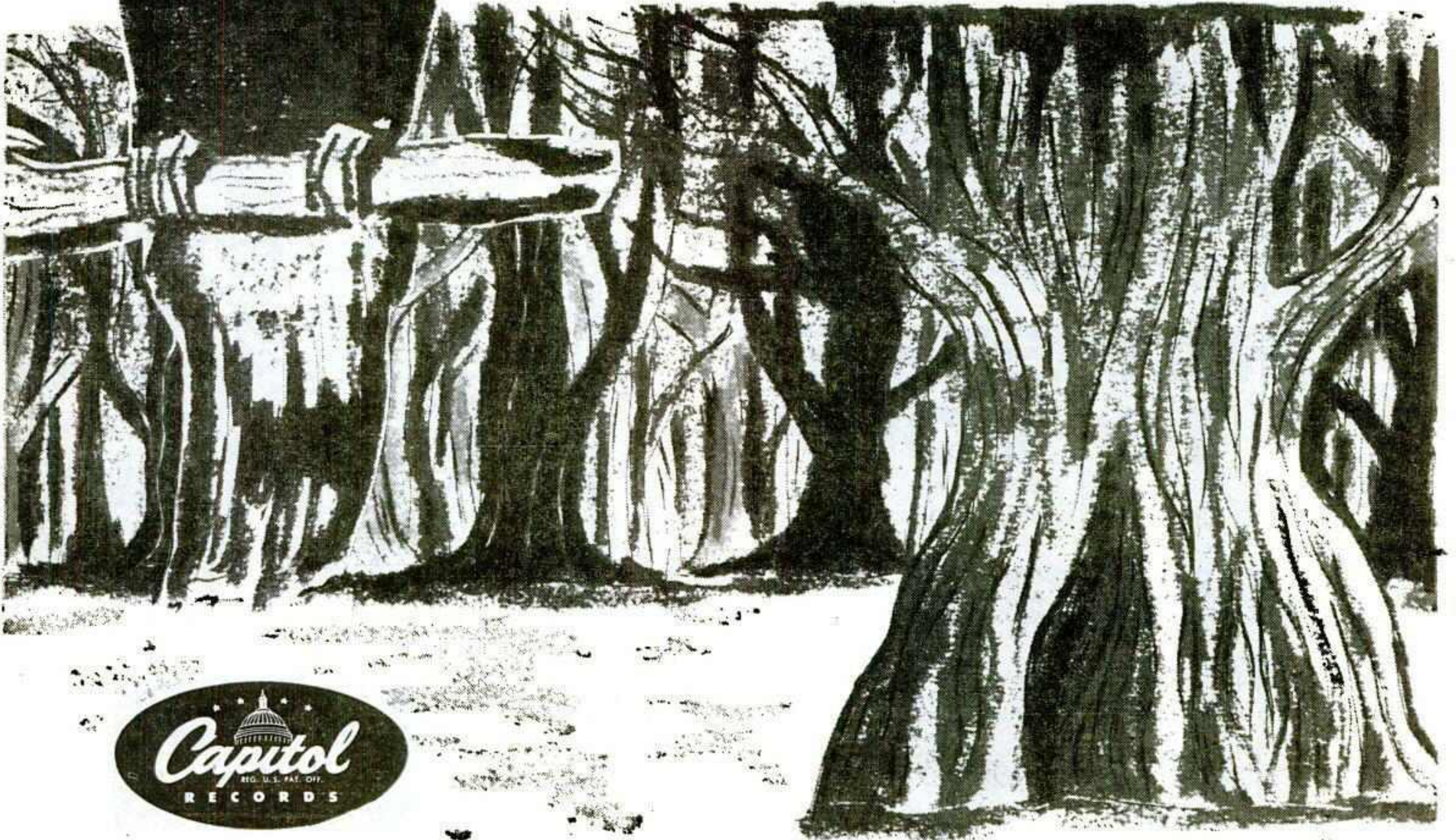


## SONG OF THE BAYOU

# MONIKA

FROM THE HALLMARK PRODUCTION "MONIKA"

record no. 3259



# A Double Hit!

# NICK NOBLE



**"IF IT HAPPENED TO YOU"**

AND

**"THE BEST IS YET TO COME"**

WING 90028

**WING RECORDS** A SUBSIDIARY OF MERCURY RECORD CORP.

## Reviews of New Pop Records

Continued from page 40

**GEORGE CATES ORK**  
**Remembering** .....75  
 CORAL 61512—A very pretty cover of a nostalgic tune now stirring excitement. Featuring saxophonist Georgie Auld and the Modernaires on the vocal, this wax comes in time to get a good slice of the melon. (Bourne, ASCAP)

**Royal Blue**....70  
 This instrumental is served a la Gershwin, with Georgie Auld wailing a blues on soprano sax. Listenable stuff that will be good programming for certain jockeys. (Nutmeg, ASCAP)

**KEN CARSON**  
**Hide and Seek** .....74  
 MEDIA 1017—This is a rock and roll version of the Joe Turner hit that's been on the r.&b. charts. The thing swings, and Carson shows a good r.&b. sound. (Progressive, BMI)  
**Let Her Go, Let Her Go**....74  
 Carson swings closer to his natural style in this pop-styling of a c.&w. tune. It's a listenable melody, and the vocal treatment is okay. (Bullseye, BMI)

**MONTY KELLY ORK**  
**To You With Love** .....74  
 ESSEX 404—The Kelly strings and concertina make for nice listening in a slow, lilting treatment of a melody with a Continental flavor. Could get some jockey action. (Leeds, ASCAP)  
**Ball Hal**....74  
 The "South Pacific" perennial comes in for a good reading here, highlighting Hawaiian-type guitar and the Kelly strings. (Chappell, ASCAP)

**THE MULCAYS**  
**Sentimental Journey** .....74  
 ESSEX 402—The familiar harmonica-plus-electric guitar sound of the Mulcays and Ernest Tavares gives fresh appeal to this nostalgic oldie. The good beat will recommend the disk to operators. (E. H. Morris, ASCAP)  
**Beautiful Ohio**....73  
 Another imperishable oldie gets a fresh lease on life. The Mulcays and Tavares have two solid sides here, listenable and danceable. (Shapiro-Bernstein, ASCAP)

**ZIGGY TALENT**  
**Bozooki Blues** .....74  
 DECCA 29688 — Humorous ditty about a romantic interlude in the East is chanted straight-face by Ziggy Talent. Slightly weird effects figure to attract repeat spins. (Goday, BMI)  
**Cheek to Cheek (Cha Cha)**....72  
 Novelty chant of the Irving Berlin standard, with cha-cha beat. A good job by Talent, and the side ought to pull spins. (Berlin, ASCAP)

**JOHN CALL**  
**Man With His Mandolin** .....74  
 MERCURY 70715—An attempt to do for the mandolin what recently has been done for the banjo. Gang chant of the novelty has a fresh appeal, and the different sounds projected by the ork add considerable charm. Good listening. (Braudom, ASCAP)  
**Johnny's Square Dance Polka**....71  
 More bright and brisk plucking. A happy instrumental. (Frederick, BMI)

**GEORGE RUSSELL ORK**  
**College Medley (Parts 1 and 2)** .....73  
 M-G-M 12101—The season is just right for this kind of wax. Etched on it are school songs of Army, Wisconsin, Georgia Tech, Notre Dame, Navy, Yale, Southern California and Texas. And they're performed in spirited fashion. Good for spins just before the big game. (ASCAP)

**MITZI MASON**  
**Bring Me a Bluebird** .....73  
 M-G-M 12097—A late entry in the "Bluebird" sweepstakes and, altho it's nicely handled here, power to compete seems lacking. (E. H. Morris, ASCAP)  
**But I Was Wrong**....72  
 Mitzi Mason comes thru effectively in a down tempo item. (Bregman, Vocco & Conn, ASCAP)

**KEN GRIFFIN**  
**Ain't She Sweet?** .....73  
 COLUMBIA 40569—Griffin rags this oldie on the Wurlitzer with a deliciously impudent air, giving it a lively rhythm that makes it seem as if cut from new cloth. A nice item for dancers with old-fashioned musical tastes. (Advanced, ASCAP)  
**I'm Always Chasing Rainbows**....72  
 Griffin's fans never seem to tire of sentimentally styled standards like this. Ideal for many "listening" or background type radio programs. (Robbins, ASCAP)

**ALAN DEAN**  
**You Made Me Care (When I Wasn't in Love)** .....73  
 M-G-M 12088 — The English guy shows he can handle rhythm as well as the heavy ballads. Dean swings thru a good tune with help from mixed vocal group. Should find its way on to many boxes. (Shapiro-Bernstein, ASCAP)  
**So Long**....71  
 A little slower and quieter, this is a good enough performance, but the flip is the better bet for the coin. (Cessna, ASCAP)

**DAMITA JO**  
**Always** .....73  
 VICTOR 6281—The songstress reaches for unusual effect in this reading of the Irving Berlin oldie, but isn't always successful. Should pull some juke coin, tho. (Berlin, ASCAP)  
**Freehearted**....69  
 Blues chant by Damita Jo makes for a listenable slicing that should do okay on the deejay circuit. (Monument, BMI)

(Continued on page 43)

**BREAKING POP!**

**I KNOW I WAS WRONG**

The Barons  
 #5359

Imperial Records  
 6425 Hollywood Blvd. Hollywood 28, Calif.



The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 42

**THE FOUR TUNES**  
**You Are My Love** .....72  
 JUBILEE 5218—Joni James is riding high these days with this tune, and tho this version comes late, it still stands to do a pretty fair business, being handsomely styled and presented with great verve. A good job. (Jubilee, ASCAP)  
**At the Steamboat River Ball**....71  
 The boys let loose with considerable pent-up energy on this Dixieland-styled opus. The material has excitement and color. Another good commercial side. (Jubilee, ASCAP)

**CHRIS DANE**  
**In the Wee Small Hours** .....72  
 CADENCE 1271—The title song from a Frank Sinatra album gets a pleasant, intimate warble from Dane, who gives it a slightly Continental flavor. The competition is rough. (Evans, ASCAP)  
**I Had a Love Who Loved Me**....70  
 An impressive rendition of a slow, sad song. Will require heavy effort if it's to step out. (Movietown, BMI)

**DEBBIE REYNOLDS**  
**The Tender Trap** .....72  
 M-G-M 12086—From the M-G-M film of the same title, this is a ditty with a smart lyric. Mrs. Fisher does a fair job with it. (Barton, ASCAP)  
**Canoodin' Rag**....70  
 Novelty with old ragtime flavor. (Leeds, ASCAP)

**JOE LIPMAN ORK**  
**Dog Face Soldier** .....72  
 M-G-M 12102—Inspirational march ditty about the infantryman is from the U-I flick "To Hell and Back." Gang chant and martial backing should attract spins, tho the Russ Morgan version has a head start. (Shawnee, ASCAP)  
**Street Scene**....69  
 The pretty standard melody is bowed elegantly by the Lipman string section, with a good assist from the brass. Okay change-of-pace program wax. (Robbins, ASCAP)

**THE LORELEIS**  
**Wildsville** .....71  
 SPOTLIGHT 390—This slick novelty is bound to arouse interest in teenage circles. The girls do a good job on the funny lyrics, and are solidly backed by a driving band. (Najo, BMI)  
**You're So Nice to Be Near**....70  
 The girls take a page out of the rock 'n' roll ballad singers' book,

and tho they style this effectively, the tune itself does not offer the most solid material for them. A group to be watched. (Siran, BMI)

**GEORGE BRUNS AND TOMMY COLE**  
**King of the River** .....70  
 HANSEN 102—There's a lot of zing in this Disney novelty tune, and it's just enough in the commercial "Davy Crockett" vein to have a chance, tho this version faces heavy competition. (Wonderland, BMI)

**MIKE STEWART**  
**Yaller Yaller Gold**....70  
 This is a fair enough version of the Disney tune, but it's a little late getting on the bandwagon. Others are already moving. (Wonderland, BMI)

**ALAN LOGAN**  
**Happy Gaucho** .....70  
 M-G-M 12087—A piano novelty, with instrumental accompaniment. Of some interest to deejays. (Weiss & Barry, BMI)  
**Nevertheless**  
**(I'm in Love With You)**....70  
 Logan plays the oldie on this side. It's nice piano work, with a leisurely beat and precise technique. (DeSylva, Brown & Henderson, ASCAP)

**NILLA PIZZI**  
**Canzone Doce (Sweet Song)** .....70  
 VICTOR 6280—Nilla Pizzi sings this pretty Italian melody with warmth. Worth trying an American lyric. (Cioffi, BIEM)  
**Arrivederci Roma**  
**(Goodbye to Rome)**....70  
 Same comment. (Campbell-Connelly, ASCAP)

**JOYCE BRADLEY**  
**Love Is a Many-Splendored Thing**....70  
 MERCURY 70716—Impossibly late cover for the strong action this finely wrought performance might otherwise grab. Some spins due. Miller, ASCAP)  
**Why Don't You Write Me**....70  
 The pretty pleader is warbled sympathetically, but this too is very late coverage. (Golden State, BMI)

**JOHNNY BRANDON**  
**Don't Worry** .....70  
 M-G-M 12089 — Brandon gets a swiny, relaxed mood in his vocal. (Hill & Range, BMI)  
**Sing Me Something**  
**Soft and Sentimental**....69  
 A leisurely paced ditty, with Brandon's vocal supported by a chanting chorus. (Leeds, ASCAP)

**THE NOCTURNES**  
**Toodle Oo Igaloo** .....69  
 M-G-M 12084—A novelty about an Eskimo looking at a calendar picturing luscious South Sea cuties. "Don't be blue, tell it to the caribou" is the idea. Chanting is okay. (Towne, ASCAP)  
**Birmin'ham**....69  
 From the flick "The Girl Rush" comes the song. The Nocturnes are going back there, of course, according to the lyric. Routine. (Saunders, ASCAP)

**EDDY TONE**  
**Love a Song** .....69  
 TRI-TONE 1022—Tone displays a warm, virile set of pipes and a tasteful musical style in this debut disk. The cleffing doesn't quite match his own first-rate talent, however. (Marionette, BMI)  
**Your Love**....67  
 The promising warbler has less to work with here. (Marionette, BMI)

**JERRY COLONNA**  
**Wake the Town and Tell the People**...66  
 NOVA 103—Gag parody with gimmick sounds figures to pull occasional deejay spins. It could sell some copies, too.  
**When You See a Pretty Girl**....66  
 Humorous patter ditty lasts only 90 seconds. Short enough to grab some in-between spins.

**GINNY GIBSON**  
**Wanting You** .....65  
 DAVIS 442—Lazy, waltz-beat ballad is sung sweetly by the thrush. Pleasant listening. (Beacon, BMI)  
**Mommy's Little Angel**....65  
 A tender little ballad, warmly warbled by Ginny Gibson, with thin backing by organ and fem chorus. (Beacon, BMI)

**PAUL HARNEY**  
**Somebody Told Me About You** .....65  
 SHERATON 54—Harney reads this liting old-fashioned style ballad with a light, ingratiating approach and brings it off quite nicely. Talent and material are well matched here.  
**Mystery of Love**....55  
 The pretentious opening and shoddy arrangement of this tune prevent Harney from getting to first base on this one.

**THE THUNDERBIRDS**  
**I'd Be a Fool to Let You Go** .....63  
 ERA 1004—A hokey rhythm item in the rock and roll vein shouted by a group. (Thunderbird, ASCAP)  
**Beguino**....60  
 A Latin beat adds another affectation here. (Warman, BMI)

**MURIEL WHITE**  
**Wedding Bell Blues** .....63  
 SHERATON 53—Miss White has a

frail voice that takes on a sexy color when it is not drowned out by the overpowering band backing her. The song is cute but not presented in the most effective manner.  
**Just**...60  
 A swiny ballad of only routine proportions. The singer is recorded better than on the flip, but this doesn't help the material enough.

**JAN ANDRE**  
**It's Funny to Everyone But Me** .....61  
 EMERALD 2007—The thrush has no great excess of feeling or stylistic polish to maneuver this fine standard. The r.&b. style vocal group and band backing is only moderately effective. (Wittmark, ASCAP)  
**Speak With Your Eyes**....56  
 Another slow ballad that is pretty enough, but not well adapted to Miss Andre's voice. (Cavalcade, BMI)

**THE BORLAND SISTERS**  
**Tattoo** .....59  
 KNOTTY 5582—The girls harmonize prettily over a restrained but jumpy backing that is simple and effective, tho not particularly memorable. (BMI)  
**Chapel in My Heart**....45  
 A poorly rehearsed and clumsily arranged ditty of limited appeal. (BMI)

**THE BORLAND SISTERS**  
**Tomorrow's Too Late** .....55  
 KNOTTY 5581—The gals don't sing badly, but the background conception is something that can't be overcome. (BMI)  
**I'll Be With You**  
**When the Roses Bloom**....50  
 Even more of the same. (BMI)

**Spiritual**

**THE FOUR INTERNES**  
**I'm Troubled** .....81  
 FEDERAL 12239 — These Carolina boys, who had a good seller in "Count Your Many Blessings," have come up with a fine record here that ought to have equal, or better, commercial success. (Lois, BMI)  
**It's All Right Now**....80  
 The Internes put on even more heat on this side and carry it off excitingly. A powerful two-sided disk. (Lois, BMI)

**MARIE KNIGHT**  
**I Must Tell Jesus** .....80  
 DECCA 48336—Marie Knight really feels this one. It's loaded with heart. The chanting is wonderfully relaxed and full of character. (Taps, BMI)  
**The Storm Is Passing Over**....76  
 This one's full of beat, with a chant-

ing chorus and a hot piano lending interest to Miss Knight's performance. (Walker, BMI)

**EDNA GALLMON COOKE**  
**Said I Wouldn't Tell It** .....70  
 NASHBORO 561 — The popular spiritual singer has a fine piece of material here, with a dramatic recitation included that is a powerful evocation of Old Testament figures. (Excellence, BMI)  
**Hide Me**....76  
 In a prophetic warning of the things that will befall the wicked on the Last Day, the singer, in her freely ranging blues-flecked style, is highly appealing. Both sides should be quite popular. (Excellence, BMI)

**ROBERT ANDERSON**  
**Oh Lord, Is It I?** .....77  
 APOLLO 300—The baritone gives a stirring reading of one of his own sacred compositions, singing it as from the heart. He gets a powerful assist from the female chorus, piano and organ accompaniment. (Bess, BMI)  
**My Possession**....74  
 A tasteful reading by the singer of another of his sacred songs. It also is interpreted with feeling and style. (Bess, BMI)

**THE ROYAL TRAVELERS**  
**Drinkin' My Tears for Water** .....76  
 ALADDIN 3299—The Travelers have a high class side here, with good, moody sound and a sincere performance. (Aladdin, BMI)  
**Yes It's Me, Lord,**  
**That Came to Thee**....76  
 A very satisfying spiritual, with fig-sound and delivery. The Travelers pick up excitement as this side goes along. (Monument, BMI)

**ALREADY A HIT IN MEMPHIS-NEW ORLEANS**  
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(Wm. Gerner-Dollyanna)

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Arranged and conducted by **GENE KUTCH**  
101-A

**IT'S JUST A MATTER OF TIME**

(Wm. Gerner-Dollyanna)

Vocal: **Ed Curry**

Arranged and conducted by **GENE KUTCH**  
101-B



Office, 134 Houston Ave., Atl. City, N. J.

## VOX JOX

By JUNE BUNDY

**YOUTH MOVEMENT:** Several reports this week point up how young these deejays can get! Nineteen-year-old Bob Parker writes that he's been at WTBO, Cumberland, Md., with a late night request show since June. Don O'Toole, 19, of WDBQ, Dubuque, Ia., writes that he is probably one of the youngest full-time deejays in the land. Then 17-year-old Paul King reports he's a high school student working regular weekend shows on WVLN, Olney, Ill. Joe Easley, of Eagle Pass, Tex., notes that he's 14 and has been doing the "Maverick County Teen-Age Rhythm Round-up" on a nearby Mexican station.

**GRIFE DEPARTMENT:** Johnny Carlson, of KLOU, Lake Charles, La., says his station has dropped network affiliation and now programs 18 hours of pop music a day. He complains of slow record shipments from majors. . . . Requests for better service on shipments from jazz labels are voiced by Dick Phillips, WCBT, Roanoke Rapids, N. C.; Chuck Lay, KYMA, Yuma, Ariz.; Bob Armstrong, WCH, Carbondale, Ill., and Bill Kramer, KFSD, Joplin, Mo.

**PROGRAMMING POINTERS:** Deejay Gordon Robbie, of WDSR, Lake City, Fla., reports his station has dropped block programming in favor of "newsie," with music as it's played and news as it's made. . . . Dick Coette writes from KJAN, Atlantic, Ia., about his own "Top

# NEW STUFF

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**SEVENTEEN**  
King 1470

**MY BOY--FLAT TOP**  
King 1494

**OTIS WILLIAMS and his**  
**NEW GROUP**  
**MISS THE LOVE**  
(that I've been dreaming of)  
DeLuxe 6088

**BONNIE LOU**  
**DANCIN' IN MY SOCKS**  
Daddy-O  
King 4835

**THE MIDNIGHTERS**  
**DON'T CHANGE YOUR PRETTY WAYS**  
We'll Never Meet Again  
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**YESTERYEAR'S TOPS—**  
The nation's top tunes on records as reported in The Billboard

**OCTOBER 13, 1945**

1. Till the End of Time
2. On the Atchison, Topeka and Santa Fe
3. I'll Buy That Dream
4. Along the Navajo Trail
5. If I Loved You
6. I'm Gonna Love That Guy
7. Gotta Be This or That
8. That's for Me
9. It's Only a Paper Moon
10. You Came Along
11. And There You Are
12. It's Been a Long, Long Time
13. I Wish I Knew
14. How Deep Is the Ocean?
15. I Don't Care Who Knows It

**OCTOBER 14, 1950**

1. Goodnight, Irene
2. Mona Lisa
3. All My Love
4. Play a Simple Melody
5. Can Anyone Explain?
6. Harbor Lights
7. Sam's Song
8. Bonaparte's Retreat
9. La Vie En Rose
10. Our Lady of Fatima

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**Ken Lueck** leaves WZIP, Covington, Ky., in favor of WNDB, Daytona Beach, Fla. . . . **Bob Weiner**, of McMinnville, Tenn., has taken over "Curfew Capers" on WJRD, Tuscaloosa, Ala. . . . From **John Speech**, of KDUZ, Hutchinson, Minn., comes the suggestion that the disk companies imprint the year of original release of a record on the label. He feels it would help jockeys program more "memory lane" type shows. . . . **Jack O'Reilly**, of WOR, New York, reports his jockey show, "Wheel of Chance," is now heard on 300 Mutual stations each Saturday evening.

**Bill Croniger**, Kansas City, Mo., deejay, has moved from KCMO to WHB. . . . **Guy Smith**, country band leader, now is heard on his own c.&w. record show on KUDL, Kansas City, Mo. KUDL reports that its music programming has been changed from 100 per cent pop to 50 per cent each of pop and c.&w. . . . **Bill Davis**, of KTLN, Denver, has been so successful with his weekly, two-hour r.&b. and jazz show that he's now been slotted for daily airing of the same show. When he first came to the station, Davis reports, playing of jazz material was taboo. . . . **Phil Kelly**, of WKTY, La Crosse, Wis., does a two-hour "Honor Roll" program every Saturday and would like to get in touch with other deejays interested in trading tapes once a week, with the hit tunes of their areas.

**John Gilliland** KCUL, Fort Worth, has extended his "Man on the Beat" show to four and a half hours on Friday nights. . . . **Rolf Peterson**, KSL, Salt Lake City, is giving away a portable radio to the listener who sends in the best name for his new across-the-board afternoon record show. . . . **Al Hart**, formerly with KTBS, Shreveport, La., was appointed chief announcer of Shreveport's new TV outlet, KTBS-TV.

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**Tunes" survey.** From top teen-age spots in 15 neighboring communities, he gets weekly reports from location owners on the top five juke records of the week. In this way he has new material for each day's show.

**Fem jockey Myrna Ritz**, WBTA, Batavia, N. Y., angles her daily afternoon show to housewives with relaxing records of past and present, as well as new releases, interspersing music with news of local interest and coming events. . . . "Quartet," an afternoon show with four jocks each taking one hour and tying together with single theme and continuous plugs for the entire show, is the newest feature at KLIK, Jefferson City, Mo. On Saturdays, all four work together, spinning disks and discussing the week's new releases. . . . **Bruce Feistermacher**, of WCPA, Bethlehem, Pa., writes that his reports on teen-age gossip (who's going with whom, etc.) on his afternoon deejay show has pulled mail response up and up.

**FAMILY NOTES:** Hall Smith, WNDC, Durham, N. C., and frau Peggy welcomed their first girl, Kathryn Lee, last month. Hall also added a half hour twice a week of hillbilly music to his afternoon show. . . . **Boy tagged Larry**, was born to the Bud Ricks, WHAL, Shelbyville, Tenn., August 30. . . . **Ray Schreiner**, WRNL, Richmond, Va., became the father of a girl, Barbara Webster, last month, which makes a total of four little Schreiners — three girls and one boy. . . . **Al Bonapart**, WIBX, Utica, N. Y., and the former Rena Primus were married last month and honeymooned in New England. . . . Another new August groom was **Leon Sanders**, KDET, Center, Tex. His fellow deejay Dan Dellinger (who doesn't give the bride's name) spoiled Sanders' plan to have a "quiet family wedding" by publicizing the wedding on the air the day before the ceremony, with the result that so many well-wishers turned up the next day you couldn't see the couple for the crowds.

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The Billboard Music Popularity Charts  
**COUNTRY & WESTERN RECORDS**

**• This Week's Best Buys**

**BORN TO BE HAPPY** (Hamblen, BMI)—Hank Snow—RCA Victor 6269  
Snow is a "repeater" on the charts, and this latest effort looks as if it will shortly be crowned with all the success of its predecessors. Scarcely a country source anywhere indicated anything less than a resounding take-off, with immediate sales that are still snowballing. Flip is "Mainliner" (Hamblen, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on . . .**

**RECORDS**

**FARON YOUNG**

**It's a Great Life** (Central, BMI)  
**For the Love of a Woman Like You** (Central, BMI)—Capitol 3258—With an impressive record of success and one disk still well-placed in the charts, Young offers two more standout performances. Either side could make it. A coin grabber.

**RED AND BETTY FOLEY**

**Croce Di Oro** (Shapiro-Bernstein, ASCAP) . . . . .  
**Sweet Kentucky Rose** (Schwartz, ASCAP) — Decca 29704—The Foleys team up on a sensitive, country treatment of a new tune now starting to move in the pop market, while the flip is a lilting song with a pleasant, old-fashioned feeling, which Red tackles solo. Either side could break fast and carry thru to heavy loot.

**TALENT**

**DICK WILLIAMS**

**Robber, (Stealer of Hearts)** (E. B. Marks, BMI) . . . . .  
**Livin' It Up** (E. B. Marks, BMI)—RCA Victor 6278—The two sides make it an impressive wax debut for the young singer. The material is good and helps show off Young's versatility, sincerity and warmth. This is an artist who will bear plenty of watching.

**• C & W Territorial Best Sellers**

For survey week ending October 5

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. Satisfied Mind, P. Wagoner, Vic.
2. Just Call Me Lonesome, E. Arnold, Vic.
3. Kentuckian Song, E. Arnold, Vic.
4. All Right, F. Young, Cap.
5. Cattle Call, E. Arnold, Vic.
6. Too Much, S. James, Cap.

**Charlotte**

1. If You Were Me, W. Pierce, Dec.
2. Love, Love, Love, W. Pierce, Dec.
3. Just Call Me Lonesome, E. Arnold, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Satisfied Mind, R. & B. Foley, Dec.
6. Satisfied Mind, J. Shepard, Cap.
7. That Do Make It Nice, E. Arnold, Vic.
8. When I Stop Dreaming  
Louvin Brothers, Cap.
9. All Right, F. Young, Cap.
10. You Oughta See Pickles Now  
T. Collins, Cap.

**Cincinnati**

1. Yellow Rose of Texas  
T. B. Strength, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. Beautiful Lies, J. Shepard, Cap.
5. Cattle Call, E. Arnold, Vic.
6. Satisfied Mind, J. Shepard, Cap.

**Dallas-Fort Worth**

1. Cattle Call, E. Arnold, Vic.
2. Love, Love, Love, W. Pierce, Dec.
3. I Don't Care, W. Pierce, Dec.
4. Satisfied Mind, R. & B. Foley, Dec.
5. Most of All, H. Thompson, Cap.
6. Blue Guitar, R. Foley, Dec.
7. Learnin' to Love, L. Paul, Abb.
8. Mystery Train, E. Presley, Sun

**Houston**

1. Just Call Me Lonesome, E. Arnold, Vic.
2. I Don't Care, W. Pierce, Dec.
3. Satisfied Mind, P. Wagoner, Vic.
4. I Forgot to Remember to Forget  
E. Presley, Sun
5. Yonder Comes a Sucker, J. Reeves, Vic.
6. Love, Love, Love, W. Pierce, Dec.
7. If You Were Me, W. Pierce, Dec.
8. Let 'Em Talk, J. Work, Dot
9. Season's of My Heart, G. Jones, Sdy.
10. We're on the Mainline, L. Payne, Sdy.

**Memphis**

1. Cry, Cry, Cry, J. Cash, Sun
2. I Forgot to Remember to Forget  
E. Presley, Sun
3. Just Call Me Lonesome, E. Arnold, Vic.
4. Love, Love, Love, W. Pierce, Dec.
5. When I Stop Dreaming  
Louvin Brothers, Cap.

**Nashville**

1. Love, Love, Love, W. Pierce, Dec.
2. Satisfied Mind, P. Wagoner, Vic.
3. There She Goes, C. Smith, Col.
4. Cry, Cry, Cry, J. Cash, Sun
5. Mixed Up Medley  
Wilburn Brothers, Dec.
6. I Can't Go Home Like This  
R. Price, Col.
7. All Right, F. Young, Cap.
8. When I Stop Dreaming  
Louvin Brothers, Cap.
9. I Don't Care, W. Pierce, Dec.
10. Maybellene, M. Robbins, Col.

**New Orleans**

1. All Right, F. Young, Cap.
2. Love, Love, Love, W. Pierce, Dec.
3. I Forgot to Remember to Forget  
E. Presley, Sun
4. Satisfied Mind, P. Wagoner, Vic.
5. Why Baby, Why, G. Jones, Sdy.
6. Cattle Call, E. Arnold, Vic.
7. Kentuckian Song, E. Arnold, Vic.
8. Satisfied Mind, R. & B. Foley, Dec.
9. I Just Dropped in to Say Goodbye  
C. Smith, Col.

**Richmond, Va.**

1. Mystery Train, E. Presley, Sun
2. All Right, F. Young, Cap.
3. Love, Love, Love, W. Pierce, Dec.
4. Just Call Me Lonesome, E. Arnold, Vic.
5. If You Were Me, W. Pierce, Dec.
6. Satisfied Mind, P. Wagoner, Vic.
7. I Forgot to Remember to Forget  
E. Presley, Sun
8. Baby Let's Play House, E. Presley, Sun

**St. Louis**

1. Satisfied Mind, P. Wagoner, Vic.
2. Cattle Call, E. Arnold, Vic.
3. Satisfied Mind, P. Wagoner, Vic.
4. I Don't Care, W. Pierce, Dec.
5. Love, Love, Love, W. Pierce, Dec.

**Livin' It Up . . . 71**

Williams proves that he can also turn on the charm. He is happy in a very personable way on this side. (E. B. Marks, BMI)

**AUDREY WILLIAMS**

**Little Beseplus** (Hank Williams Jr.) . . . 74  
M-G-M 12082—Set against a background of "Cold, Cold Heart," Mrs. Williams reads a little sermon that her late husband wrote for their son. The reading is not too effective, but fans won't quibble. (Acuff-Rose, BMI)

**Windows of the Past . . . 70**

Fans of the late Hank Williams will read a great deal into this weeper by his widow. Otherwise, it's not unusual. It's bound to get attention. (Acuff-Rose, BMI)

**TIBBY EDWARDS**

**C'est Si Tout (That's All)** . . . . . 74

(Continued on page 47)

**• Reviews of New C & W Records**

**BUD DECKELMAN**

**Let's Do It Up Brown** . . . . . 79  
M-G-M 12083—Invitation to some high living is chanted with lots of know-how by Deckelman. A strong entry that should do some business in the market. (Acuff-Rose, BMI)  
**What's the Use to Take You Back Again?** . . . 78  
The utility of it all is bemoaned by Deckelman in a truly effective delivery of strong weeper material. Many spins here and good sales. (Milene, ASCAP)

**MITCHELL TOROK**

**Marching My Blues Away** . . . . . 78  
DECCA 29661—The martial effect of "Honey Babe" and "Yellow Rose of Texas" on the country field seems evident in this material. A very appealing item that could be Torok's best commercial try in several starts. (Tree, BMI)  
**Country and Western (That's for Me)** . . . . . 76  
A hymn in praise of country music, the "Grand Ole Opry" and a long list of artists mentioned by name. This is a smart side, for any country deejay could use this as his theme song. (Skidmore, ASCAP)

**CARL BUTLER**

**It's My Sin** . . . . . 77  
COLUMBIA 21455—A strong weeper. Carl Butler belts out this powerful piece of material with style and heart. Will get good exposure by deejays. Watch it. (Acuff-Rose, BMI)  
**Borrowed Love** . . . . . 74  
He's only asking her love in return, the chanter says. Butler has a good, forthright delivery. (Peer, BMI)

**DEL WOOD**

**Dream Train** . . . . . 76  
VICTOR 6275—Del Wood knocks this off in her typical honky-tonk piano style. Plenty of color and appeal in the performance. (Forster, ASCAP)  
**Rocky Mountain Express** . . . 76  
This oldie gets a sock delivery by Del Wood here. The piano performance is precise and full of honky-tonk character. (Choice, ASCAP)

**THE SONS OF THE PIONEERS**

**Yaller Yaller Gold** . . . . . 76  
VICTOR 6276—A number of versions are out ahead of this one, and the Fess Parker disk was a Spotlight pick several weeks ago. Even tho this is late, the boys sound fine on the tune. (Wonderland, BMI)  
**King of the River** . . . . . 75  
Another Disney tune that could make it. It's the fable of Americana all over again, and this version has lots of good colorful sound. (Wonderland, BMI)

**DICK WILLIAMS**

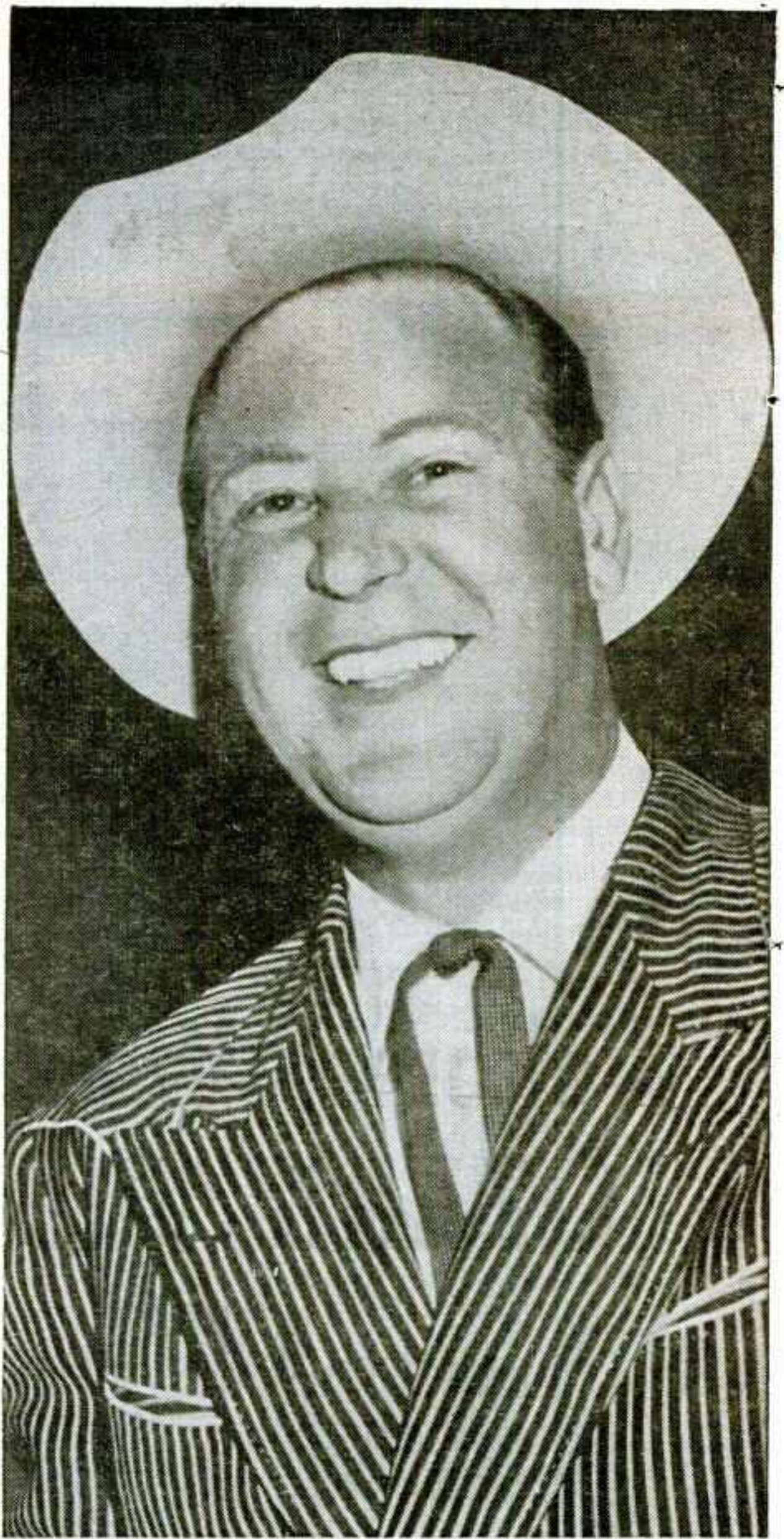
**Robber (Stealer of Hearts)** . . . . . 76  
VICTOR 6278—This new singer debuts with a strong piece of material. A weeper of uncommon appeal, Williams belts it out forcefully. With exposure, this could show. (E. B. Marks, BMI)

**A NEW COUNTRY DUET**  
**BILLY and JOE**  
and the  
**Rainbow Valley Boys**  
Singing  
**"Broken Hearted Means Nothing To You"**  
b/w  
**"Culleoka"**  
(Instrumental)  
Excellio 2067  
Write, Wire, Phone  
**WASHBORO RECORD CO., INC.**  
177 3rd Ave. N. Nashville, Tenn.  
Phone 42-2215

**IT'S TERRY TIME AGAIN!**  
**Al Terry** sings...  
**NO, NO, JOHN**  
**GONE AGAIN**  
HICKORY 1029

**"MOPE ALONG"**  
NOVELTY—WESTERN  
**"SUCH A BEAUTIFUL EVENING"**  
Fox Trot Ballad on  
SIERRALEN RECORD  
#5-1003 and 5-1003-45  
—Vocal by—  
**"CARROT TOP" ANDERSON**  
**LEFTWICH PUB. CO.**  
A.S.C.A.P.  
659 So. Orange Dr.  
Los Angeles 36, Calif.

**EDDIE DEAN**  
**"AN ORPHAN'S PRAYER"**  
c/w  
**JUST A WHILE s&s 200**  
**Sage & Sand Records**  
5653 1/2 Hollywood Blvd.  
HOLLYWOOD 28, CALIF.



*the only country version of a nation-wide smash!*

**EDDIE HILL**

**BLACK DENIM TROUSERS AND MOTORCYCLE BOOTS**

**SOMEDAY YOU'LL CALL MY NAME**

20/47-6279

**RCA VICTOR**



"Welcome, Webb, to the  
OZARK JUBILEE"  
**'RED' FOLEY**

Latest RED FOLEY release:

**CROCÉ DI ORO**  
(Cross of Gold)  
with **BETTY FOLEY**  
b/w  
**SWEET KENTUCKY  
ROSE**



29704

**AMERICA'S TOP TV FAMILY PROGRAM**

Since its first telecast, OZARK JUBILEE has attracted an average of more than three viewers per set. For the past three months, it has led all other programs with a decisive **3.40 viewers-per-set . . . highest in all television!** (ARB, May, June, July, 1955). Late Nielsen gives OZARK JUBILEE 13.6 national rating . . . 23.6 share of audience!

**Personal Direction: DUB ALLBRITTEN**  
**JEWELL THEATER BUILDING, SPRINGFIELD, MO.**



**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**Best Sellers in Stores**

For survey week ending October 5

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
<b>1. CATTLE CALL (ASCAP)—</b> E. Arnold & H. Winterhalter.....	1	17
<b>KENTUCKIAN SONG (ASCAP)—Vic 20-6139</b>		
<b>2. I DON'T CARE (BMI)—W. Pierce.....</b> Your Good for Nothing Heart (BMI)—Dec 29480	2	16
<b>3. JUST CALL ME LONESOME (BMI)—E. Arnold....</b> <b>THAT DO MAKE IT NICE (BMI)—Vic 20-6198</b>	3	9
<b>4. LOVE, LOVE, LOVE (BMI)—W. Pierce.....</b> <b>IF YOU WERE ME (BMI)—Dec 29662</b>	5	4
<b>5. SATISFIED MIND (BMI)—P. Wagoner.....</b> Itchin' for My Baby (BMI)—Vic 20-6105	4	21
<b>6. ALL RIGHT (BMI)—F. Young.....</b> <b>GO BACK YOU FOOL (BMI)—Cap 3169</b>	6	11
<b>7. SATISFIED MIND (BMI)—R. &amp; B. Foley.....</b> How About Me? (BMI)—Dec 29526	7	17
<b>8. I FORGOT TO REMEMBER TO FORGET (BMI)—</b> E. Presley.....	9	5
<b>MYSTERY TRAIN (BMI)—Sun 223</b>		
<b>9. SATISFIED MIND (BMI)—J. Shepard.....</b> Take Possession (BMI)—Cap 3118	8	17
<b>10. THERE SHE GOES (BMI)—C. Smith.....</b> Old Lonesome Times (BMI)—Col 21382	10	23
<b>10. YONDER COMES A SUCKER (BMI)—J. Reeves....</b> I'm Hurtin' Inside (ASCAP)—Vic 20-6200	—	3
<b>12. MOST OF ALL (BMI)—H. Thompson.....</b> Simple Simon (BMI)—Cap 3188	11	7
<b>13. THERE'S POISON IN YOUR HEART (BMI)—</b> K. Wells.....	12	12
<b>I'm in Love With You (BMI)—Dec 29577</b>		
<b>14. YELLOW ROSES (BMI)—H. Snow.....</b> Would You Mind? (ASCAP)—Vic 20-6057	14	27
<b>15. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....</b> I'm Gonna Fall Out of Love With You (BMI)—Dec 29391	13	36
<b>15. DON'T TEASE ME (BMI)—C. Smith.....</b> I Just Dropped in to Say Goodbye (BMI)—Col 21429	—	1

**Most Played in Juke Boxes**

For survey week ending October 5

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
<b>1. I DON'T CARE (BMI)—W. Pierce.....</b> Your Good for Nothing Heart (BMI)—Dec 29480	1	16
<b>2. JUST CALL ME LONESOME (BMI)—E. Arnold....</b> <b>THAT DO MAKE IT NICE (BMI)—Vic 20-6198</b>	3	7
<b>3. CATTLE CALL (ASCAP)—</b> E. Arnold & H. Winterhalter.....	4	12
<b>Kentuckian Song (ASCAP)—Vic 20-6139</b>		
<b>4. ALL RIGHT (BMI)—F. Young.....</b> <b>GO BACK YOU FOOL (BMI)—Cap 3169</b>	5	6
<b>5. SATISFIED MIND (BMI)—P. Wagoner.....</b> Itchin' for My Baby (BMI)—Vic 20-6105	2	15
<b>6. SATISFIED MIND (BMI)—R. &amp; B. Foley.....</b> How About Me? (BMI)—Dec 29526	6	15
<b>7. LOVE, LOVE, LOVE (BMI)—W. Pierce.....</b> <b>IF YOU WERE ME (BMI)—Dec 29662</b>	9	2
<b>8. YONDER COMES A SUCKER (BMI)—J. Reeves....</b> I'm Hurtin' Inside (ASCAP)—Vic 20-6200	7	5
<b>8. SATISFIED MIND (BMI)—J. Shepard.....</b> Take Possession (BM)—Cap 3118	8	13
<b>10. THERE SHE GOES (BMI)—C. Smith.....</b> Old Lonesome Times (BMI)—Col 21382	—	8

**Most Played by Jockeys**

For survey week ending October 5

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
<b>1. I DON'T CARE—W. Pierce.....</b> Dec 29480—BMI	1	17
<b>2. ALL RIGHT—F. Young.....</b> Cap 3169—BMI	3	10
<b>3. SATISFIED MIND—P. Wagoner.....</b> Vic 20-6105—BMI	2	19
<b>4. JUST CALL ME LONESOME—E. Arnold.....</b> Vic 20-6198—BMI	4	7
<b>5. LOVE, LOVE, LOVE—W. Pierce.....</b> Dec 29662—BMI	11	3
<b>6. THAT DO MAKE IT NICE—E. Arnold.....</b> Vic 20-6198—BMI	5	9
<b>7. YELLOW ROSE OF TEXAS—E. Tubb.....</b> Dec 29633—BMI	8	5
<b>8. MOST OF ALL—H. Thompson.....</b> Cap 3188—ASCAP	14	4
<b>9. WHEN I STOP DREAMING—Louvin Brothers.....</b> Cap 3177—BMI	13	6
<b>9. THERE SHE GOES—C. Smith.....</b> Col 21382—BMI	7	20
<b>11. CATTLE CALL—E. Arnold &amp; H. Winterhalter.....</b> Vic 20-6139—ASCAP	6	14
<b>12. YONDER COMES A SUCKER—J. Reeves.....</b> Vic 20-6200—BMI	9	8
<b>13. MAYBELLENE—M. Robbins.....</b> Col 21446—BMI	15	3
<b>14. YELLOW ROSES—H. Snow.....</b> Vic 20-6057—BMI	10	24
<b>15. SATISFIED MIND—R. &amp; B. Foley.....</b> Dec 29526—BMI	12	13

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

"Grand Ole Opry" talent slated to appear on the show's initial coast-to-coast hook-up over the ABC-TV net Saturday (15) will comprise Carl Smith, Ernest Tubb, Hank Snow, Minnie Pearl, Rod Brasfield, Martha Carson, Little Jimmy Dickens, Justin Tubb, Goldie Hill, the Louvin Brothers, Chet Atkins and the "Opry" square dancers. Les Paul and Mary Ford will be special guests for the occasion. Another guestar will be Judy Lynn, Miss Idaho of 1955. . . . Webb Pierce originates his own half hour of the "Ozark Jubilee" TV show from Springfield, Mo., starting Saturday (15), 5:30-6 p.m. ABC-TV will beam the Pierce half-hour portion of "Ozark Jubilee" coast-to-coast every fourth Saturday. Special guests for Pierce's first show will be Jim Reeves (RCA Victor), Boob Brasfield, and Bill Wimberly and band.

Jim Edward and Maxine Brown guestar with "Big D Jamboree," Dallas, Saturday (15). . . . Okie Jones, who joined "Big D" two weeks ago, is slated to remain on there indefinitely. . . . George L. Featherstone (Uncle George), featured with his own "Wonderland Ranch" in Ontario for a number of years, has just been made manager of the branch studios of CHVC, Welland, Ont., to handle

promotion and sales. He plans to hypo c.&w. music at the stations and invites artists to drop by for an interview. Featherstone has had his own transcribed show over CHVC the last six months.

Kenny Smith, former boss man of the hillbilly brigade at WLW and WLW-T, Cincinnati, is currently touring the Tommy Reynolds TV show, of San Antonio, thru the Texas country. On October 17 Smith and Reynolds make a pitch before city managers of the Texas Interstate Circuit at a Statewide meeting on a theater quiz-show idea that has Interstate execs plenty excited. . . . Jimmy Littlejohn and Don Law, Columbia Records a.&r. rep, hopped into Fort Worth recently to present a gold platter to the Chuck Wagon Gang in commemoration of the latter's 20th year on the Columbia label.

June Carter and hubby Carl Smith are celebrating the arrival of a spankin' brand-new daughter, Rebecca Carlene, born September 26. . . . Frankie More, manager of Johnnie and Jack, is nursing minor injuries sustained in a recent auto crack-up in Nashville. . . . Grandpa Jones' new releases on the RCA Victor label is "The Champion," b/w "What Has She Got?" . . . Hank Snow's newest on RCA Victor is "Mainliner," b/w "Born to Be Happy." . . . Cowboy Copas headed up last Saturday's (8) Prince Albert (Continued on page 48)



"I'm mighty happy to be joining you at the CROSSROADS OF COUNTRY MUSIC"

# WEBB PIERCE

Latest WEBB PIERCE release:

IF YOU WERE ME

b/w

LOVE, LOVE, LOVE



29662

A previous Billboard "Spotlight" pick and the "Week's Best Buy"

For Availabilities: TOP TALENT, INC. JEWELL THEATER BUILDING, SPRINGFIELD, MO.



## Reviews of New C & W Records

Continued from page 45

**MERCURY 70719**—Cute novelty with a hopping beat is delivered with infectious appeal. More than a few smiles here. Good jockey wax. (Acuff-Rose, BMI)

**IT'S Be a Long, Long Time** . . . 69  
Tibby Edwards does nicely in this tuneful weeper. (Acuff-Rose, BMI)

**CHUCK LEE**  
**Pretending** . . . 73  
TNT 130—A lot of heart is packed into this bundle of tears by Chuck Lee, and it makes for a mighty expressive reading. (TNT, BMI)

**My Lips Are Smiling** . . . 73  
Similar tune to the flip, sung with equal feeling. (TNT, BMI)

**ONIE WHEELER**  
**Cut It Out** . . . 73  
COLUMBIA 21454—Cut out your teasin' and slippin' around—cause you're cut out for me, he says. A lively item. Onie Wheeler's voice has true c.&w. character. (Golden West, BMI)

**I'm Satisfied With My Dreams** . . . 72  
There's a Latin beat to this country item, which gives it a touch of novelty. (Driftwood, BMI)

**PAUL DAVIS**  
**Make a Little Time** . . . 73  
M-G-M 12081—This is a cute ditty that bounces along on a good beat. Davis gives it a deft vocal touch. (Acuff-Rose, BMI)

**What a Fool I've Been** . . . 72  
Attractive talent is shown here on a standard country wailer. (Acuff-Rose, BMI)

**SMILEY MAXEDON**  
**Until Then** . . . 73  
COLUMBIA 21451—Strong warbling and solid, dancey backing make up an above-average country dinking by Maxedon. (Ridgeway, BMI)

**Give Me Your Love for Awhile** . . . 71  
A competent, danceable but not outstanding effort. (Central, BMI)

**RAINBOW VALLEY BOYS**  
**Culleoka** . . . 73  
EXCELLO 2067—Bright instrumental from the back country has a quick appeal. Right smart banjo playing by Hubert Binkley, with the fiddles right behind him. (Excellorec, BMI)

**Broken Hearted Means**  
**Nothing to You** . . . 70  
Weeper has a sprightly sound. More good country listening. (Excellorec, BMI)

**JIMMY SPELLMAN**  
**Give Me Some of Yours**  
(And I'll Give You Some of Mine) . . . 72  
VIV 1000—An entry in the "Stars of the Arizona Hayride Series" that smacks of major talent. Spellman has a quality that will arouse attention. This cute novelty is an apt vehicle. (Debra, BMI)

**No Need to Cry Anymore** . . . 71  
On a weeper, the "sound" of Spellman's voice becomes even more compelling. He has excellent control of his pipes, and sings as from the depths of his heart. It shouldn't be long before Spellman is "discovered." (Debra, BMI)

**ROSE MADDOX**  
**Hasty Baby** . . . 71  
COLUMBIA 21453—An appealing performance by the thrush, tho her material lacks power. (Peer, BMI)

**When the Sun Goes Down** . . . 71  
The material is stronger than the performance on this face. (Commodore, BMI)

**GENE KAY**  
**Name Your Price** . . . 70  
TNT 124—A pleader sung in acceptably weepy style by Kay. (TNT, BMI)

**After All I've Done for You** . . . 68  
Ditto the flip with a group of background voices lending additional pleasant sound. (TNT, BMI)

**BONNIE LOU**  
**Dancing in My Socks** . . . 69  
KING 4835—This catchy ditty has been getting some spin action via the Robbin Hood waxing on M-G-M. Bonnie Lou's version, in a pop style, is late. (Lowell, BMI)

**Daddy-O** . . . 68  
Bonnie Lou, ostensibly a country artist, tries for another all-market hit in the vein of the Boyd Bennett teen-age portraits. So-so stuff. (Mark-Kay, BMI)

**WILEY BARKDULL**  
**I'll Give My Heart to You** . . . 68  
HICKORY 1034—Barkdull pledges his love sincerely in a pleasant ditty. (Acuff-Rose, BMI)

**Pencil and Paper Love** . . . 68  
Three-beat weeper is showcased handily by Barkdull. (Acuff-Rose, BMI)

**CHUCK ROGERS**  
**You Can't Divorce My Heart** . . . 67  
FROLIC 100—Chuck Rogers sincerely warbles an affecting weeper. (Smoky Mountain, BMI)

**Out of Gasoline** . . . 62  
The old romantic excuse, converted into a pleasant novelty ditty is capably presented. Smoky Mountain, BMI)

**HELEN MACK**  
**My Honky Tonkin' Husband** . . . 65  
EXCEL 111—The tables are turned here in a garbled moral message, but the ditty is tuneful, and it's sung sweetly by the thrush. (Flex, BMI)

**You're Disowned by Me** . . . 58  
Routine material, adequately presented. (Flex, BMI)

**LEE MOORE'S BANJOLEERS**  
**Juke Box Banjo** . . . 63  
CROSS COUNTRY 512—"Wait Till the Sun Shines, Nellie," "Give My Regards to Broadway," etc., make up this old-timer medley side with banjos and some humming. Okay for some jukes. (BMI)

**LEE MOORE AND JUANITA**  
**She Married**  
**the Wrong, Wrong Man** . . . 58  
A sad, sad tale, sadly spun. (BMI)

**MELVIN MAZY**  
**Good-bye, Got to Go** . . . 60  
MERLENE 101—Briskly paced novelty is sung with energy. (TNT, BMI)

**Since My Girl**  
**Has Turned Me Down** . . . 58  
Sad, sad weeper, this, all about broken promises. Mazy tried hard. (TNT, BMI)

# FOLK TALENT AND TUNES

Continued from page 47

portion of "Grand Ole Opry," with Nita, Rita and Ruby the special guests for the evening.

Promoter John McDonald has Bill Carter (Four Star) and His Hometown Boys working two nights a week at Riverbank Ballroom, Riverbank, Calif. . . . Wade Ray and Hank Penny are teamed on a new TV show beamed each Tuesday night, 8-9 o'clock, over

KHJ-TV, Los Angeles. . . . Joy Whitaker, waxing for M.&J. Records, new Cincinnati label, teamed with Millard Sams for a recent guest shot with "Renfro Valley Barn Dance," Renfro Valley, Ky. Miss Whitaker also did a solo stint with "WWVA Jamboree," Wheeling, W. Va. . . . Chester Smith, whose country band is popular in Northern California, is now heard six nights

a week over KTRB, Modesto, Calif.

Jimmy Heap and the Melody Masters continue as the staff band at Station KTAE, Taylor, Tex., while doubling on dances in the Taylor sector. In the line-up are Arlie Carter, piano; George Harrison, drums; Horace Barnett, guitar; Big Bill Glendenning, electric bass; Cecil (Butterball) Harris, steel guitar; Perk Williams, fiddle and vocals, and Jimmy Heap, electric guitar and vocals. . . . Red Brown and Anna Lee played for Governor Sims of New Mexico and fair officials at the Deming County Fair, Deming, N. M., last Friday (7). Red and Anna are the subjects of a feature yarn in the November issue of Radio-TV Mirror, which coincides with their new fall series of radio shows being heard every morning over KROD, El Paso, Tex., from 6:30-7:30.

Eddie Blystone has organized a new string combo, the Sun Valley Boys, which is keeping busy on dance dates thru the Southwest. . . . Rocky Rough and the Western Serenaders have transferred their activity to the Albuquerque, N. M., area. Rocky has a daily two-hour disk show on an Albuquerque station. . . . Wayne Johnson and the Bluebonnet Playboys are back in El Paso, Tex., after an extended swing thru the Western States. One of the features with the unit is Darwin Eils, 14-year-old Western singer.

Fred Stryker, of Fairway Music, Inc., has just returned to his Hollywood headquarters from a five-week promotion trek that took him to virtually every important c.&w. outpost in the country. . . . DeeJay Sammy Lillibridge, who recently shifted from KFRO, Longview, Tex., to KERC, Eastland, Tex., has leased a location on the highway between Ranger and Cisco, Tex., where he is presenting "Tri-Cities Jamboree" each Tuesday night. Clyde Chesser and the Texas Village Boys, of KCEN-TV, Temple,

Tex., were his opening feature. Others in recently were fiddler Bryan Houston and Sunshine Ruby.

New on the Crest label is Tom (Red) Wilson, whose first release is "Hillbilly Parade," b/w "Can You Bop?" . . . Cliff Rodgers, who whirls the country wax at WHKK, Akron, typewrites to wit: "Country music continues to grow in this area. I believe it's the beginning of a new cycle that will surpass anything it has done in the past. I form this conclusion from the tremendous reception given to new releases. I have had more instant response on new records during the past year than at any time in my 22 years in the business."

Black Jack Wayne, country deejay at KVSM, San Mateo, Calif., heads up Black Jack Wayne Enterprises, which is promoting Saturday night dances at Garden of Allah, San Mateo, using c.&w. talent. Partnered with Black Jack in the venture is his brother Chuck Wayne and Farmer Red Ladner. Between the three of them they have 50 hours a week of c.&w. jockey time on KVSM. They also operate an eight-piece band under the name of the Bar 10 Ranch Boys. The trio is mulling plans to build a c.&w. dance hall in the area with accommodations for 5,000 patrons, to be ready within a year. . . . Wayne Raney's newest on the King label is "Gone With the Wind This Morning," b/w "Tear Down the Mountains." Wayne is working two early-morning disk shows over XERF, Del Rio, Tex.

"Hoedown Jamboree," new c.&w. show, had its premiere recently over the Inter-City Network (KJEF, Jennings, La.; KEUN, Eunice, La., and KSIG, Crowley, La.) from the Bruce Theater, Crowley. Program will be a regular Monday night feature over the network. On the initial bill were Rusty and Doug, Al Terry, Wiley Barkdull, Joey Gills, Sonny Thibodaux, Gene Rodriguez and Chickie Savoy. J. R. Janot, of KEUN, and Cousin Don Rowland, of KSIG, emceed the proceedings. J. D. Miller, who nurtured the idea, handled production and booking.

Faron Young plays Columbus Day (12) at Albany, Ga., and follow with Savannah, Ga., October 13; New Orleans, 16, and Baton Rouge, La., 17. . . . Harry Silverstein, who handles Southern States c.&w. promotion out of the Cincinnati Decca office, returned to Cincy headquarters last week from a 30-day, 3,000-mile jaunt pushing the Webb Pierce "Love, Love, Love" and "If You Were Me"; the Wilburn Brothers "Temptation, Go 'Way" and "Mixed-Up Melody," and Kitty Wells "There's Poison in Your Heart." . . . The gospel-singing Blackwood Brothers are set for Memorial Auditorium, Louisville, October 13; Cadle Tabernacle, Indianapolis, 14; South Bend, Ind., 16; Walnut Ridge, Ark., 18; Dyersburg, Tenn., 20; Ellis Auditorium, Memphis, 21; City Auditorium, Atlanta, 22; Lawrenceburg, Tenn., 24, and City Auditorium, Birmingham, 29.

Porter Wagoner, who has just concluded a two-week Canadian junket for A. L. Bamford and a week's tour for Lou Black's Top Talent, is working this week in Brownwood, Abilene, Midland, Amarillo and Odessa, all in Texas, for Bob Neal, of Memphis. . . . The October 22 performance of "Ozark Jubilee," originating from the Jewell Theater, Springfield, Mo., will be dedicated to the 1955 Community Chest campaign in a promotion arranged with that organization's national office. It marks the first time a country music show has gone all out for the Chest. In the cast will be Red Foley, Sonny James, Uncle Cyp Brasfield, Porter Wagoner, Wanda Jackson, and the Tadpoles, square-dance group.

## With the Jockeys

Joe Morris, general manager of WAGS, Bishopville, S. C., has taken over as manager for Woody Snipes, 17-year-old country & western singer. . . . Dave Stone, c.&w. twirler at KDAV, Lubbock, Tex., reports that KDAV recently promoted a show in Lubbock, with the bill comprising Ernest Tubbs, the Maddox Brothers and Rose, Sonny James, Tommy Collins, Arlie Duff and Autry Inman. . . . Uncle Ted Tatar, WACH, Newport News, Va., typewrites: "Tip of my hat to The Billboard for the write-up I received in a recent issue about Eddy Arnold's recording of 'The Kentuckian' and 'Cattle Call' with the Hugo Winterhalter ork. I'm holding true to the statement that I will not spin any country music release that comes out with any r.&b. I'm keeping my pledge only to play the true country music for wholesome country entertainment. I have received many comments from my fans about r.&b. entering the country field, and they all agree that it should not be." Tatar sends out an S.O.S. to the record companies for more wax.

Don Folsom, WCNT, Centralia, Ill., informs that Bill Diamond recently joined the station, and is now spinning the "Musical Clock-Country Style," heard 6-6:30 a.m. daily. . . . Linda Lou Stone, who recently returned to her turntables at WHGB, Harrisburg, Pa., from a Canadian vacation, reports that she got back just in time to work a date with Webb Pierce and His Wondering Boys, and Red Sovine. Linda also recently joined the 101 Ranch Boys on a show that goes out over the ABC Radio Network each Saturday. . . . Bob Jennings, who helms the c.&w. turntable at WLAC, Nashville, says he's still getting some lousy service from some of the major record companies, mainly RCA.

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# The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending October 5

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	Title	Label
1.		1	<b>MAYBELLENE</b> (BMI)—C. Berry	Chess 1604
			Wee Wee Hours (BMI)—Chess 1604	
2.		2	<b>ONLY YOU</b> (BMI)—Platters	Bark, Battle and Ball (BMI)—Mer 70633
3.		3	<b>ALL BY MYSELF</b> (BMI)—F. Domino	Troubles of My Own (BMI)—Imperial 5357
4.		5	<b>I HEAR YOU KNOCKIN'</b> (BMI)—S. Lewis	Bumpity Bump (BMI)—Imperial 5366
5.		11	<b>AT MY FRONT DOOR</b> (BMI)—El Dorados	What's Buggin' You, Baby (BMI)—Vee Jay 147
6.		4	<b>AIN'T THAT A SHAME</b> (BMI)—F. Domino	La La (BMI)—Imperial 5348
7.			<b>ALL AROUND THE WORLD</b> (BMI)— Little Willie John	Don't Leave Me, Dear (BMI)—King 4818
8.		5	<b>WHY DON'T YOU WRITE ME?</b> (BMI)—Jacks	Smack Dab in the Middle (BMI)—RPM 428
9.		12	<b>WALKING THE BLUES</b> (BMI)—J. DuPree	Daybreak Rock—King 4812
10.			<b>SEVENTEEN</b> (BMI)—B. Bennett	Little Old You-All (BMI)—King 1470
11.		8	<b>EVERYDAY</b> (BMI)—Count Basie	Comeback (BMI)—Clef 89149
12.		7	<b>IT'S LOVE, BABY</b> (BMI)—L. Brooks	Chicken Shuffle (BMI)—Excello 2056
13.		13	<b>TEN LONG YEARS</b> (BMI)—B. B. King	What Can I Do? (BMI)—RPM 437
13.			<b>PAINTED PICTURE</b> (BMI)—Spaniels	Hey, Sister Lizzie (BMI)—Vee Jay 154
15.		9	<b>FEEL SO GOOD</b> —Shirley & Lee (BMI)	You'd Be Thinking of Me (BMI)—Aladdin 3289

## • Most Played in Juke Boxes

For survey week ending October 5

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout 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	Title	Label
1.		1	<b>MAYBELLENE</b> (BMI)—C. Berry	Wee Wee Hours (BMI)—Chess 1604
2.		4	<b>EVERYDAY</b> (BMI)—C. Basie	Comeback (BMI)—Clef 89149
3.		8	<b>HIDE AND SEEK</b> (BMI)—J. Turner	Midnight Cannonball (BMI)—Atlantic 1069
4.		2	<b>AIN'T THAT A SHAME</b> (BMI)—F. Domino	La La (BMI)—Imperial 5348
5.			<b>I HEAR YOU KNOCKIN'</b> (BMI)—S. Lewis	Bumpity Bump (BMI)—Imperial 5356
6.		6	<b>ALL BY MYSELF</b> (BMI)—F. Domino	Troubles of My Own (BMI)—Imperial 5357
6.		10	<b>AT MY FRONT DOOR</b> (BMI)—El Dorados	What's Buggin' You, Baby (BMI)—Vee Jay 147
8.		2	<b>ONLY YOU</b> (BMI)—Platters	Bark, Battle and Ball (BMI)—Mercury 70633
9.		9	<b>WHY DON'T YOU WRITE ME?</b> (BMI)—Jacks	Smack Dab in the Middle (BMI)—RPM 428
10.			<b>DON'T START ME TALKIN'</b> (BMI)— (Sonny Boy) Williamson	All My Love in Vain (BMI)—Checker 824

## • Most Played by Jockeys

For survey week ending October 5

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout 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	Title	Label
1.		1	<b>MAYBELLENE</b> —C. Berry	Chess 1604—BMI
2.		5	<b>I HEAR YOU KNOCKIN'</b> —S. Lewis	Imperial 5356—BMI
3.		2	<b>ALL BY MYSELF</b> —F. Domino	Imperial 5357—BMI
4.		4	<b>HIDE AND SEEK</b> —J. Turner	Atlantic 1609—BMI
5.			<b>ALL AROUND THE WORLD</b> —Little Willie John	King 4818—BMI
6.		5	<b>ONLY YOU</b> —Platters	Mercury 70633—BMI
7.		11	<b>AT MY FRONT DOOR</b> —El Dorados	Vee Jay 147—BMI
8.		12	<b>IT'S LOVE, BABY</b> —R. Brown	Atlantic 1072—BMI
9.		5	<b>AIN'T THAT A SHAME</b> —F. Domino	Imperial 5348—BMI
10.		10	<b>IT'S LOVE, BABY</b> —L. Brooks	Excello 2056—BMI
11.			<b>THOSE LONELY, LONELY NIGHTS</b> —E. King	Ace 509—BMI
12.		9	<b>SEVENTEEN</b> —B. Bennett	King 1470—BMI
13.			<b>THOSE LONELY, LONELY NIGHTS</b> —J. Watson	RPM 436—BMI
14.			<b>TEN LONG YEARS</b> —B. B. King	RPM 437—BMI
15.			<b>WEE WEE HOURS</b> —C. Berry	Chess 1604—BMI
15.			<b>EVERYDAY</b> —C. Basie	Clef 89149—BMI

## • R&B Territorial Best Sellers

For survey week ending October 5

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. Ten Long Years, B. B. King, RPM
4. Maybellene, C. Berry, Chs.
5. At My Front Door, El Dorados, VJ
6. \$64,000 Question, B. Tuggles, Che.
7. Don't Take It So Hard, E. (Connelly) King, King.
8. Don't Start Me Talkin', S. B. Williamson, Che.

### Charlotte

1. I Hear You Knockin', S. Lewis, Imp.
2. All By Myself, F. Domino, Imp.
3. Maybellene, C. Berry, Chs.
4. Why Don't You Write Me? Jacks, RPM
5. Ain't That a Shame, F. Domino, Imp.
6. Feel So Good, Shirley & Lee, Ala.
7. Only You, Platters, Mer.

### Chicago

1. Maybellene, C. Berry, Chs.
2. Seventeen, B. Bennett, King.
3. Rock Around the Clock, B. Haley, Dec.
4. Ain't That a Shame, P. Boone, Dot
5. Only You, Platters, Mer.

### Cincinnati

1. Maybellene, C. Berry, Chs.
2. At My Front Door, El Dorados, VJ
3. Come Back Maybellene, J. Greer, Grv.
4. Why Don't You Write Me? Jacks, RPM
5. How Come My Dog Don't Bark? P. Partridge, Cst.
6. Only You, Platters, Mer.

### Detroit

1. All Around the World, Little Willie John, King.
2. All Right, Okay, You Win, C. Basie, Clf.
3. Ten Long Years, B. B. King, RPM
4. Don't Start Me Talkin', S. B. Williamson, Che.
5. Walking the Blues, J. DuPree, King.
6. At My Front Door, El Dorados, VJ
7. It's Love Baby, L. Brooks, Exc.

### Los Angeles

1. Maybellene, C. Berry, Chs.
2. Only You, Platters, Mer.
3. Adorable, Colts, Via.
4. Emily, Turks, Vta.
5. Good Rockin' Daddy, E. James, Mod.

### New Orleans

1. Only You, Platters, Mer.
2. Maybellene, C. Berry, Chs.
3. All By Myself, F. Domino, Imp.
4. I Hear You Knockin', S. Lewis, Imp.
5. Walking the Blues, J. DuPree, King.
6. All Around the World, Little Willie John, King.
7. I Hear Those Bells, D. Washington, Mer.
8. At My Front Door, El Dorados, VJ
9. Why Don't You Write Me? Jacks, RPM
10. Soldier Boy, Four Fellows, Gly.

### New York

1. Only You, Platters, Mer.
2. Seventeen, B. Bennett, King.
3. Maybellene, C. Berry, Chs.
4. Wedding, Solitaires, OT
5. I Concentrate on You, D. Washington, Mer.

### Philadelphia

1. He, A. Hibbler, Dec.
2. Feel So Good, Shirley & Lee, Ala.
3. Hand Clappin', R. Prysock, Mer.
4. Play It Fair, L. Baker, All.
5. Not Without You, D. Washington, Mer.
6. Only You, Platters, Mer.

### St. Louis

1. Don't Start Me Talkin', S. B. Williamson, Che.
2. All Around the World, Little Willie John, King.
3. Why Don't You Write Me? Jacks, RPM
4. At My Front Door, El Dorados, VJ
5. I Concentrate on You, D. Washington, Mer.
6. Ten Long Years, B. B. King, RPM
7. It's Love Baby, L. Brooks, Exc.
8. Soldier Boy, Four Fellows, Gly.
9. Everyday, C. Basie, Clf.
10. Walking the Blues, W. Dixon, Che.

### Washington, D. C.

1. Ain't That a Shame, P. Boone, Dot
2. Maybellene, C. Berry, Chs.
3. Only You, Platters, Mer.
4. Rock Around the Clock, B. Haley, Dec.
5. Painted Picture, Spaniels, VJ

## Magnavox Starts Lecture-Concerts

NEW YORK, Oct. 8.—Magnavox has started its fall series of Hi-Fi Lecture-Concerts. The first session was headed by R.H.G. Mathews, director of Magnavox's Hi-Fi division, and was held at Shillito's in Cincinnati.

The merchandising plan will be carried out in the form of further lecture concerts by Mathews in New York, Boston, Philadelphia, Pittsburgh and Chicago in cooperation with Magnavox dealers. Other Magnavox staffers will present similar efforts in cities thruout the U. S.

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### The Billboard Music Popularity Charts

## • This Week's Best Buys

**GOOD ROCKIN' DADDY** (Modern, BMI)  
**CRAZY FEELING** (Gallo, BMI)—Etta James—Modern 962

While this record showed good sales in many areas in August and September, primarily on "Good Rockin' Daddy," it is only now that the flip side is getting equal exposure that the record threatens to place on the national charts. Action is close to being equally divided now, but "Crazy Feeling" has been coming up steadily and will probably be of equal or better strength in another week or two. Considerable potential is left in this record, particularly for areas that did not do much business on "Crazy Feeling." A previous Billboard "Spotlight" pick.

**TOO LATE** (Regent, BMI)—Little Walter—Checker 825

The singer's fans are buying up his latest disk like hot cakes. Available only two weeks, very good sales are already reported in New York, Chicago, Detroit, Nashville, Durham, St. Louis, Cincinnati and Atlanta. Flip is "I Hate to See You Go" (Arc, BMI). A previous Billboard "Spotlight" pick.

**BLACKJACKS** (Progressive, BMI)  
**GREENBACKS** (Progressive, BMI)—Ray Charles—Atlantic 1076

Charles has an excellent two-sided seller in his latest release. Most areas do not report a marked preference for side, but do give indication of general acceptance of the record itself. Best commercial reports were returned from New York, Philadelphia, Chicago, Detroit, Nashville, Durham, Atlanta, Baltimore and St. Louis. A previous Billboard "Spotlight" pick.

## • Review Spotlight on . . .

### RECORDS

**CHUCK BERRY**  
**Thirty Days** (Arc, BMI)—Chess 1610—A real jump tune with Berry socking thru in exciting style. Like its predecessor, "Maybellene," this is a strong contender for the pop as well as r.&b. charts. Flip is a quieter entry titled "Together (We Will Always Be)" (Arc, BMI).

**HOWLIN' WOLF**  
**Don't Mess With My Baby** (Arc, BMI)—Chess 1607—This is a driving, low-down blues item that really rocks. The Howler gets the most out of the tangy lyrics. This one can draw plenty of coin. Flip is another low-downer called "Come to Me, Baby" (Arc, BMI).

## RHYTHM-BLUES NOTES

By PAUL ACKERMAN

Are you cats noticing Mercury Records in recent months? We hope so, because this Chicago-based diskery is so much with us on the r.&b. charts that we are apt to take it for granted. When you analyze the matter, it appears that Mercury is the only major label which gets consistent action in the rhythm and blues field. We're aware, of course, of Decca's Bill Haley, but for consistency in making the best-selling chart, the palm goes to Mercury among the major labels. Mercury's "Only You," by the Platters, in second place, has been on the chart 12 weeks. Several weeks ago, The Billboard listed Mercury's Red Prysock disk, "Handclapping," as a Best Buy. Dinah Washington, the Buddy Johnson ork, and the Penguins are among the Mercury artists who have had strong chart representation.

The Newark, N. J., sage, Herman Lubinsky, has signed Little David (Baughman). He was Clyde McPhatter's replacement on the road with the Drifters when McPhatter entered the Army. Lubinsky, by the way, celebrated his 59th birthday September 30. . . . Boyd Bennett's "Seventeen" is back in the charts after a lapse of one week. A newcomer is "Painted Picture," by the Spaniels on Vee Jay, which moved into 13th position.

The Earl Bostic combo has been packed for one week at the Flamingo Club, Lowell, Mass., starting October 10. . . . Screamin' Jay Hawkins, Wing artist, was signed by Bob Astor, of the Gale Agency, to a three-year pact.

George (Hound Dog) Lorenz, WKBW, Buffalo, had a big premiere on the 50,000-watter last week. Ruth Brown, in town on a one-nighter, and Clyde McPhatter, stationed close by at the Army base on Grand Island, showed up at the Zanzibar Lounge, where the program originates, and preemed their

new Atlantic duet disk. . . . Fox Music House, Charleston, S. C., will swing into the fall record promotion season by having two deejays broadcast direct from the store Saturdays. They are Bob Nichols, of WPAL, "King of Southern Disk Jockeys," and Jim Stewart, with his WUSN "A Train Rhythm and Blues Hit Parade."

Dr. Jive (Tommy Smalls), of WWRL, New York, will bring his rhythm and blues show to the Apollo Theater November 4. This will be the fourth time. The package broke all house records at the last Apollo engagement.

Ray (Slimbo) Corbin, KTFY, Brownfield, Tex., tells us that there are now two dozen r.&b. shows in his area, which he and a few others pioneered years ago. Corbin runs a request writing contest. He gives away 15 r.&b. hits to the person writing the most cards and letters each month.

Keep your eye on Carnegie Hall, October 29, when Hal Jackson's rock 'n' roll show moves in!

### British Musicians Ink New TV Pact

LONDON, Oct. 8.—After a long and complicated wrangle, the musicians' union and the commercial TV contractors here have finally signed a contract. Terms allow MU members to play in a four-hour session for the minimum payment of \$18, with 50 per cent payment on all residuals in the United Kingdom and 100 per cent for transmissions abroad.

So far no such agreement has been signed covering musicians playing for or appearing in commercials, but with the contractors' pact before them, agency men feel it won't be long before they are in agreement with the MU in that field also.

## RHYTHM & BLUES RECORDS

## • Reviews of New R & B Records

**LONG MAN BINDER**  
**I'm a Lover** . . . 78  
 UNITED 194—Binder wails on his own accomplishments. Flavorsome wax with some modern bop scatting for a more urbane audience than the flip. (Pamlee, BMI)  
**The Long Man** . . . 77  
 To blues backing, Binder talks a biographical tale. The style and dialect are Deep South, and this could do well in the right markets. (Pamlee, BMI)

**THE ROBINS**  
**Smokey Joe's Cafe** . . . 78  
 ATCO 6059—A fine piece of material, this ditty tells the story of an interrupted flirtation at Smokey Joe's. Plenty of heat and fine chanting. One to watch. (Quintet, BMI)  
**Just Like a Fool** . . . 74  
 Good chanting of this ballad by this group. The boys have a full sound. (Quintet, BMI)

**THE ALADDINS**  
**I Had a Dream Last Night** . . . 78  
 ALADDIN 3298—The group's lead singer belts out this ballad with strong feeling. A classy side. (Aladdin, BMI)  
**Get Off My Feet** . . . 73  
 Acceptable, tho routine, rockin' fare. (Gallo-Otis, BMI)

**THE MOROCCOS**  
**Somewhere Over the Rainbow** . . . 77  
 UNITED 193 — This actually is Harold Arlen's "Over the Rainbow," tho the titling and publisher credits on the label are inaccurate. Solly McElroy is the excellent lead in sock r.&b. style. Good wax. (ASCAP)  
**Red Hot and Chili Mac** . . . 71  
 Ralph Vernon is the lead singer on a lightweight but rocking novelty. There's more strength on the flip. (Pamlee, BMI)

**EDDIE SNOW**  
**Ain't That Right?** . . . 76  
 SUN 226—Snow wails some salty philosophy in this potent talking-and-refrain effort. Should do well in many sectors. It's good down-to-earth stuff. (Hi Lo, BMI)  
**Bring Your Love Back Home** . . . 75  
 This side carries a strong plea in fine blues style. Two strong sides by a sizable talent. (Hi Lo, BMI)

**GUITAR SLIM**  
**Quicksand** . . . 76  
 SPECIALTY 557—Against the rough, "Southern" backing of his band, Guitar Slim shouts out a characteristic blues with vitality and his usual satisfying grasp of this idiom. The band is especially good. (Venice, BMI)  
**Think It Over** . . . 73  
 Guitar Slim puts considerable feeling and effort into this material, but it doesn't quite make it. (Venice, BMI)

**ROSCO GORDON**  
**Weeping Blues** . . . 76  
 FLIP 227 — With the band laying down a strong bluesy beat, Gordon weeps his way effectively thru this gimmicked blues. Should do okay in the blues belt. (Hi Lo, BMI)  
**Just Love Me, Baby** . . . 68  
 Routine shouting over a strong rolling beat. (Hi Lo, BMI)

**ERNIE ENGLUND**  
**'Cuz It's So Good to Eat** . . . 75  
 CADENCE 1269 — A weird one. Ernie Englund sings a novelty lyric in gravel-throated fashion. Idea is r.&b.-derived, but the instrumentation is more pop and jazz-flavored. For deejays. (Maurice, ASCAP)  
**Night Train** . . . 75  
 A smart instrumental with drive and precise musicianship. Deejays will like it. (Panlee, BMI)

**ELMORE NIXON**  
**The Women** . . . 75  
 POST 2008—This is a wild, shouting, low-down blues offering which has a fine r.&b. sound, even tho some of the lyric is tough to catch. (Commodore, BMI)  
**Don't Do It** . . . 75  
 Nixon knows how to belt over the blues, and he shows it again here. It's slower than the flip, but there's all of the same fine color and sound. (Commodore, BMI)

**CHARLES BROWN**  
**Trees, Trees** . . . 75  
 ALADDIN 3296—An intimate, feelinful ballad rendition by Brown, backed effectively by organ, guitar, etc. The material is a little different and could get some attention. (Aladdin, BMI)  
**My Heart Is Mended** . . . 73  
 "Go find yourself another home," he advises. Another effective chant by the warbler, tho it may not go much farther than the usual fan following. (Aladdin, BMI)

**EARL KING**  
**Sittin' and Wonderin'** . . . 75  
 SPECIALTY 558—King moans his way expertly thru this slow blues. Pretty routine stuff, but when handled with feeling as King does here, it stands good commercial prospects. (Venice, BMI)  
**Funny Face** . . . 71  
 The singer paces this jump opus with spirit and good humor. The novelty itself does not offer much, but King's pretty embroidering of the vocal line spruces it up. (Venice, BMI)

**THE CHANTECLAIRS**  
**Believe Me, Beloved** . . . 74  
 DOT 15404—Revival features Prentice Moore in an effective solo chant effort in front of the group. Prominent organ backing helps showcase the strong performance. Should win spin attention. (General, ASCAP)  
**I've Never Been There** . . . 73

Rhythmic blues with a spiritual message is projected ably by the Chanteclairs, with Prentice Moore right up in front. (Park, BMI)

**EDDIE CURTIS**  
**I Didn't Wanna Love You (But I Did)** . . . 74  
 OKEH 7063—A pop weeper steeped in heartbreak and sung with a lot of heart and style. (Ludlow, BMI)  
**Sweet Stuff** . . . 73  
 Relaxed chanting and instrumentation produce a nice side. (Ludlow, BMI)

**JESSE BELVIN**  
**Love, Love of My Life** . . . 74  
 SPECIALTY 559 — Belvin swings cheerfully on this fast novelty. Additional drive is given by the vocal group and the Bumps Blackwell band backing him. A good juke box disk. (Venice, BMI)  
**Where's My Girl?** . . . 72  
 The singer warbles this tear-jerker with affecting simplicity and calculated restraint. The end-product is a tasteful, melodious job that has appeal. (Atlantic, BMI)

**THE GAY NOTES**  
**Hear My Plea** . . . 74  
 POST 2006—The gals sock this one in fine fashion, and there's some solid sound from the ork backing 'em up. (Commodore, BMI)  
**Crossroads** . . . 71  
 The melody and lyric on this have a distinct rural touch, and the Notes turn it out in okay, upbeat rock 'n' roll style. (Commodore, BMI)

**THE RAVENS**  
**On Chapel Hill** . . . 74  
 JUBILEE 5217 — Bass lead Jimmy Ricks musters some of his old-time appeal to make an interesting ballad side here. Should get some play. (Leeds, ASCAP)  
**We'll Raise a Ruckus Tonight** . . . 66  
 An up-tempo novelty side by a group that has cooled off considerably in recent years. This material is neither fish nor fowl. (BMI)

**PEE WEE CRAYTON**  
**I Must Go On** . . . 73  
 POST 2007—Crayton belts out a solid "down home" type blues item. Lyric (Continued on page 51)



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<b>ALLEY B ON 5th AVENUE</b> Paul Bascomb and Orch. Parrot #817	<b>EXCERPTS FROM THE BLUES</b> Ahmad Jamal and the Three Strings

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## Bloomsburg Gate Shows 8% Decline

Attendance Count Is 138,000; Prospects Good From Tighter Operating Expenditures

BLOOMSBURG, Pa., Oct. 8.—The 101st annual Bloomsburg Fair should show a profit comparable to last year's \$60,000, officials felt this week, in view of the more economic operation staged this season. Altho attendance and grandstand receipts were both off, there was less spent for attractions and promotion than during 1954's centennial observance.

There were 138,000 paid admissions reported for this year, with that figure swelled considerably by numbers of teen-agers and younger children admitted free. The fair makes no gate charge to anyone still in high school. Attendance was off about 8 per cent.

Noted during the week's harness racing was an increase of outside spectators and a decline in paid admissions, representative of tighter purse strings in the area this year. Feeling the impact of lessened spending was the King Reid Shows midway, where grosses were reported behind the last time Reid played the date, in 1953. Layoffs were prevalent in nearby anthracite coal regions.

Rain fell on Wednesday (28), one of the two top harness racing days, and also on Friday (30.). On Tuesday and Wednesday there were \$50,000 distributed at stake races. Friday was children's day when, in addition to free admission, youngsters benefited from half-priced admission thruout the grounds and midway.

Night grandstand business for the Hamid revue, "Stairway to the Stars," featuring Peg Leg Bates, was described as "normal." Races and show were presented with no difficulty in the Friday rain, but audiences were not large.

### TV Publicity

Some \$50,000 was expended this year in constructing two steel buildings, each containing four food stands for churches. These replace older stands in use many years. A decided boost in publicity was

achieved with the showing of a nightly fair film over WDRE-TV, Wilkes-Barre. Publicist Joseph C. Conner said a moderate amount of TV time was purchased and the TV station reciprocated voluntarily with the film, over news programs.

A new attraction this year was "Dancing Waters," which did not arrive until Wednesday, in the rain. The attraction closed the week with fair grosses, doing best on Saturday (1). Saturday was a big day for all elements of the fair, and saved the week for many persons dependent on spending habits of the public. Featured that afternoon were midget races promoted by George Marshman, and foreign sports car racing promoted by Sherman (Red) Crise, with the afternoon program of racing being a sellout.

## Fall Kills Telesco as Rig Buckles

TRENTON, N. J., Oct. 8.—Funeral services were held Thursday (6) for Michael Telesco, who died in a fall Saturday night (1) after completing his sway-pole act at a church bazaar. Telesco, 38, had performed since the end of World War II as "The Great Telesco."

Veteran of performances in this country, Canada, and South America, Telesco worked atop his 120-foot-high pole in a lot adjacent to St. Brigid's Catholic Church in Westbury, N. Y. He stepped on the topmost rung, and, as he began to descend, the pole buckled five feet from the top, and snapped. The 5,000 spectators stood in prayer and last rites were administered by a St. Brigid's priest.

Telesco had lived at 31 Potter Avenue, Trenton. He was unmarried. Survivors include his mother, Mrs. Paul Telesco; brothers Victor, who witnessed the accident, and Charles, of West Palm Beach, Fla.; and three sisters, Mrs. Minnie McClure of Mercerville, N. J., Mrs. Margaret Dorey of Heath Manor, N. J., and Miss Marie Telesco of Trenton. Funeral was from the Brenna Funeral Home, Trenton, and burial was in Holy Sepulchre Cemetery. A requiem high mass was celebrated at Our Lady of Sorrows Church.

## Ia. Cattle Show Bucks Rain to Par 1954 Gate

Event Expected to Top '54's 187,852; B-C Show Does OK

WATERLOO, Ia., Oct. 8.—The 43d National Dairy Cattle Congress drew to a close here today after a run in which it demonstrated its pulling power. Event started out on a record pace over the weekend but substantial rain on Tuesday, Wednesday, Thursday and Friday slowed this charge. Despite this, it appeared today that the eight-day expo would close with attendance running a few hundred ahead of last year's 187,852.

The weather here today was ideal with the temperature in the high 60's and a clear, blue sky. As a result, traffic on the grounds was strong.

Two new one-day records were established early in the run.

On Sunday (2) all records were surpassed with 44,489, and the following day also topped the previous high when 30,500 came thru the big outside gates. The following four days of rain discouraged any idea of setting a new record.

Main attraction in the big 8,200-seat hippodrome was a variety show brought in by Barnes-Carruthers Theatrical Enterprises, Chicago. Ed Estel, veteran secretary-manager of the Congress, reported grosses this year were on a par with '54. The B-C show, featured both afternoon and evening, was preceded each day and night by the Midwest Saddle Horse Show and the Belgian Horse Show.

Talent in the show, which was brought in by Sam J. Levy Jr., included the Harmonicats, Victor Julian's Dogs, Four Angels, Atomics, Bruce Sidlinger, Bonelli Family, Evers and Delores, Goetschis, Angelito, Luvas Sisters, and clowns Earl Shipley and George LaSalle. Joe McKenna emceed and music was provided by Don Rey and Johnny Goff.

Major attraction of the eight-day show is the dairy cattle. A total of 1,960 head were entered, including many winners of State fairs all over the United States. Some animals also came from Canada and one entry of Holsteins was from Argentina.

Publicity for the Congress, handled this year for the first time by Assistant Manager Norbert Kash, was strong. Newspapers, as well as radio and television, co-operated well, he said.

Newest addition to the grounds was a poultry building measuring 70 by 200 feet.

### EDITORIAL

## Value of The Billboard

As a reader of The Billboard (and quite possibly an advertiser), you probably give little thought to what is behind the \$10 you pay for a year's subscription, or the 25 cents you pay for the magazine at your favorite newsstand. However, the significance of your action goes well beyond the fact that you are simply spending hard cash for a weekly magazine.

First, it means that The Billboard must be giving you something you need or want or you would not spend that amount of money. (As publications go, The Billboard subscription and newsstand prices are high.)

The basic yardstick for editors of paid-circulation publications is circulation itself. If the number of buyers (readers) increases month to month and year to year, the editors know they are on the right track. Should the number of readers decline over a period of time, they must realize something is wrong, and corrective measures are necessary to change the trend. Otherwise, the advertiser, who does business thru paid space in the magazine, will be affected. . . . It is as simple as that. The price you pay for your weekly Billboard is your guarantee that you will get your money's worth.

Second, the price you pay is your guarantee that you will read the best possible information in The Billboard, the protection against slanted stories or distorted buying guides favoring this or that advertiser. Unlike most publications, The Billboard's annual circulation revenue is vital to its existence—amounting to approximately 20 per cent of its gross revenue. No single advertiser, nor group of advertisers, represents anywhere near the dollars received from The Billboard readers—its circulation.

### Audit Bureau Month

This month is ABC month. ABC stands for the Audit Bureau of Circulation, a large, worthy organization founded years ago and conducted by advertisers and advertising agencies to audit the circulation records of publications. It is financed by the annual dues paid by the publications.

Requirements for membership are paid circulation and the desire of the magazine to have its readership checked twice a year by an outside, unbiased organization and then made public. ABC, financed by the publications and operated by the advertisers, does the job.

There are some 2,000 publications in the trade paper field. The vast majority is either distributed entirely free or part free and part paid for. Only 400 are members of ABC—the top papers of the nation. The Billboard is proud to be one of them.

And so during the month when the Audit Bureau of Circulation and its member-publications highlight their practices to readers and advertisers, The Billboard salutes Paid Circulation and the organization that administers it. Audited paid readership is testimony to responsible publishing and in your best interests, whether you are a reader, an advertiser or both.

## LITTLE ROCK TOPS '54 IN ALL DEPTS.

Strong Publicity, Crop Conditions Combine to Swell Crowds, Receipts

LITTLE ROCK, Oct. 8.—An intensive publicity campaign and the area's best crop conditions in recent years combined to give the Arkansas Livestock Show one of its most successful runs.

The six-day event closed tonight with receipts higher than '54 in all departments. While final figures were lacking, estimates placed attendance at fully 150 per cent higher than last year, midway receipts up 100 per cent and rodeo patronage had its first sellout in the fair's history Friday night (7).

Clyde Byrd, secretary-manager,

was on the receiving end of much praise for the intensive publicity campaign he had conducted.

The results of this was mirrored in the amazingly strong patronage given "Dancing Waters," one of the attractions provided by the Royal American Shows on the midway. The water show grossed a whopping \$10,000, about the same as it did last year, the first time it was seen here.

Byrd last year was credited for the "Dancing Waters" big gross because of the exploitation effort he put behind it.

This year Byrd stepped up the advance build-up still further. Among other things, he had 75,000 "Dancing Waters" inserts mailed out with utility bills in the area.

The upped attendance and business was registered even tho the fair was given something less than perfect weather. Thursday night (6) was hard hit by rain.

But that night's rain served to swell Friday's turnout to record proportions. Friday's turnout was so large that it was impossible to handle all who sought to park cars and many were turned away. Friday's (7) huge attendance was reflected in the Royal American shows' gross of \$22,000 for the day, all-time one day midway record here.

Among highlights of the fair were the livestock show, which offered entries from 10 States; the Sky Masters, presented on a two-a-day basis as a free attraction, and the Valkyres, a six-team Roman jump routine featured with the rodeo.

to patrons. It is also their policy to try to get only a reasonable amount from concessions. From the standpoint of operation, they've made a number of changes. They brought in professional park-

(Continued on page 55)

## Reidsville Runs Big At New Site

REIDSVILLE, N. C.,—Oct. 8.—The Reidsville Fair had a good run last week in a new location, and William M. Oliver, president, said business and attendance were excellent despite rain which fell during most of Friday (30). On the midway were the Page and Ferris Combined Shows.

It was the 25th edition of the fair. Oliver, former president of the North Carolina Association of Agricultural Fairs, said all records were broken on a daily basis until Friday.

The fair was held for the first time on a new permanent location out North Scales Street extension, on Highway 14, just north of the city limits. Oliver owns 10 acres and has access there for another 20 for expansion. On the tract is a spacious slag-block exhibit building.

## San Antonio Sets Lot for '56 Cele

SAN ANTONIO, Oct. 8.—City council this week set aside the traditional carnival area for the 1956 Fiesta San Jacinto.

The area extends west from the main plaza and will be occupied by Jack Ruback's Alamo Exposition Shows, April 15-21.

## ATLANTA FAIR TURNS UP!

### Papy, Carteron Introduce New Features, Methods; Gate Rises

By HERB DOTTEN

ATLANTA, Oct. 8.—The Southeastern Fair closed its 11-day run tonight as a rousing success and a tribute to the comparatively new regime headed by E. S. Papy, president, and Col. E. Lee Carteron, manager.

Statistically, the fair was a big hit. Even without final day's count, an estimated 50,000, the fair had pulled 297,000, whereas last year it attracted 256,000 for the full 11 days.

Dollarwise, the figures were impressive. On the midway, for instance, the Gooding Amusement Company thru Friday (7), with 10 days down and one to go, had amassed a ride and show gross of \$120,507. This not only dwarfed the \$84,608 take of another show last year but surpassed by \$25,000

the previous all-time midway record of \$110,612, established in 1946.

### Improve Public Relations

Apart from statistics, the success of the fair showed up in the press, which under the old regime in most cases sat on its hands and which even last year, the first one for the new regime was considerably less than enthusiastic about the fair.

The press this year pulled out all the stops, even to breaking out with highly laudatory editorials. Some pointed out that when the new regime went in it had mapped a five-year fair development program and that already the management had achieved most of what was embraced in that program. The press was not alone in heaping accolades. TV and radio outlets joined in.

In the field of public relations, the new regime has gone far. It has sought to broaden participation and interest in the fair and has introduced modern managerial methods into its operations.

### Many New Exhibits

Exhibitwise, it has done much. For instance, this year among its new features were exhibits showing an old sorghum mill, Georgia forestry industry, an egg-to-chicken—thru the packaging stage of the poultry industry.

Still other new features include a demonstration of cotton spinning, shoe-making by an old cobbler at his bench and an antique automobile show. These are just some of the new features.

The policy of the group headed by Papy and Carteron is to give more of the traditional fair features

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- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

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## Chas. Kidder Succumbs at Tampa Home

TAMPA, Oct. 8. — Charles B. Kidder, builder of many show properties touring with major carnivals, died at his home here September 22 after a long illness. Burial was at Myrtle Hill Cemetery.

Kidder served on the staffs of several shows as builder, including the Johnny J. Jones and World of Mirth. He retired from the road several years ago after long service with the latter organization and located in Pilkinton, Va., where he built show properties on contract. The move here was made several months ago on doctor's advice, in an effort to forestall a long illness. Property was acquired on Route 41 but plans to establish a new construction quarters never materialized.

Kidder designed virtually all of the properties he built. The units he constructed, ranging from ticket boxes to massive railroad show fronts, were noted for their almost indestructible quality.

Besides his widow, a well-known operator of illusion and Girl Show units, to whom he had been married for 26 years, the deceased is survived by three stepchildren, Gilman Brown, who resided with him; Mrs. Jean Knabe, of Dayville, Va., and Mrs. Blanche Lochman, of Kansas City. All were formerly active in outdoor show business.

## 34 Rides, 18 Shows Lure Dallas Patrons

DALLAS, Oct. 8.—The combination of permanent rides, additional devices brought in for the fair, Cliff Wilson's aggregation of shows and Frank Desplinters' novelty concessions presented a strong front on the midway of the State Fair of Texas, which opened here Friday (7).

New rides brought in to bolster the line-up of 30 permanent major rides and kiddie rides include the Dowis Sky Wheels, Scrambler, Twister and Rock-o-Plane.

Desplinters has 41 locations for novelties on the midway proper and thru the remainder of the fairgrounds.

Cliff Wilson, who has brought in the midway shows for the fair on contract for the past three years, has 18 attractions, including the Two-Headed Bull; Siamese Twins, Ronnie and Donnie; Monster Show with pythons and cobras, Circus Side Show, the Cotton Club Revue, Dick Dillion's Mechanical World, Hitler's armored car, Big Dog-Little Horse, Bentley's Trained Monkey Circus, midget cattle and two Girl Shows.

Games on the midway are under the banner of Murphy, Pugh and Lindsay as usual. This is a permanent midway operation. Joe Murphy is in charge of the organization. Other permanent operators include Ed Meek, president of the Fair Park Amusement Owners' Association; Sammie Bert, Neil and Carl Fletcher, Jack Pyland, Fred McFalls Sr., Fred McFalls Jr., Babs

Maxvill, Hattie Longchart, Johnny Anderson, Abe Hirsch, Louis (Frenchy) Roussel, A. H. Kohl and the Stinnett-Henson organization.

Fred E. Tennant Jr. is manager of concessions and the midway superintendent for the State Fair of Texas.

## Clarice Dunn Dies in Miami

MIAMI, Oct. 8.—A large turnout of friends and associates attended the funeral last week of Mrs. Clarice Dunn, 60, former concessionaire and ride operator who died at her home here Saturday (1). Services were held Tuesday (4) at Lithgow's Funeral Home, with burial in the Southern Memorial Cemetery mausoleum. A great number of floral pieces were sent by friends on the road.

Mrs. Dunn and her husband, Chet Dunn, were active on several shows, including Johnny J. Jones, Cetlin & Wilson, and most recently with the John Marks Shows. Also surviving is a brother.

Attending the funeral were Mr. and Mrs. I. Willis, Mr. and Mrs. Sam Solomon, Ruth Soules, Mr. and Mrs. J. C. Weer, Mr. and Mrs. Blondie Mack, Mr. and Mrs. Sam Crowell, Rose Bennett, Mr. and Mrs. Max Goodman, Mr. and Mrs. Ernie Buzzella, Mr. and Mrs. Bill Tucker, Elsie Keeler, H. L. Heisser, Hazel Zabriski, Mr. and Mrs. Earl Norman, Mr. and Mrs. Fred (Ditch) Holtzman.

Also, Edna Lockhart, Mae Schwartz, Mr. and Mrs. Mark Reilly, Jimmie Finn, Mr. and Mrs. E. H. (Happy) Hawkins, Mr. and Mrs. Carl Baker, Shirley Lyons, Gay Markell, Mrs. J. B. O'Rear, Mr. and Mrs. George Whitehead, Mr. and Mrs. Guy Dodson, Mr. and Mrs. Mike Roman, Mr. and Mrs. Martin Weiss, Rhea Carson, Lucille Hirsh, Margaret Ferris, Lucille Leonardson, and Betty Belew.



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## WEISS SETS REPEATS

### Skilled Skilo Operator Gives Nifty Season Report

NEW YORK, Oct. 8.—Camped out here in the middle of an off-week given over to fun and frivolity, big hearted Ben Weiss relished his season to date with obvious enjoyment.

Business was excellent, he admitted, at all of the dozen fairs played so far. Enough were sufficiently ahead of last year to allow for the general use of the descriptive term.

Squeezed into the compact Eastern sector in which he has routed his Skilo for more than four decades, the fairs, generally, were favored by good weather. This good fortune was given emphasis by the driving rain which seemed to be penetrating Broadway at the time of reminiscing.

**South Will Be Good**  
The future seems as bright as the past. Three Dixie events, which will wind up his schedule, will be good, he knows. The assurance was delivered in person by two emissaries of the South, Paul Black, president, and T. K. Hudgins, vice-president, of the Piedmont Interstate Fair, Spartanburg, S. C., guests of the Weiss' last week at Trenton, N. J.

Additionally, and most important, is the fact that the skilled Skilo operator already is set to return to all of his dates next year. Assurance of an unchanged route was secured this week when negotiations were completed for the return to the Middletown (N. Y.) Fair.

Thus, Bennie and his wife, Martha, and son, Jackie, will return to fairs in Middletown, Center Hall, Pa.; Timonium, Md.; Roncoveverte, W. Va.; Flemington, N. J.; Lehighton, Reading, York, Allentown and Bloomsburg, Pa.; Hagerstown, Md., and Trenton, N. J.

**Minor Changes**  
At Flemington this year, Weiss moved from the carnival to the fair midway. At Bloomsburg the number of units was cut to a total of four with Weiss retaining one. This arrangement he approved of.

The public was particularly intrigued by the merchandise offered this year, Weiss said. Parakeets were in even more demand

this year than last and it was difficult to keep stocked with the birds and cages, he said. Stuffed toys continued big with a new stuffed item, Lassie, the most in demand.

Martha, as usual, called the turn in picking the grosses of household items that would appeal to women players. She said that quality merchandise that would appeal to women was easy to pick and, with an adequate display there was little need to be concerned with competing units.

## Plans Progress For Shaping Dominican Fair

GREENSBORO, N. C., Oct. 8.—Final plans for the staging of the amusement zone at the Dominican Republic World's Fair will be discussed at a meeting in Winston-Salem, N. C., next week. The meeting will be timed with the return of John C. Ray, designer, and will include as participants, George A. Hamid, managing director; Bernard (Bucky) Allen, general manager of the fun zone, and Phillip Cook, secretary of the corporate group.

Indications now are that the amusement zone will be larger than originally planned and that it will be possible to add more shows and rides. Officials stressed, however, that there will be no overlapping of attractions and that all units will be chosen with a view to assuring maximum earnings for each.

Cook reported a virtual avalanche of written inquiries, all of which have been answered.

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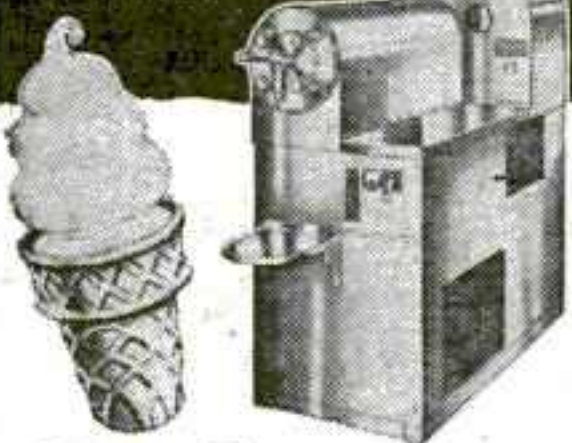
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# Danbury Eyes Mark Despite One Rainout

New Gold Town Village Sparks Interest; 43,915 Paid Sunday Sets Day Record

By JIM McHUGH

DANBURY, Conn., Oct. 8.—A driving rain on Thursday (6) and showers on Friday (7) slowed down the record attendance pace of the Danbury State Fair. Near-perfect weather on most of the preceding days, including the first Sunday (2), had zoomed the paid attendance thru Wednesday (5) to 82,275, about 13,000 ahead of the same period a year ago.

A record paid Sunday turnout of 43,915 following 15,648 on Saturday (1), a figure less than 2,000 under that of last year despite some rain, encouraged John W. Leahy, general manager, and his assistant, Irving Jarvis, to freely predict the smashing of last year's record attendance, 153,121. With the promise of better weather today and tomorrow, two of the four days on which the event draws at least two-thirds of its total attendance, the possibility of setting a new mark, or at least equaling the old one, still exists.

Attendance figures at Danbury are accepted as actual. Passes are

virtually non-existent and the attendance of Danbury school children on one day free is strictly controlled. Admission for adults is pegged at a notably high \$1.35. The size of the fee is tempered somewhat, however, by the fact that free and excellent supervised parking is included and many fine show-type attractions within the grounds are also covered by the fee, as is admission to the grandstand, except for the first and final two days of the event, when auto race programs are featured.

### 40,000 Gain in Four Years

In four years, thru last year, Leahy boosted the paid attendance by some 40,000 by creating unusual sight-catching and highly interesting features. A fine sense of humor permeates all of the presentations, including this year's spectacular, Gold Town.

Gold Town is a kind of reconstructed frontier town, with allowances for the current popularity of Davy Crockett. The over-all presentation resembles a world's fair village in abbreviated form. Expansion plans are already being mulled, however, as a result of the immediate popularity of the village.

The center piece is an ancient, authentic train with locomotive, flat car and caboose. Patrons are allowed to roam freely over the train. Across the street are located a full-size saloon, general store and post office, and blacksmith shop. Behind one of the units is a gag cemetery where Western badmen are buried. The jail is similarly loaded with mannequin badmen. Signs, placards and other interesting eye-catchers abound. An old-time barbershop is located separately. This is the only unit too small for patrons to roam at will.

### Rifles for Moppets

The approach to the area is flanked by two blockhouses and a massive statue of Davy and his bear. Youngsters can enter the blockhouses and climb to the roof where long rifles are anchored on swivels on all sides. They can remain and take aim on all of the onrushing savages that their youthful minds can conjure up.

Like the other features created by Leahy, including a New England main street, Gold Town seems to hold equal appeal for adults and children. A mixture of authentic Americana and whimsy, the show-exhibit is good for at least an hour. The whole area is dotted with bags of "gold."

The fair remains unique in that it closes its gates at 7 p.m. daily. Probably as a result of the lack of night activity, crowds turn up early.

Good crowds were attracted to the grandstand by a Wild West show on opening Saturday and Sunday. Ducats were priced at \$1 and 50 cents. Buck Steele's Frontier Days were offered free Monday thru Friday. Today and tomorrow, auto races are scheduled.

# Wagner Claims Okay Season, Gets New Cars

PHILADELPHIA, Oct. 8.—Recent dates were reported good by thrill show promoter Buddy Wagner. A shipment of new Fords was to be delivered last week and unveiled at the Alcyon Speedway, Pitman, N. J., then to be carried for the balance of the season.

Wagner pointed out that early delivery of the equipment would allow for promotional films and photos for next season, for both

## AUDITORIUMS-ARENAS

# Big Minority of Managers Promote in Own Buildings

by TOM PARKINSON

While a sturdy 41 per cent of auditorium and arena managers answering a survey by The Billboard replied that they are permitted to promote shows in their buildings, the proportion who have adequate facilities for promoting the building itself would seem to be less.

The survey, in which managers of municipal buildings were invited to participate, confirmed that most managers are not permitted to do their own show promotions. But the strength of the minority was especially noted. More, 11 per cent of the managers, said that their buildings are operated with an exclusive promotion arrangement, but 51 per cent said that the field was open to all. Others didn't answer the question.

While there are many who are permitted to promote shows in the buildings they manage, relatively few have funds to use in promoting the building itself. Sixty-two per cent said they have less than \$1,000 annually for publicizing and promoting the building and facilities via local advertising, show solicitation, monthly news bulletins or schedules. Only 13 per cent have from \$1,000 to \$2,500 for these purposes. And 6 per cent have more than \$2,500. Again, there was a substantial number who did not answer this question.

Almost all (85 per cent) of the replies indicated that the cities involved made solicitations to bring in conventions. A hefty 22 per cent of the auditorium-arenas provide some type of financial aid to the convention-seeking campaigns.

But whether these buildings house conventions varies widely. Fifteen per cent said they host nearly all conventions that come to the city. Another 10 per cent participates in more than half of the conventions. Twenty-six per cent figure in less than half of them. Thirty-nine per cent of the buildings are used by very few conventions.

Asked about budgets for operation of their auditoriums and arenas, 67 per cent of the managers answering said that they prepared annual budgets. Another 15 per cent said they had no budgets, and 18 per cent made no reply.

# Tulsa Shrugs Off Rain to Top 1954

Collins Rides, Shows Race Ahead; Ice Show Receipts Fall Off Sharply

TULSA, Okla., Oct. 8. — The Tulsa State Fair this week gave a demonstration of its growing strength. Despite rain on three days, with close to five inches falling on one of the days, the annual was topping last year at its outside gate and was romping well ahead of '54 on the midway where the William T. Collins' Shows held forth for the first time.

Thru Thursday night (6), next to the final day of the seven-day run, a total of 419,526 people had come thru the outside gate. Weather was clear and cool on Friday and a good turnout was on hand. In fact, Manager Clarence Lester figured the total attendance should be in the neighborhood of 460,000 to 475,000, beating last year's 447,173 when the fair received good weather thruout its run.

Ride and show grosses, from the fair's permanent rides, plus those brought in by Collins, were expected to go ahead of last year by \$10,000 to \$12,000, Lester estimated. Last year, when another show played the fair, the total midway take was \$57,871.

### Icer Dips

Biggest dip in receipts was registered by "Holiday on Ice" which this year put on eight performances in the Pavilion. This year the icer was expected to gross in the neighborhood of \$50,000 compared with \$92,000 taken in a year ago. Two reasons were given for this by Lester. Sonja Henie headed up the show last year with no name attraction on the bill this year. Heavy rains flooded the area that produced flood conditions in some districts and made many roads impassable, kept some ice show fans from attending the fair.

A particularly bright spot during the week was the success of the Red Foley show, which made two appearances in front of the grandstand on Monday. The mat-

inee drew a good crowd. Rain before the evening performance drenched the grounds but despite the rain and wet seats a total of 5,500 jammed the stands to see the popular entertainer. The popularity was attributed to the fact that Foley's network TV show is received thru a Tulsa station.

### Lose Race

Out of the four night auto race programs by Frank Winkley's Auto Racing, Inc., one was lost to rain. Tuesday night's program of stock car sprints was canceled after the heavy downpour. Big car sprints on the following two nights did okay and there was a Friday night in the stands for the nice crowd 100-lap late model stock car event.

Earl Newberry's Trans World Auto Daredevils, in four performances on the opening weekend, was off dollar-wise, due to rain on Sunday evening.

Fireworks on six nights were provided by the Paramount Fireworks Company, of Tulsa.

Exhibit space this year was at a premium with an all-time high registered. The fair's livestock barn, generally conceded as the largest on any fairgrounds, is bigger yet this year, due to the construction of another addition. Total livestock on exhibit aggregated 2,700 head.

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# Chitwood Wins, Gaining Sole Use of Name

WYOMISSING, Pa., Oct. 8.—Following a September 21-22 hearing by Judge Morgan Davis, of Common Pleas Court No. 4, Philadelphia County, Pennsylvania, and with all litigants approving, Joie Chitwood was granted sole right to use his name in the thrill or stunt show business, advertise the Joie Chitwood name or endorse any products of any firm or person.

The decision was the outgrowth of a suit filed by Chitwood against the Ford Motor Company, Joie Chitwood Auto Daredevils, Inc., and Charles Wagner, requesting that an injunction be issued restraining the defendants from using the name, Joie Chitwood, in any connection with auto thrill shows or stunt shows, advertising, publicity and endorsements of products. Chitwood formerly owned the corporation, but now has no connection with it.

It was ruled that Joie Chitwood shall have sole authority to use and authorize use of his name, or any variation thereof, except the name Joie Chitwood Auto Daredevils, Inc., and that the aforementioned corporation and Wagner are prohibited from using the Joie Chitwood name or any combination of the name, including, but not limited to, advertising, endorsement of products, show performances, representation, promotions, etc.

The court ruled that the corporation shall have the right to use the name Joie Chitwood Auto Daredevils, Inc., as a corporate name only for proper formal corporate purposes and not for endorsements, advertising or promotional purposes; that the corporation will place on its letterheads the words, "Joie Chitwood has no connection with this corporation"; that the corporation will insert in all contracts and dealings with third parties, or other operators, that Joie Chitwood has no connection with the corporation, nor does he endorse any product, shows or performers of the firm, and that any third parties dealing with the corporation may not use Joie Chitwood's name or any variation thereof for any purpose without prior written permission of Chitwood.

GRAND RAPIDS, Mich., Oct. 8.—R. T. Bullock, who closed recently as general agent and publicity director of the Larry Sunbrock Wild West and Thrill Show in Kingston, Jamaica, has returned to his home here and on September 28 took over as building manager and promotional director of the Grand Rapids Stadium. The past season was Bullock's second in the West Indies with the Sunbrock show, which is winding up dates in Puerto Rico.

## Carnival Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- A-1 Am.: Lepanto, Ark.
- Alamo Expo.: (Fair) Liberty, Tex.; (Fair) Sulphur, La., 17-23.
- A.M.P.: Hartsville, S. C.
- Amusement Co. of America: Montgomery, Ala.
- Amusements of America: (Fair) Sumter, S. C.; (Fair) Lumberton, N. C., 17-22.
- B & H Am. Salley, S. C.
- Bayou State: (Fair) Winfield, La., 11-15; Villa Platte 17-23.
- Beam's Attrs.: (Fair) Roxboro, N. C.
- Belle City: Menomonee Falls, Wis., 14-16 (season ends).
- Big Four Am.: Portageville, Mo.; Malden 17-22.
- Blue Grass: Alberton, Ga.
- Borderland: Lamesa, Tex.
- Buck, O. C.: (Fair) Newberry, S. C.; (Fair) Laurens 17-23.
- Burke, Harry: (Fair) New Roads, La., 14-16; Crowley 18-23.
- Burkhart, No. 1: Earl, Ark.
- Byers Bros.: Oceola, Ark.
- Capital City: (Fair) Montezuma, Ga.; (Fair) Live Oak, Fla., 17-22.
- Cattlet Greater: Rotan, Tex.
- Central Am. Co.: Tabor City, N. C.; (Fair) Marion, S. C. 17-22.
- Cedim & Wilson: (Fair) Spartanburg, S. C.; (Fair) Macon, Ga., 17-22.
- Cote Am. Co.: Ecorse, Mich.
- Crafts Expo.: Hanford, Calif.
- Drew, James H.: (Fair) Swainsboro, Ga.; (Fair) Barnesville 17-22.
- Dumont: Bremen, Ga.
- Dyer's Greater: (Fair) Forest City, Ark.; Tunica, Miss., 17-22.
- Franklin, Don, No. 1: (Fair) Refugio, Tex. 13-15.
- Franklin, Don, No. 2: (Fair) Huntsville, Tex. 12-15; (Fair) Port Lavaca 17-23.
- Gem City: (Fair) Rome, Ga.; (Fair) Albany 17-22.
- Georgia Am. Co.: (Fair) Pembroke, Ga.; (Fair) Jackson 17-22.
- Gladstone Expo.: (Fair) Batesville, Miss.; Yazoo City 17-22.
- Gold Medal: Chase City, Va.
- Gooding Am. Co., No. 1: (Fair) Lancaster, O.
- Gooding Am. Co., No. 3: (Fair) Columbus, Ga.
- Gooding Am. Co., No. 4: Ironton, O.
- Gooding Am. Co., No. 5: Bradford, O.
- Gooding Am. Co., No. 6: Evansville, Ind.
- Greater Dixieland Expo.: (Fair) Jonesville, La.; (Fair) Tallulah, La., 17-21.
- Hames, Bill: Mount Pleasant, Tex.
- Hammond, Bob: (Fair) Caldwell, Tex.; (Fair) Pasadena 17-26.
- Hartsock, Roy: Flak, Mo.; Matthews 17-22.
- Heth, L. J.: Covington, La.; (Fair) Tifton 17-22.
- Hills Greater: (Fair) Lockney, Tex.
- Holly Am. Co.: (Fair) Metter, Ga.; (Fair) McRae 17-22.
- Hottle, Buff, No. 1: (Fair) Franklinton, La., 12-15; (Fair) Panama City, Fla., 17-22.
- Hottle, Buff, No. 2: West Monroe, La.
- Hottle, Buff, No. 3: Livingston, La., 17-23.
- Johnny's United: (Fair) Roanoke, Ala.
- Kille, Floyd O.: (Fair) Many, La.; (Fair) Clinton 17-22.
- King Bros.: Petersburg, Tex.
- King Shows, Ltd.: (Fair) Rockton, Ont.
- Lane, Leo: (Fair) Waycross, Ga.; (Fair) Brunswick 17-22.
- LeGrand's Am. Co.: Jacksonville Beach, Fla.; (Fair) Callahan 19-22.
- Lone Star: Columbia, Tenn.
- Majestic Greater: (Fair) Dublin, Ga.; Eastman 17-22.
- Manning, Ross: (Fair) Hartwell, Ga.; (Fair) Athens 17-22.
- Marion Greater: Pageland, S. C., 17-22.
- Marks, John H.: (Fair) Wilson, N. C.; (Fair) Monroe 17-22.
- Midway of Mirth: McCrory, Ark.
- Milliken Bros.: Lake City, S. C.
- Moore's Modern: San Angelo, Tex.; (Fair) Del Rio 19-23.
- Motor State: (Fair) Brownsville, Tenn.
- Page & Ferris: Aoshok, N. C.; (Fair) Bishopville, S. C. 17-22.
- Penn Premier: (Fair) High Point, N. C.
- Prell's Broadway: Greenville, N. C.; South Boston, Va. 17-22.
- Raines Am.: (Fair) Ferriday, La.
- Raley Bros. Expo.: (Fair) Pembroke, N. C.; (Fair) Chesterfield, S. C., 17-22.
- Rocky Mountain Empire: Odessa, Tex. 14-18.
- Rose City Rides: Campbell, Mo.
- Royal Expo.: (Fair) Louisville, Ga.; (Fair) Vidalia 17-22.
- Royal American: Jackson, Miss.
- Schafer's Just for Fun: (Fair) Nacogdoches, Tex.; (Fair) Gilmer 17-22.
- Shamrock: Bixby, Okla.
- Shan Bros.: (Fair) Douglas, Ga.; (Fair) Marianna 17-22.
- Smith, Geo. Clyde, No. 1: (Fair) Henderson, N. C.; (Fair) Oxford 17-22.
- Smith, Geo. Clyde, No. 2: (Fair) Henderson, N. C.; (Fair) Suffolk, Va., 17-22.
- Snapp Greater: Minden, La.
- Southern Valley: (Fair) Olla, La.; Alexandria 17-22.
- Stephens, C. A.: Ashburn, Ga.
- Strates, James E.: (Fair) Danville, Va., 11-15; (Fair) Raleigh, N. C. 18-22.
- Tassel, Barney: Lumber Ridge, N. C.
- Tennessee Valley Am.: (Fair) Marks, Miss.
- Tidwell, T. J.: Hollis, Okla.
- Tinsley, Johnny T.: (Fair) Thomaston, Ga.; (Fair) Eastlet, S. C., 17-22.
- Tivoli Expo.: (Fair) Eunice, La.; (Fair) Mansfield 18-22.
- United States: (Fair) Hampton, S. C.
- Virginia Greater: (Fair) Zebulon, N. C.; (Fair) Edenton 17-22.
- Volunteer: Humbolt, Tenn.
- Wallace Bros.: (Fair) Jackson, Miss.
- Wilber's Wolverine: Vienna, Ga.
- Wolfe Am. Co.: (Fair) Chester, S. C.; (Fair) Greenville 17-22.
- World of Mirth: Winston-Salem, N. C.

## Circus Routes

Send to  
2160 Patterson St.  
Cincinnati 22, O.

- Hagen Bros.: Russellville, Ark., 11; Fort Smith 12; Sallisaw, Okla., 13; Muskogee 14; Tulsa 15-16.
- Kelly, Miller: Holly Springs, Miss., 11; New Albany 12; Corinth 13; Aberdeen 14; Starkville 15; Eupora 16; Louisville 17; Philadelphia 18; Forest 19; Columbia 20; Picayune 21; Covington, La., 22; Amite 23; Plaquemine 24; Opelousas 25.
- Polack Bros., Eastern: Toledo 13-15; Utica, N. Y., 19-22; Baltimore 31-Nov. 5.
- Polack Bros., Western: El Paso 12-14; San Antonio 17-23; Harlingen, Tex., 25-29.
- Ringling Bros. and Barnum & Bailey: San Antonio 11; Corpus Christi, Tex., 12; Victoria (mat.) 13; Houston 14-16.
- Rudy Bros.: Huntington Beach, Calif., 11-12.

## Miscellaneous

Al Avalon-Great Raymond Mystery Revue: Pepperell Air Force Base, St. Johns, Nfld., 11-12; Bell Island 13-15.

Bisbee's Comedians: Halls, Tenn., 11-17.

Hittler's Personal Armored Car, Jack W. Burke, Mgr.: (Fair) Dallas 11-23.

O'Day, Marie, Palace Car: Covington, Va., 11; Hot Springs 12; Staunton 13-15.

Scott, Tommy, Show: Liberal, Kan., 11; Pratt 12; Dodge City 13; Hays 14; Great Bend 15; Hutchinson 17; McPherson 18; Newton 19; Abilene 20; Concordia 21; Salina 22.

## Ice Shows

Holiday on Ice, No. 1: Fort Wayne, Ind., 11-16; Columbus, O., 17-23; Indianapolis 24-Nov. 1.

Holiday on Ice, No. 2: Shreveport, La., 11-12; Odessa, Tex., 14-18; Oklahoma City, Okla., 20-23; Peoria, Ill., 25-30.

Holiday on Ice (European): Paris, 11-15; Lyons, France, 16-27; Zurich, Switzerland, 29-Nov. 7.

Holiday on Ice (Far East): Surabaya, Indonesia, until Nov. 15.

Holiday on Ice (South America): Guayaquil, Ecuador, 12-26; Quito, 28-Nov. 9.

Shipstads & Johnson's Ice Follies of 1956: Des Moines 11-16; Chicago 18-30.

## Henny Youngman Heads Talent at Cincy Food Show

CINCINNATI, Oct. 8.—Henny Youngman, nitery, vaude and TV comic, headed up the entertainment contingent at the first food show ever held at Cincinnati Gardens September 24-October 2. Supervised by Nate Wise, local advertising and publicity man, the nine-day event attracted some 60,000 people, with admission at 50 cents.

Talent brigade also included performers from five local radio stations and three TV stations. In addition to his own stint, Youngman served as emcee, tied up the continuity of the various audience contests, and participated in the food and cooking judging. He plans to work a route of similar food and home shows during the winter.

Space sales were particularly good for a first-time promotion, said Wise, reporting that of a potential 170 spaces his office sold 125.

The event had an advertising budget of \$7,500. In co-operation with The Cincinnati Enquirer, the show was advertised via paid spots on 16 radio and TV stations locally and in surrounding territory. The newspaper also printed a reduced-price coupon good for 10 cents off the 50-cent admission price, and merchants also distributed cut-rate coupons. The show also used newspaper ads, direct mail, point of sale promotions, counter cards, bumper strips, etc.

## Atlanta Fair

Continued from page 52

ing-lot operators to run their parking lots. They had Pinkerton women (they sell faster than men, Papy and Carteron believe) sell outside gate tickets, Pinkerton men take the gate tickets and tickets at every attraction at the midway.

### Future Plans

As for future plans, here are some:

Next year the fair will run 10 days instead of 11. Gate admission price will be upped from 65 cents to 75 cents.

The Gooding Amusement Company will be back on the midway in 1956.

The fair will take an active part in the new organization which is to replace the contest board of the American Automobile Association as the governing body of big-car racing.

Up-date the fronts of permanent rides and shows on the midway. Begin to fill in the lake inside the race track, with the view of using the area eventually for parking.

SAN ANTONIO, Oct. 8.—Glenn Advertising, Inc., has been retained to conduct the San Antonio Livestock Exposition's advertising program for the seventh annual Stock Show and Rodeo.

Bob Holleron, agency vice-president and well-known local sports-caster, is working with the show officials. The exposition will be held February 10-19 at the Bexar County Coliseum.

# L&T Midway Gross Up 12% At Cattle Show

WATERLOO, Ia., Oct. 8.—Altho the National Dairy Cattle Congress was hurt by three days of rain this week, rides and shows on the Larson & Trueblood midway were a sturdy 12 per cent ahead of last year.

A total of 11 major and kid rides were in operation on the permanent-type midway, which is operated by Carl Larson and Don Trueblood on a year-around basis. Four back end units were spotted in the area with several more set up on the fair's independent midway. Shows brought in by Larson and Trueblood included Mrs. Campbell's Side Show, a Russian automobile, Bob Laughlin's Funhouse and Nobles' wild Animal unit.

A total of 53 concessions were brought in by the partners.

The permanent-type amusement park-kidland was hurt by two major factors this season. Heat, particularly during July and August, discouraged patronage and grosses were off.

Threats of a strike at the John Deere plant here, one of the area's major industries, also caused people to tighten up their pocketbooks. When the strike did finally materialize, it lasted only a week, but by that time the damage had been done.

## Vivona Finale At Sanford Hurt by Rain

SUMTER, S. C., Oct. 8.—Heavy rains ruined the closing Saturday (1) of the Lee County Fair in Sanford, N. C., but a satisfactory week's business had reportedly been done before then by the Amusements of America midway.

The Vivona-operated show consisted of 21 rides, 12 shows and some 70 concessions for this date, making it one of the family's largest midway to date. Layout was by John (Tiny) Dempsey.

Show got off to a slow start on Monday (26) but business picked up nicely the following day and was good thruout the rest of the week until Saturday's rainfall. The committee, headed by Sam Davis, president of the Lions Club, cooperated 100 per cent. It was the first time this year that the entire Vivona clan could have a get-together, with Mom, Morris, Johnny, Babe, Dominic and Phil (visiting from Duke University) all on the grounds.

Morris Vivona, general agent, reports six fairs contracted so far for the 1956 season.

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## Woodside Sold as Housing Site, Rides Marked for Phila. Suburb

PHILADELPHIA, Oct. 8.—The 58-year-old Woodside Park, operation is to be transferred to suburban Levittown, it was announced this week. Sale of the amusement park was announced by Lewis Investors Associates, Philadelphia realty investment firm. It was the second amusement park in this city to be sold within a year.

President of Lewis Investors is Lewis Silverman, who said the Woodside site, covering some 40 acres, will be used for the location of a large housing development. Located within a short distance of many Fairmount Park facilities and also to golf and country clubs, the park property lends itself ideally to a residential development, Silverman said.

All assets of the park are included in the sale, and the price was reportedly around \$1,000,000.

Representing the sellers, Philadelphia Park Amusement Company, were Robert F. Irwin Jr., president, and Elmer F. Strunk. Irwin said there are more than a hundred stockholders in the park company.

Silverman said Woodside's amusements will be physically

moved to supplement a \$2,000,000 amusement center projected for Route 1, Levittown. The properties at Woodside include 16 major rides, a large kiddieland, walk-thrus, shooting gallery, Arcade, amusement stands, and Crystal Pool, which in recent seasons has been leased out to the city.

Woodside was managed this season by Elmer Foehl, former president of the National Association of Amusement Parks, Pools and Beaches, who assumed the post after the sale of Willow Grove Amusement Park last September. He had been at the neighboring Philadelphia park for an almost unbroken period since 1919. There was no immediate statement regarding the status of Foehl by Woodside's new owners.

Silverman said Woodside's facilities will be transplanted in an area where growing population dictates the need for such recreation. To this end another Silverman syndicate, managed by Morris Spector, has acquired a 60-acre

site on the Lincoln Highway in Middletown Township, Bucks County. The schedule calls for opening the new park, across from the Country Clubber section of Levittown and as yet unnamed, about next Memorial Day. Plans are for large parking areas and picnic groves, and for additional amusements to those acquired from Woodside.

The sale followed three months of negotiations, and final ratification took place this week, when holders of 115,000 of the 119,000 outstanding shares of Woodside stocked voted to accept Silverman's offer. The action meant the end, at its present location, of the old amusement park, formerly served by the old Fairmount Park Transportation Company trolleys. The park got its name from that of the mansion of John McGill, from whom the ground was purchased. Woodside was originally 18 acres large, and was started by the transportation company as an attraction for its trolley line.

## INDIAN VILLAGE IN WORKS

### Expansion Seen Hypo For Maine Park, Zoo

YORK BEACH, Me., Oct. 8.—Max and Sam Spector, operators of the York Beach Animal Forest, which includes a zoo, rides and concessions, have, despite a costly expansion and advertising program, managed to stay ahead of the game. Their grosses for this season matched last year's altho with a big increase in patrons, the brothers figured they might be able to boost their take by 15 per cent this year. Mounting labor costs and other items at the 100-acre plant ate up the cash.

The spot, which draws visitors from as far away as Boston and Canada, is still in the process of development. Biggest outlay was a \$25,000, mile-long highway to connect with Route 1, the main artery North and South. This involved construction over swamps, hills and gulleys, as well as expensive settlements with landowners. Patrons previously had to come the full length of a crowded beach to

get to the location. A landscaping project in front of the zoo is being completed at a cost of \$6,000. Around this area a children's storyland is under construction.

There will be a Dutch garden effect with 2,000 tulips, and the Spectors envision girl models in Dutch costume, strolling around the pools and waterways in the manner of the Cypress Gardens in Florida. An Indian village, with blockhouse, country store and a chapel, is also being built. Almost completed is a 30-foot lighthouse illuminated by 5,000 bulbs.

#### Christmas Season Mull'd

The Animal Forest is open from April until November and there is the likelihood that a Christmas season may be tried this year. Admission to the zoo section is 50 cents for adults and 35 for moppets. The animals are scattered thru acres of woodland and waterways, and visitors are followed around by deer, goats, Karakul and white sheep. Nickel venders with animal food enable visitors to feed the animals.

The Spectors, constantly adding to the stock, said they had lost \$3,000 this year from the death of animals, one of which was a big sea lion. They had three of Jimmy Cole's elephants performing in the zoo during the summer. The zoo is open until 10 p.m. and the Spectors believe it is the only illuminated animal forests in the country.

The park area has been open on weekends since Labor Day, and Sundays have been particularly good. This area consists of a Fun-house, large miniature golf course, miniature railroad, Tilt-a-Whirl, Merry-Go-Round, Ferris Wheel, Roto Whip, Scooter, boat ride, an Arcade with 100 pieces of equipment, Skee Ball, shooting gallery, two refreshment stands, two souvenir shops, popcorn stand and dairy bar.

An intensive promotional program this year was pronounced quite disappointing. More than \$7,000 was spent on newspaper, radio and television, but according to a survey the owners conducted, less than 20 per cent of the patrons came thru advertising. Mostly, it was returnees, word of mouth, or people spotting billboards on the highway and the big entrance display.

In 1956 the main entrance will have a new setup which will be a 30-foot illuminated Indian figure and tepee, to replace the present lighted Ferris Wheel and performing seal. The Spector boys were concession operators at Old Orchard for 25 years before starting the spot here. Eight years ago they opened on about half of the present 100-acre size. The goal is further development of waterways, landscaping and other improvements to give the place the general look of Cypress Gardens.

### N. J. Park Ops Buy Twisters

NORTH TONAWANDA, N. Y., Oct. 8.—The sale of two Twisters and an 18-car Caterpillar, was announced this week by Allan Herschell Company, ride manufacturer.

The Caterpillar and one of the Twisters were purchased by Edward Lange and Zimel Resnick, of the Central Amusement Corporation, Asbury Park, N. J. The second Twister will go to Robert A. Guenther, Olympic Park, Maplewood, N. J.

A Caterpillar, bought earlier this year by Ed Carroll and Thomas Morrissee, of Riverside Park, Agawam, Mass., will be delivered in the near future.

## Billow Tells Experience, Problems In Reopening After 10-Year Hiatus

JOHNSTOWN, Pa., Oct. 8.—What is it like to reopen an amusement park after, not one winter, but 10 long years? Andrew Billow Jr., and members of his family found out when they put Billow's Amusement Park back in business this season.

Four primary differences between operating in the 1940's and in the 1950's were pointed up by the Billows' experience, he said.

One is parking; the original area was doubled but more space and more lighting still are needed.

Another is manpower; they found it necessary to hire three times as many parking attendants as earlier.

The third was picnics; demand for basket picnic facilities has fallen away to demand for restaurant facilities.

And fourth was the switch in rides; now the demand is greater for kiddie rides than adult devices, Billow found.

#### End Legal Tangles

Eight of the park's 10 lost years were involved in legal entanglements trying to settle an estate. In 1953 Andrew Billow Sr., became sole owner and they began appraisal of the property and equipment.

Buildings, grounds, plumbing, wiring and drainage had deteriorated and contractors' estimates made the family uncertain about reopening. Andrew Billow Jr., however, recalls that the consensus of the family was that the park was

a landmark and could be of real value to the community.

#### Relatives Pitch In

"With help from in-laws, uncles, aunts, nephews, nieces, grandchildren and neighbors," they began the job of accomplishing as much as possible with a minimum of expenditure. The move created much attention locally. After two years, they were ready to take a plunge and buy some ride equipment.

Some kiddie rides were ordered, but delivery could not be made by opening time, so the funspot opened with only two rides. There are now three adult and two kiddie rides. The roller rink did not get into operation until August.

This season's operation consisted primarily of leasing the grounds, refreshment stands and restaurant facilities to picnicing groups who operated them as public or organizational outings. The park management retained ride and rink revenue.

#### Good Picnic Results

Since the spot was not ready for full operation this year, it didn't solicit picnics and other business directly but did use some want ads. The reaction amazed the Billows; bookings were good and crowds were as big as 8,000, with 3,200 autos. There was no gate or parking charge. Bookings for next season are good.

With the season now closed, Billow says that its success is not measured in dollars but rather in

the fact that the park has been re-established as a going concern with the good will of the public. Considering the poor start and lack of advertising, the family is well satisfied with its results, he said.

## New Stores Being Built At Wildwood

WILDWOOD, N. J., Oct. 8.—Five additional concession stores are being constructed by Hunt's Enterprises, Inc., along the Boardwalk, between Juniper and Poplar Avenues. They will augment the five stores that were constructed in the same block earlier this year.

When completed, the stores will fill up the last vacant section of the Boardwalk in that area. Part of a long-range improvement plan, the next step for Hunt's Enterprises, will be to develop the ocean side of the Boardwalk.

The site is the same spot where Hunt's Ocean Pier was located, destroyed by fire on Christmas Day in 1943. The new buildings will be of fireproof construction, and will be among the finest on the Boardwalk.

### Teeter-Copter

Continued from page 54

will exhibit at the forthcoming National Association of Amusement Parks, Pools and Beaches show in Chicago, said that immediate production will be limited to assure delivery dates for the 1956 season. Two models will be offered, one with four helicopters and four tubs, and the other a slightly heavier model with eight self-controlled spinning tubs with capacity of 40 children or 32 adults.

Clemen had the ride with Gooding at Ohio State Fair, Columbus; Tennessee State Fair, Nashville, and the Van Wert, O., and Knoxville (Tenn.) A.&I. annuals, reporting that the device attracted a surprising proportion of repeat business from children and adults and out-grossing every kiddie ride on those midways. During those dates 18,041 admissions were sold for a gross of \$4,375. Tickets went for 25 cents for children and adults, except on children's days when the price was 15 cents. Heaviest receipts were registered on kids' day at Columbus the ride's gross approaching that of some major devices, said Clemen.

## Huron, O., Kiddieland Plans Expansion After Winning Year

HURON, O., Oct. 8.—The Kiddieland here owned by R. T. Pugh, L. S. Vance and Manager Melvin L. Moore ran up a good score on the season and plans expansion for next year. Moore said the group was giving long-term consideration to duplicating the present layout in spots at several other cities.

They bought the Kiddieland in mid-season from Harry Suhren, who stayed on as assistant. Earlier, Moore had bought an Arcade from

Suhren and trouped it five years on fairs.

The kid spot was built and opened in 1954. It now has 16 rides, including adult and kiddie Merry-Go-Rounds, two Ferris Wheels, Pony Cart ride, Turtles, Rockets, Kiddie Handcars, Caterpillar, Kiddie Boats, Little Dipper, Toonerville Trolley and Autos. An MT Miniature Train circles the location.

Larry Tetzladd operates a zoo at the Kiddieland and it has mostly infant animals.

For next year the operators will expand the picnic area greatly, Moore said. It now has a picnic grounds, two shelters, concession stand and a ball diamond. The spot won picture stories in Pittsburgh and Elyria newspapers.

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HERE IT IS! MAJOR RIDES!  
One DARK RIDE, 16 cars, complete rail, truck load of mechanical and stationary figures. All in perfect condition. One B-CAR MANGELS WHIP, now operating, in perfect condition. 5 extra cars and parts, electric motor. One SEA CRUISE Ride, now operating, in perfect condition. 15 h.p. electric motor, drum control, also extra parts.  
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## Good Danbury Run Ends I. T. Season

Spotty Summer, Fair Cancellation Nixes Possibility of Hitting Record Grosses

DANBURY, Conn., Oct. 8.—The I. T. Shows are finishing a somewhat spotty season with a flourish this week at the Danbury State Fair.

Phil Isser and Issy Trebish, whose names make for the initialed title, were affected by two factors that no show management could overcome. One involved the generally poor business encountered by many organizations at still dates.

The other had to do with the loss of three fairs, including the big, and consequently important, Mineola (L. I.) event thru cancellation.

Dealing with a public judged to be somewhat more loaded financially than the average fairgoer, the show had a shot at racking up a bonanza week. Isser and Treasurer Harry Sussman noted on Tuesday (4) that business had been right good over the weekend when more than 50,000 had paid their way into the fairgrounds. The biggest turnouts are wrapped up in the two weekends. With one under their belts in near perfect weather, prospects were good that today and tomorrow would turn out equally good after heavy rains which washed out Thursday (6) and ended in showers yesterday.

### Smart Looking

Altho this was the windup spot the show equipment was spic and span, looking as tho it had been just finished to embark on a fair route. About 20 major and kiddie ride units were presented with all but one owned by the show.

Several shows were added to fill out the fun area here. The building of Gold Town, a new fair feature, resulted in the taking over of considerable concession space. The net result was to draw the amusement area in tighter. Still far from cramped, the move should react favorably for the show.

Isser and Trebish are already formulating plans for next year. Their season, as laid out, is perhaps as good as they would want it to be with the exception of filling in a few blank weeks in the fair season. The resumption of Mineola would take care of much of the available time.

## Krekos Units Share Record At Bakersfield

1,500-Foot Midway Includes 32 Rides, 8 Backend Shows

BAKERSFIELD, Calif., Oct. 8.—West Coast Shows and West Coast Exposition Shows combined here to play the annual Kern County Fair, which set a new attendance record of 169,826 during its seven-day run ending Sunday (2).

The Exposition unit, managed by Eddie Hellwig, moved into this spot from Walnut Creek, about 300 miles away. The unusually long jump won praise from Harry Myers, general manager of the two units. Harris closed Sunday night (25) and moved the equipment over the highway in time to have it in readiness for the fair's opening at 6 p.m. Monday (26).

West Coast Shows, managed by Eddie Hellwig, had a shorter jump from Madera, 125 miles to the north of this city. The show played the Madera District Fair, a contract it has held for more than 10 years. Business for the run there was reported ahead of 1954.

### Closing Season

West Coast Shows, the first unit, closed its season here. The other unit moved on to Delano and will close this coming week following a five-day stand in Visalia.

The midway here was over 1,500 feet long. The equipment of the two shows gave the organization a complement of 32 rides, 8 shows and 125 concessions. For the first time, three-abreast Ferris Wheels were used in the line-up.

Mike Krekos, president of the corporation, visited the lot Friday night. He was to confer with his managers Saturday but the meeting was postponed because of illness.

The shows will again winter on the fairgrounds in Madera. Following the close of the Exposition unit in Visalia, Harris said he would return to his home in San Gabriel, near Los Angeles, for the winter.

## Don Franklin Merges Two Units for 1956

ANGLETON, Tex., Oct. 8.—The Don Franklin Shows, which have operated in two units the past three years, will be merged for '56 and will carry a total of 18 rides plus shows and concessions. Don Franklin, owner, said four new backend units are being framed for next year and new canvas for the shows is already on order.

Ralph Wagner, who managed the No. 2 unit the past three years, will be Franklin's assistant on the merged show.

The route for next year is pretty well completed, according to Franklin. Many fairs played this year have already re-contracted

for next year, including Texas events at Wharton and Rosenberg, which will be serviced by Franklin for the 11th consecutive year. The Inter-State Fair, Coffeyville, Kan., played the past two years by the No. 2 unit, will be retained and played by the merged show. New to the route will be the East Texas Fair, Tyler, to run September 7-15.

The three performing baby elephants, a feature this year on the No. 1 unit, have been contracted by the Handy-Andy Stores of San Antonio for the winter. The chain of supermarkets will also use several of Franklin's rides.

## GOODING SETS ATLANTA MARK; 145G TAKE SEEN

Bags 120G in First 10 of 11 Days; Old 100G Record in Books Since 1946

ATLANTA, Oct. 8.—The Gooding Amusement Company today had already bagged a new all-time midway gross for the Southeastern Fair as it entered the last day of the 11-day fair here.

At the end of the first 10 days, ride and show receipts aggregated \$120,507. This represented an increase of almost \$10,000 over the previous peak, \$110,612, for the full run set in 1946 by Cavalcade of Amusements.

Today's business was expected to lift the final receipts to about

\$145,000 for an increase of roughly \$35,000 over the old 1946 mark.

The Gooding aggregation maintained a fast pace from the opening Wednesday (28), running far ahead from the outset of the receipts of another show which held down the midway last year. The '54 gross was \$84,608, which the Gooding unit had topped by more than \$35,000, with one more day still to go.

The permanent ride and shows on the grounds also enjoyed good business. Concessionaires generally

reported more than satisfactory results.

Games concessionaires were fewer in number than in recent years, with the space handled by Gooding confined to 1,000 front feet, a sharp drop from recent years. All games are of the science and skill variety.

The Gooding-owned "Follies of 1955," handled by Joy Purvis, was the leading money-getter among the shows. It notched a take of more than \$5,000 on its biggest day, Saturday (1). Irving C. Miller's "Rock 'n' Roll Revue" was running second, with Lash LaRue's Western Show third and "Dancing Waters" fourth.

A surprisingly strong showing was made by a Glasshouse owned and operated by Harvey Wilson, which during the first 10 days had three days on which its gross topped \$1,000.

Of the rides, the three Ferris Wheels snared top money, followed in order by the Dodgem, Twister and Scrambler, with the Round-Up and Hurricane running a close race for the fifth spot.

Included among visitors here were Ned E. Torti, Wisconsin De Luxe Company, Milwaukee, and representatives from fairs at Nashville, Knoxville and Savannah.

## KING REID WINDS UP OKAY SEASON

Spotty Early Dates Are Overcome; Bloomsburg Provides Strong Finish

BLOOMSBURG, Pa., Oct. 8.—The King Reid Shows wound up its season at the Bloomsburg Fair last week in satisfactory fashion. The beginning had been shaky, with May dates in New York off, due partly to unfavorable weather.

Crossing into Quebec for an annual tour in Canada, the organization was jolted by a discouraging two-week engagement in St. Vincent de Paul. Business was reported to have picked up commencing with the fair at St. Jerome. The wind-up date in the Dominion, a celebration at Woodstock, N. B., was reported very big.

Business at fairs in the United States was generally good, altho earnings here and at the Eastern States Exposition, Springfield, Mass., were down. The latter dipped 20 per cent, probably because of the threat of a hurricane and other actual bad weather.

### Operated Two Units

Two units were operated for several weeks during the fair season. Fairs were played in Maine, Vermont, Massachusetts, Connecticut, New York and Pennsylvania.

Closing Saturday (1) the show worked to near capacity here even tho the midway was extensive. Top money went to the Ebony Club Revue. The office-owned Sultan's Harem, managed by Harry Swank, was second, with Col. Lew Alter's Side Show earning third highest gross. "Dancing Waters" and the Motordome vied for fourth spot.

Ride grosses were off slightly. The five Ferris Wheels earned top money, with the Round-Up, Dodgem and Flying Scooter right behind.

### Performing Elephant

Reid had 16 units in Kiddieland. Jimmy Short, artist, and a crew of three, worked for 10 days prior to the fair, refurbishing all units and creating features to appeal to children. Rating high interest were Noah's Ark, with small live animals on each of three decks, and the presentation of Judy, Von Bros.' elephant, four times daily in the kid sector.

Staffers here included Virginia Guernsey, in charge of the office, assisted by Jeanette and Patricia Snyder; Charles Joyce, general agent; Harold Masters, ticket superintendent; Frank Follett, special agent; Bob Brockway, electrician; Ted Lewis, and Mae S. Hong, publicity director.

The independent midway was contracted and operated by King Reid and Frank McTeague as a completely separate venture from the carnival midway.

Considerable show equipment was stored in exhibition buildings here; The remainder was taken to the show winter quarters in Manchester, Vt.

South Boston, Va., and the Colored Fair at Columbia, S. C.

The fair season has been good for the organization except on the few occasion when weather interfered, spokesman Joe Prell said. Concessionaires were not doing as well here as expected. About 110 were located on the midways.

A jamboree for the Miami Showmen's Association was held here. About \$700 was raised. Another fund-raising effort will be staged in Columbia.

## Illions Fun Zone Up 8% At Pomona; Babcock Off

POMONA, Calif., Oct. 8.—Business on the World's Fair Midway, managed by Harry A. Illions, at the Los Angeles County Fair was satisfactory during the 17-day run despite a drop of approximately 8 per cent in the exposition's attendance.

The fair, which closed Sunday (2), pulled a total attendance of 1,021,909, a loss of 89,018 compared with last year.

Opening day, September 16, Illions showed a 2 per cent increase in gross revenue on his 14 permanently installed rides in the park. With from five to eight of the devices showing day-to-day gains, the wind-up gave Illions about a 3 per cent increase over 1954.

### Shows off 5%

The Frank W. Babcock United Shows, which supplied the portable equipment as well as the devices for two Kiddielands, was off

5 per cent. The adult midway held up well and one Kiddieland, managed by Mrs. Rose Ferris, showed consistent gains to bring the organization within about 7 per cent of its 1954 take.

Cecchini & Levaggi, veteran game concessionaires of Sun Valley, Calif., had the bulk of the 50 stands. The gross was reported "satisfactory." Steve Vaughn, who originated the Panda bear pitch with his partner, Joe (Red) Dauer, had about 300 feet for shooting gallery, bear pitches, and a new lamp pitch. The latter, which took 80 feet and was open on all four sides, made a striking appearance, with the lamps supplying the illumination.

### \$\$ FOR MIAMI

## Prell Okay At Frederick, Rocky Mount

FREDERICK, Md., Oct. 8.—Prell's Broadway Shows put together a good week here winding up an excellent run at the Rocky Mount, (N. C.) Fair. Business was good here despite the loss of most of Thursday (6) to rain and threatening weather yesterday.

Last week at Rocky Mount the show had a banner run, with the crowds apparently well heeled after two years of drought. The show turns south again next week to play the first of its three remaining fairs at Greenville, N. C.,

## RAS Sets New One-Day High At Little Rock

Exceeds 1954 Biz By 10%; 'Dancing Waters' Goes Big

LITTLE ROCK, Oct. 8.—The Royal American Shows Friday (7) gave the Arkansas Livestock Show here the biggest single day's gross in its history and tonight finished the six-day event with total ride and show receipts estimated 10 per cent higher than last year.

The Royal American racked up a \$22,000 take Friday (7) in topping the previous single-day high by \$2,000.

"Dancing Waters" provided a big chunk of the Royal American's take in an amazingly strong repeat appearance here. The unit's gross for the six days was estimated at \$10,000. This about equaled its take last year here, which was one of its best showings of the 1954 season with the Royal American.

## N. Y. Showmen List Meetings

NEW YORK, Oct. 8.—Meeting schedule for the National Showmen's Association for October and November, includes two sessions this month, and three next month. Opening meeting will be next Wednesday (12) at the 317 West 56th Street clubrooms, and succeeding get-togethers, also on Wednesdays, will be October 26, and November 2, 9 and 16. The November 9 date will be a regular meeting, while the other two in that month will be special ones, dealing with the annual banquet.

Prizes will be awarded Tuesday evening, November 22, and the annual banquet will again be held Thanksgiving Eve, November 23. The Hotel Commodore's grand ballroom has been arranged for, and tickets will be \$11. Table for 10 will cost \$110, and prices include tax and gratuity.

# THE MIGHTY GEM CITY SHOWS

WANT FOR SOUTHWEST GEORGIA STATE FAIR, ALBANY, GA., OCT. 17-22; TO BE FOLLOWED BY THE NORTHEAST ALABAMA STATE FAIR, ANNISTON, ALA., AND THEN THE BIG SOLDIERS' FAIR AT FORT BENNING, GA. ATTENTION—SHOWMEN AND CONCESSIONAIRES—ATTENTION. THE NEW DATES FOR THE SOLDIERS' FAIR AT FORT BENNING, GA., ARE OCT. 27 THRU NOV. 5 (10 BIG DAYS AND NIGHTS). Everyone who has sent deposits or made arrangements to be at Fort Benning, please advise if still coming, in accordance with new dates above.

**CONCESSIONS**

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.

**RIDES**

Want Now—Caterpillar, Roll-o-Plane, Fly-o-Plane or any other Major Ride not conflicting.

**RIDE HELP**

Want Second Men on all Rides, must be licensed Semi-Drivers. Also want Foreman for Screwball. Want Front Gate, Light and Power Man. Long season.

**SHOWS**

Want Mickey Mouse, Glass House, Fun House, Big Snake, Little Horse-Big Dog, Illusion or any Ding or Grind Shows of merit. Hedy Jo Starr wants Girls for Girl Show and Performers of all types, including Band, for Minstrel Show.

All interested contact: Call or Wire

**TOM HICKEY, Mgr.**  
Coosa Valley Fair Grounds  
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## GREATER DUVAL COUNTY FAIR JACKSONVILLE, FLA., OCT. 31 THRU NOV. 5

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WANT FOR THIS FAIR AND SIX WEEKS OF FLORIDA FAIRS

Events not scheduled but actually held • Merchants' Exhibits • Cattle • Poultry • Live Stock • Free Acts • Car Award.

**OPENING DAY** • American Legion Day. Posts and Auxiliaries of seven counties participating with their bands, drill teams and majorettes.

**TUESDAY** • Navy Day and Night. 35,000 tickets distributed at four bases.

**WEDNESDAY** • Jacksonville Beach Day and Night and Ladies' Night.

**THURSDAY** • St. Johns and Clay County Day and Night.

**FRIDAY** • Children's Day. Two bicycle awards at 5 and 8 p.m.

**SATURDAY** • Closing Day • Children sponsored by Winn-Lovett stores. Two ponies awarded at 5 p.m. • Car award at 10 p.m.

**Cortez Horse Show and Jaydee the Great Presented Afternoon and Night**  
Motordrome—Fun House—Wild Life—Minstrel **SHOWS** We have or any kind of Grind Show. **RIDES** all needed.

**CONCESSIONS** Cookhouse—Grab—Foot Long—Glass Pitch—6-Cats—Photos—Basket Ball—Pitch to Win—Ball Games—Percentage—Mouse—Pan or One Block.

All answers to

**DOLLY YOUNG, Mgr.**  
Mayflower Hotel, Phone Elgin 5-7621

**DUVAL COUNTY FAIR OFFICE**  
311 W. Bay Street, Phone 6-7786  
JACKSONVILLE, FLORIDA

**PRELL'S BROADWAY SHOWS INC.**  
50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

Want for HALIFAX COUNTY FAIR, South Boston, Va., October 17-22, with the SOUTH CAROLINA COLORED STATE FAIR, Columbia, to follow

**OPEN MIDWAY**

**CONCESSIONS**—All kinds of Eating and Drinking Stands, Photo, Age, Scales, Short Range and Hanky Panks of all kinds.

**RIDES**—Octopus, Scrambler, Roundup, Dark Ride, Glass House, Fun House.

**SHOWS**—Want one more colored show for Columbia, S. C. Will book any show of merit.

Johnny Borro wants Motordrome Riders.

All answer: **SAM E. PRELL**  
PRELL'S BROADWAY SHOWS, GREENVILLE, N. C.

**JAMES E. STRATES SHOWS**

CAN PLACE FOR NORTH CAROLINA STATE FAIR, RALEIGH, N. C., OCT. 17-22, AND FOR BALANCE OF SEASON.

Monkey Circus and other meritorious attractions. Talkers, Ticket Sellers, Workingmen in all departments. Candy Butchers for Colored Revue, Chorus Girls for White Revue, Sister Teams. We are now accepting propositions for Shows, Rides and Concessions for our Florida winter fairs. Address

**JAMES E. STRATES, Danville, Va., all this week.**

**HAVE SCRAMBLER AND OTHER RIDES**

Which I will book for one date or all winter.

**JOHNNY T. TINSLEY**  
**JOHNNY T. TINSLEY SHOWS**  
Thomaston, Ga., this week; then per route.

**WANTED**

For 5-County Fair, Brunswick, Ga., next week.

Girl Show with three or more girls. Also large Bingo. Contact

**LEO LANE SHOWS**  
Fairgrounds, Waycross, Ga., this week.

**WANTED**

FOR THE EXCHANGE CLUB FIVE-COUNTY FAIR, BRUNSWICK, GA., NEXT WEEK, FOLLOWED BY PULASKI CO. FAIR, HAWKINSVILLE, GA., AND PUTNAM CO. FAIR, PALATKA, FLA.

Want large Bingo, Hanky Panks of all kinds, Age and Scales, Novelties, African Dip, Basket Ball, Long Range, any legitimate Concessions. RIDES—Wheel to dual, Octopus, Tilt, Roll-o-Plane, Coaster, Kid Rides except Auto and Pony Cart, Rock-o-Plane and Scrambler. Harold Lucas, get in touch. SHOWS—Must have nicely flashed Girl Show with three or more girls, also want Wildlife, Monkey, Motor Drome or any Show capable of getting money. Want Musicians and Performers for Minstrel. HELP—A-1 Merry-Go-Round Foreman, Second Men and Helpers on most rides. All address:

**LEO LANE SHOWS**

FAIRGROUNDS, WAYCROSS, GA.

P.S.: Sol Rosenfeld wants Agents.

**PEPPERS ALL STATES SHOWS**

Jackson County Fair, Pascagoula, Mississippi, week October 24-29. Big ship-building project working three shifts daily. Plenty money.

**CONCESSIONS**—Stock Concessions of all kinds. Long Range, Photos, Frozen Custard, Bingo, Novelties, Jewelry, High Striker, Bumper, Hoop-La, Add 'Em Up Darts. Agents for Short Range, Pea Pool and Office Concessions.

**SHOWS**—Good Side Show, Snake, Monkey, Illusion, Mechanical City and any Show with outfit except Girl Show.

**RIDE HELP**—Foreman for Merry-Go-Round and Ferris Wheel.

This show will stay out until December 3 in choice territory where money is plentiful.

Address: **UNIONTOWN, ALABAMA, this week.**

**WANTED**

FOR SUMTER COUNTY COLORED FAIR, OCT. 17 THRU 22, WITH CHESTER COUNTY COLORED FAIR, BARNWELL, AND BIG LEGION ARMISTICE FOLLOWING.

**RIDES**—Ferris Wheel to dual, any Major Rides not conflicting, also Kiddie Rides. **SHOWS**—Snake, Animal, 10-in-1, Colored Girl Shows or anything not conflicting with Colored Review. Open midway to all Concessions—special rates to Hanky Panks. Harry Stevens, please contact. Congo, come on. All replies to

**W. E. HOBBS, B. & H. AMUSEMENT CO.**

SALLEY, S. C., THIS WEEK.

P.S.: Mickey Vogel, can place you.

**GEORGE CLYDE SMITH SHOWS NO. 1**

FAIR, OXFORD, N. C., week Oct. 17

WANTED—Ball Games, Glass Pitch, Penny Pitch, Duck Pond, Fish Pond, Age & Scales, Photos, Pitch-Till-You-Win, Cork Gallery, Grab, Custard, Bingo. All Concessions open except Pop Corn and Apples. Wanted—White and Colored Girl Show, Monkey, Snake Show, Wildlife, Chairplane. Foremen, General Ride Help, Truck and Tractor Drivers.

All replies **GEORGE CLYDE SMITH SHOWS**  
HENDERSON, N. C., THIS WEEK; OXFORD, N. C., NEXT WEEK.

**FOR SALE—RIDES—FOR SALE**

16-car portable Auto Scooter Ride, in fine shape, latest style; can be hauled on two large Semi Trailers. Can be seen in operation at Eunice, La. (Fair) this week, then as per route. Will release Ride on or about November 1. Also Allan Herschell Kiddie Auto Ride, Smith & Smith Kiddie Airplane and Kiddie Octopus Ride. All three Rides in good condition and can be seen in operation on Show as per route

Contact **TIVOLI EXPOSITION SHOWS**

Eunice, La. (Fair) this week; Mansfield, La. (Fair) Oct. 18-22.

**OCMULGEE FAIR, OCT. 17 to 22**

McRAE, GEORGIA

**W** Concessions, Photos, Long and Short Range and and Legit Games. **W**  
**A** This is South Georgia's best fair. Biggest crops in 20 years. **A**  
**N** Everyone has money. **N**

**T F. Hollingsworth, Holly Amusement Co.** **T**  
Metter, Georgia

**GEORGE CLYDE SMITH SHOWS NO. 2**

TIDEWATER COLORED FAIR, Suffolk, Va., Oct. 17

Wanted—Concessions of all types except Custard, Bingo, Colored Girl Show, Wildlife, Fun House, General Ride Help, Truck and Tractor Drivers. Agents for office Hanky Panks. Can use two Kiddie Rides, Merry-Go-Round, Octopus, Tilt.

All replies **GEORGE CLYDE SMITH SHOWS**  
HENDERSON, N. C., THIS WEEK; SUFFOLK, VA., NEXT WEEK.

P.S.: Val Ireland wants Agents for P.C. and Skillo.

**COLORED REVUE & WHITE GIRL SHOW**

AT LIBERTY

Both Shows available Oct. 17. Twenty people Colored Revue has 75 ft. front, 120 ft. top, seats 700. Show has already played three state fairs. Girl Show has 51 ft. front, 80 ft. top and seats 300. Show has 12 ft. revolving stage and if necessary can be used as posing show. Both fronts high and built on semi. Contact:

**JOE SCIORTINO**  
c/o Buff Hottie Shows, Franklinton, La.

LAMAR COUNTY FAIR, BARNESVILLE, GA., Oct. 17 to 22 inclusive.  
OCONEE FAIR, DUBLIN, GA., Oct. 24 to 29 inclusive.

**CONCESSIONS**—Can place legitimate Merchandise and Direct Sales of all kinds, Auction, Derby, Bozo, Photo, Novelties, Short Range, Hats, Basketball, etc. All address this week

**JAMES H. DREW SHOWS**

c/o Western Union, Swainsboro, Georgia. (No Phone Calls)



# MIDWAY CONFAB

Jimie (Carmen Lee) Hilyard recently renewed acquaintances with Kitty Kelly in Western Kansas. Kitty was en route to Lovington, N. M., to play the fair there.

Walter B. Fox, Mobile, infos that William Cannady, Meridian, Miss., is furnishing rides and concessions for Mobile County Fair, Citronelle, Ala., Oct. 12-15. Fox, who has been suffering from an eye condition since spring, recently returned to a specialist for more treatments. Recent visitors at the Fox apartment included Mr. and Mrs. Eugene Massingale, M. J. Dressen, S. F. Ratliff, Charles Crichton, Johnnie Adams and Mr. and Mrs. Joe Candrea.

Hattie Wagner reports that she now lives at 109 Eslava Street, Mobile, Ala., and is looking forward to the impending visit of the Buff Hottle Shows, on which she has many friends, in town. Mrs. Wagner is suffering from arthritis and would like to hear from friends. . . . Bob Sickels, who recently joined the John R. Ward Shows, scribes from Vienna, Ga., that crop conditions are good in that area. . . . T. W. (Slim) Kelley is back with Sellhorn's Trailer Sales, taking over the Nebraska Avenue lot at Tampa as sales manager. He plans an extensive tour of shows during the next two weeks. Jerry and Buster Sutton, managers of the Sellhorn sales lot at 49 N.E. 79th Street, Miami, have the welcome sign out for showfolks.

Mike Vernon, Girl Show operator, who on September 15 married Rhedi Williams, dancer, in Saginaw, Mich., gave his bride a 35-foot house trailer as a wedding gift. The Vernons are now living at 1315 Dearborn Street, Chicago, and would like to hear from friends. Vernon's brother Vic is returning shortly from a five-week visit of relatives in Holland. The brothers were born in Ziederlund.

Al Kaufman, veteran concession op on J. P. (Jimmy) Sullivan's World Finest Shows, recently became a grandpop for the first time. Al's son's wife, Adzie, gave birth to a son at the Doctor's Hospital, Washington, D. C. The newcomer weighed in at 7 3/4 pounds.

Bernie Mendelson, of the O. Henry Tent & Awning Company, was among the visitors to the Danbury (Conn.) Fair and the I. T. Shows, which furnished the midway attractions.

A. Hymes, novelty concessionaire who suffered a heart attack while working the West Virginia State Fair and was confined to a hospital in Ronceverte, W. Va., for several weeks, has returned to his home in Brooklyn. Feeling well

and pronounced fit, Hymes will continue to take it easy for some time. His wife handled his fair dates while he was hospitalized. Four Southern fairs remain on his schedule.

Recent visitors at Jack Lampton's Caravan Trailer Park, Columbus, O., were Frank Hildebrand, H. V. Newton, Tom Huftle, Duke Hall, Slim Pottoff, Bob and Joy Purvis and Jack Sweetman. . . . Thelma Frenzel, who has been off the road this season, was given a birthday party recently by her sister, Fay Bell, at 211 South Gibson Street, Princeton, Ind. Frenchie, her husband, who is with Jack Anthony, came in from Memphis for the occasion and presented her with a Sportsman house trailer. Frenchie's mother also attended the party. . . . Homer R. Sharar is at his home in San Antonio after six weeks of fair business with his grab stand on the Pretty Shows, which played Texas cotton spots.

Under the title "The Big Show," the October issue of Railway Progress carries an article on the extensive rail moves of J. P. (Jimmy) Sullivan's World's Finest Shows. Yarn was penned by Haviland F. Reves, long-time Detroit correspondent for The Billboard.

Mrs. Johnny Denton, wife of the Gold Medal owner, recently closed the Charleston, W. Va., park she's managed this season and is back in the office wagon of the traveling show. Mrs. Denton is assisted by Marshall Green, lot man Bill Holt and new manager Alton Sparks. Owner Denton has his left arm in a cast. Pee Wee Johnson wrecked his new trailer recently but no one was hurt.

Many showfolk sent flowers to the funeral October 4 of Mrs. Clarice Dunn, wife of Chet Dunn who died October 1 in Miami. Tributes were received from Jack and Ann Neal, Mr. and Mrs. John Marks, Mr. and Mrs. Cliff Wilson, Ernest Dellabate, the James E. Strates Shows, Johnnie Ciaburri, Lawrence Carr Shows, personnel of the John Marks and Cetlin & Wilson Shows, Mr. and Mrs. William B. Moore, Samuel Applebaum, Germain Lollar, The Miami Showmen's Association and Auxiliary, Mr. and Mrs. Dale Weer, Rhea Carson, Ruth Soules, and Hilda Roman.

Also, Myrtle Brooks, Suzaire Buzella, Lillian Tucker, Ella Dodson, Katie Dodson, Mickey Hawkins, Margie Gerris, Gay Markell, Shirley Lyons, Freda Wilson, Ann Whitehead, Mary Crowell, Lola Koekenour, Alberta Mack, Elsie Keeler, Rose Bennett, Irene Moore, Eva Daniels, Beatrice Truesdale, Doris Kimmerer, Ethel Weer, Sara McCaffery, Mamie Germaine, and Judith Soloman.

Also, Gussie Lieberwitz, Sadie Goodman, Lottie Mayer, Leona Parker, Madge Harris, Frances Deemer, Sydney Thomas, Bea Tarbes, Sue Walters, Rose Lance, Helen Stark, Lois Weiss, and Peggy Hirsh. The report was sent in by William J. Tucker, chairman of the MSA funeral committee.

Robert (Doc) Ward, who spent close to 50 years in outdoor show business, died recently at Mitchell, S. D. At the time he passed away, Doc had several rides with the Art B. Thomas Shows. Previously he had operated backend shows and other attractions on a number of midways. Surviving is his widow, Julienne.

Frances Deemer, manager of the palmistry concession on Royal American Shows for the past seven years, infos that she'd had another nice year. Aiding her to rack up a good run were Neva Heiman, Billie Macolley, Blanche Lemesh and Zita Browne.

Frank (Turk) Abraham, longtime concession op, returned to action at the Oklahoma State Fair after a trip to Greensburg, Pa., where his parents, Mr. and Mrs. Albert Abraham, celebrated their 50th wedding anniversary. Turk reports upward of 275 relatives and guests attended a reception in honor of the Abrahams.

# 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.

## GEORGIA STATE FAIR

OCT. 17 TO 22 INCLUSIVE, MACON, GA.

## ORANGEBURG COUNTY FAIR

OCT. 24 TO 29 INCLUSIVE, ORANGEBURG, S. C.

ALL FAIRS UNTIL THANKSGIVING, INCLUDING THE GREATER JACKSONVILLE FAIR, JACKSONVILLE, FLA., NOV. 10 TO 19

CAN PLACE—All legitimate Merchandise Games of skill. Will locate all Eating and Drinking Stands.

WANT—Caterpillar and Mule Drivers. Joe Pachulis, contact Ray Cramer. Can place experienced Show and Ride Workingmen in all departments. This is a Union Show.

WANT—Monkey Show, Glass House or any show of merit to join immediately.

WANT—Scrambler Ride account disappointment.

All address this week

## Cetlin & Wilson Shows

Spartanburg, S. C.

# L.J. HETH Shows

WANT FOR 5 MORE GOOD FAIRS: COVINGTON, TIFTON, CORDELE, QUITMAN AND BAINBRIDGE (ALL GEORGIA). Crops are the best in years.

SHOWS—Big Snake, Monkey, Motor Drome, Side Show, any Show not conflicting, with own outfits; low percentage.

HELP—Ferris Wheel Operator, Second Man for Tilt, both must be licensed Semi-Trailer Drivers. Place Wife on tickets. (Eddie Johnson, contact Floyd Heth.)

CONCESSIONS—Grab Stand, Arcade, Custard, High-Striker, Derby Racer, Short Range, Over Twelve, Slot Roll-Downs, Novelties, Jewelry, Hanky Panks of all kinds.

All replies Covington, Ga. (Fair) now; Tifton, Ga. (Fair) next week.

# ROSS MANNING SHOWS

ATHENS, GEORGIA

TRENTON, N. C.,  
OCT. 24-29

75,000 PAID 1953  
OCT. 17-22

MORGANTON, N. C.,  
OCT. 31-NOV. 5

CONCESSIONS: Eats, Drinks, Popcorn, Hankies, Photos, Short and Long Range, Custard, (Hlay, come on), Mats, Scales and Age, Dart Games, Water Games, Ball Games, Arcade, Derby. RIDES: Silver Strak, Scooter, Cat, any Flat Ride, Kid Rides, Fly-o-Plane, Spitfire, Round-Up. RIDE HELP: Can place Wheel Men. SHOWS: Lo-Ola can place Side Show People. Couple to handle Geek Show. Can place Girls for Girl Show (contact Joe Mooney). NOTICE: Three Count Store Agents, capable Wheel Man, Concession Help for up and down Concessions. Contact A. R. (Dutch) Whiteside.

Wire ROSS MANNING, Fairgrounds, Hartwell, Ga., or call TOMMY CARSON, Nancy Hart Hotel, Hartwell, Ga.

# IDEAL RIDES PAUL T. ROBERTSON

WANT FOR THE BEST INDIANAPOLIS LOCATION OF THE YEAR

Right in the middle of the Big Residential Section and Merchandising Center. Play this one and you can jump South without working your way down.

IRVINGTON PLAZA MERCHANDISING CENTER

6400 E. WASHINGTON STREET, OCT. 14-24, OPEN AFTERNOON AND EVENING, 10 BIG DAYS AND NIGHTS.

20 big stores co-operating with free ride tickets given, valuable prizes given away every night, 2 searchlights, parking for 5,000 cars in paved parking lot. Show sets in the middle, right on the front doors of the stores. Benefit of Orphans Home.

CONCESSIONS: All Hanky Panks and Stock Concessions. No racket. All coming in after Sunday must wire deposit. You at Evansville, take notice! Can use two more general Ride Men for two weeks as this is the last spot of the season. Will be on the grounds starting the 12th. Wires only, please.

PAUL T. ROBERTSON, IRVINGTON PLAZA, INDIANAPOLIS, INDIANA

## RIDES FOR SALE

No. 5 Ferris Wheel

3-Abreast

Merry-Go-Round

Kiddie Auto Ride

12-Tub Octopus

All with transportation.

All rides in good shape.

Will sell single or all.

All replies addressed to

BOX D-156

c/o The Billboard,  
Cincinnati 22, O.

## HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

**LAST CALL**  
FOR THE  
**GREAT N. E. FLA. FAIR**  
CALLAHAN, FLA.  
OCT. 19 THRU 22  
Need Stock Concessions, Novelties,  
Shows and Rides of all descriptions.  
Low privilege. Low percentage.  
**LE GRAND'S  
AMUSEMENT CO.**  
Jacksonville Beach, Fla.

**URGENT URGENT  
ATTENTION**  
**All Show People**  
\$25.00 cash reward for information  
leading to the location of Bill Dale, thirty  
years old, 5'5", 135 lbs.; hair—dark  
brown. All replies collect to  
**CLEARANCE MORRIS**  
c/o Gem City Shows as per route

**PAGE AND FERRIS COMBINED SHOWS**  
Want for BISHOPVILLE, S. C., AGRICULTURAL FAIR next week. This is positively  
a Day and Night Fair with 2 outstanding Kiddie matinees.  
CONCESSIONS—All Eating and Drinking Stands except Popcorn,  
Apples and Floss. Also Hunky Panks, Short Range, Mono-  
grammed Hats, Novelties, Jewelry, Photos, Break-the-Dish,  
Glass Pitch, High Striker, African Dip, Custard, Ice Cream and  
Snow Cones. Some P. C. and Grind Stores open.  
SHOWS—Motor or Monkey Drome, Wild Life, Big Snake, Life  
Show. Also good Minstrel Show with own equipment.  
RIDES—Live Pony and Coaster. Can always place good, sober  
Ride Men who drive.  
**All replies to BILL PAGE, Ahoakie, N. C.**  
P.S.: Dave Endy, contact Bill Page.

**Scotland Co. Fair**  
Laurinburg, N. C.  
Oct. 17-22

Can place Novelties, Palmistry, Eating Concessions.  
Can place one choice Wheel if I know you. Buster  
Westbrook can use Count Store Agent. Can also  
place any other legitimate Hunky Panks.

CONCESSIONS

Can place any good worth-while attraction not  
conflicting with what we have. Especially want  
Minstrel, Wildlife, Walk Thru and Dillinger Car.

SHOWS

Can place good, reliable Ride Help who drive semis.  
Especially want Man for Roll-o-Plane.

HELP

Address all mail, wires and phone calls to  
**LLOYD B. SERFASS, Gen. Mgr.**  
Fairgrounds, High Point, N. C.

**Better Than 1954  
Pace Held by ACA  
At Ala. State Fair**  
Owners Hit on New Title for '56;  
'Olson Combined Shows' Is Picked

BIRMINGHAM, Oct. 8. — The  
Amusement Company of America  
continued on its merry, better-than-  
'54 pace here thru Thursday (6),  
fourth day of the six-day Alabama  
State Fair.  
The ride and show gross at the  
end of the four-day period was 21  
per cent higher than for the same  
period last year.  
Rain hit the fair Friday (7) cut-

ting deeply into, but not wiping  
away, the show's lead over its '54  
take, and show and fair officials  
alike looked for the lead to be sus-  
tained today, the fair's closing day.

Biggest news to come out of the  
engagement was the decision by  
the Amusement Company of Amer-  
ica owners to retitle the show  
next year as the Olson Combined  
Shows.

The decision, which had been  
brewing for some time, was in part  
a tribute to Paul Olson, the show's  
manager and one of its co-owners.  
It also stemmed from the long-held  
belief that the title Amusement  
Company of America was too long  
and not easily associated in the  
public mind with a carnival.

The corporate name, Amuse-  
ment Company of America, will  
be continued due to its standing  
within the carnival industry and  
with fair executives. In billing, the  
words "Olson" and "Shows" will be  
played up strong and the word  
"Combined" to a lesser extent. The  
title will be preceded by the leg-  
end, A m u s e m e n t C o m p a n y  
of America Presents.

The Amusement Company of

America was the title assumed  
when Harry Hennies sold the Hen-  
nies Bros.' Shows in 1951 to a  
group, which, besides Olson, in-  
cluded the late J. C. McCaffery  
and Maurice (Lefty) Ohren.

When McCaffery died in Sep-  
tember of last year, Olson assumed  
the full responsibility for booking  
and managing the show. His op-  
eration this year has drawn wide-  
spread praise.

Olson took the show out later  
than had been the practice, and the  
show went into the fair season  
better financially than it had pre-  
viously when it opened early only  
to be hit by bad weather.

A long-time close student of  
McCaffery's operational methods,  
Olson has hewed closely to Mc-  
Caffery's policies.

The show has had one of the  
best years in its history. At all but  
one of its fairs leading up to the  
Alabama State Fair here this week  
it had succeeded in surpassing its  
'54 gross. The lone exception was  
the Iowa State Fair, Des Moines,  
which in '54 had an exceptionally  
good year as it celebrated its cen-  
tennial and also was hyped by the  
personal appearance of Presi-  
dent Eisenhower.

And at Des Moines the show,  
while it did not top its '54 busi-  
ness, held close to the level.

The 45-year-old Olson did dou-  
ble duty here this week. In addi-  
tion to overseeing the shows' op-  
eration he supervised the fair's in-  
dependent concessions, no small  
assignment. For many years Mc-  
Caffery had handled the fairs in-  
dependent concessions and Olson  
pinch-hit when McCaffery was  
stricken last year and was tapped  
for the full responsibility after Mc-  
Caffery's death.

**CLUB ACTIVITIES**

**Heart of America  
Showmen's Club**  
913 Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Oct. 8.—  
Past President L. K. Carter was in  
town over the weekend and re-  
ported he planned to make two  
more spots with his concessions and  
be back here in time for the Octo-  
ber 21 opening meeting.

George and Hattie Howk will  
move back to the city soon after  
a successful season at Fairyland  
Park. President F. W. (Boxie) War-  
field is out of the city and will visit  
several shows before getting back  
here for the first meeting of the fall  
season.

The membership was saddened  
by the death of Sam Benjamin,  
longtime member of the club who  
passed away in Walled Lake  
(Mich.) Park and was buried here  
in Showmen's Rest.

An outstanding floorshow is be-  
ing planned for the annual New  
Year's Eve banquet and ball which  
will be held in the Tower Room  
of the Hotel Aladdin.

More people are coming in off  
the road. Recent arrivals included  
Mr. and Mrs. Sam Ansher, the Ted  
Cory family and Bink Loar.

**Showmen's League of  
America**  
54 W. Randolph St., Chicago

CHICAGO, Oct. 8.—A turnout  
of 57 were on hand for the first  
meeting of the year held Thursday  
(6). Due to the absence of Presi-  
dent Ned Torti, Vice-Presidents  
Maurice Ohren, Al Sweeney and  
Jack Duffield and Treasurer Wil-  
liam Carsky, who were all at the

Alabama State Fair, Elmer Burns  
presided.

Also at the table were George  
Johnson, finance chairman; Ed So-  
penar, director; Walter Driver,  
treasurer emeritus, and the new  
executive secretary, Homer Briant,  
attending his first meeting.

All business accumulated during  
the summer months was disposed  
of in a swift manner. Much dis-  
cussion took place on methods of  
aiding the ways and means commit-  
tee's fund drives.

George Johnson presided at the  
meeting of the board of directors  
at which 11 new members were  
accepted. Included were Robert E.  
Osborn, Mel Hummitzsch, Arthur  
F. Thompson, Robert E. Ferdin-  
andson, John Mapus, Nick T.  
Nachicas, R. K. Hunter, Clifford  
W. Mullin, Alex Fidler, Vernon J.  
Pelon and Andrew C. (Andy) Han-  
sen, the latter the secretary-man-  
ager of the All-Iowa Fair, Cedar  
Rapids.

Three members who have been  
on the sick list were in attendance.  
They were Secretary Joe Streibich,  
Hank Shelby and Hadji Delgarian.  
Luncheon was served, and cakes,  
donated by Viola Parker, president  
of the Ladies' Auxiliary, were en-  
joyed.

**Show Folks of America**  
145 Turk St., San Francisco

SAN FRANCISCO, Oct. 8.—The  
regular Monday (3) meeting was  
called to order by President Char-  
lotte Porter. Officers attending in-  
cluded Oscar Mattley, treasurer;  
Albert Roche, corresponding sec-  
retary, and Bonnie Townsend, re-  
cording secretary.

Special thanks were extended by  
the president to Duke Navarro,  
who provided the entertainment at  
the show-within-a-show on West  
Coast Shows at San Jose, Calif.  
Navarro gathered talent from sev-  
eral of the Bay Cities.

The nominating committee was  
appointed by the president. Lola  
Cox plans to return to Lamar, Mo.,  
for a family reunion, the first time  
she'll be back home in 15 years.  
Harry Leslie left for a New York  
visit.

**WANTED**  
**BINGO CALLER, SOBER AND  
CAPABLE. YEAR ROUND WORK.**  
**JACK GILBERT**  
245 Elmwood Ave. Buffalo, N. Y.

**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 3-2510

One reason why  
advertisers in  
**THE BILLBOARD**  
get all they pay  
for.

**PARAKEETS**  
New Low Special  
Price  
for the Fall 90¢ EACH  
Shipped Daily—F.O.B.  
**Durkee's Bird Farm**  
8967 E. Catalina Rd. Pico, Calif.  
Phone: OXford 9-5210

**FOR SALE—BINGO, BINGO, BINGO, BINGO**  
Complete with Tractor and Trailer. Size  
of frame is 24x40. Top in very good  
condition, year and a half old—good for five  
years. Mildew proof, flameproof. Can  
be arranged for a back-end flash in the  
line-up, seating 108 people, or for in the  
center of the midway seating 120 people;  
both ways are the walk-in type. Has  
blower, light bulbs, stakes, hammers and  
cards, everything to go. A 1948 interna-  
tional tractor, 2-speed axle, 5 speeds  
forward, clear with new recap tires on the  
rear and like-new tires on the front.  
28,000 miles actual. One owner. Has  
very good vacuum brakes, stop lights and  
signal lights. Trailer is a 30-ft. Baker,  
very good rubber with stop lights and  
signal lights. Has heavy-duty mud flaps.  
Equipment can be seen as follows: Week  
of Oct. 10, Chester, S. C.; week of Oct. 17,  
Greenville, S. C.; week of Oct. 24, Ander-  
son, S. C., or at my home in Tampa, Fla.,  
4212 Obispo St., after Nov. 15. Have  
other business. Price \$2,500.00.  
Contact BOB BUFFINGTON.

**LITE PLANTS FOR SALE**  
One 35 K.V.A. gas generated Electric  
Specialty make with Hercules gas engine,  
1200 r.p.m. speed with push button  
start and complete panel board; One  
25 K.U.A. Westinghouse gas generated  
with Lerol gas engine, 1200 r.p.m. speed,  
complete panel board, also push button  
start, single phase 115 Volt with trans-  
formers to make 230 Volts. Same are in  
a 1946 Dodge Truck, tandem wheels.  
Good for Circus, Carnival, Resort, Drive-  
in Concerts, as station, or general  
use; guaranteed. Will sell separate.  
Price \$2,195.00 complete. Can be seen at  
new Building, Jefferson, Wis., Fair  
Grounds.  
**CHARLES PANACEK**

**FOR SALE**  
Beautiful Platform Show built on 1946  
Chevrolet Truck, 2-ton, mechanically  
perfect, \$200.00; new rubber two weeks  
ago. Four big Snake Banners, 8x14; one  
Center Banner, One Messco P.A. Set,  
complete with horns, mike, victrola,  
beautiful bannerline, 300 lights, steps  
and ticket box. \$750 cash; no terms.  
Also one new Tape Recorder, used five  
times, cost \$150.00, now \$80.00. One  
Eastman Kodoscope, 16 mm., with pic-  
ture "Birth of a Baby," very good con-  
dition, \$85.00. One Top, 20x30, with  
sideshow, good condition, \$50.00. Can  
be seen on Bill Hames Shows or address:  
**MRS. JULIENNE WARD**  
Box 1415 Laredo, Texas

**LUCKY WANTS AGENTS**  
For Glasses and Bear Pitch, Cork Gallery,  
Balloon Darts, Scale and Age, Buckets,  
Six-Cats and Ball Games. Agents join-  
ing this week at Caldwell get preference  
at Houston, Tex., Shrine Circus, 14 big  
days and nights. We close Nov. 15. Can  
will open and play all early Texas Stock  
Shows next winter. Address:  
**E. J. McDANIEL**  
c/o BOB HAMMOND SHOWS  
Caldwell, Tex. (Fair) this week; Pasa-  
dena, Tex. (Fair) Oct. 17-26.

**Thank You  
FLOYD R. MATTER**  
Concessionaire, Caravella Amuse-  
ments, for your Buick Roadmaster  
purchase.  
**"Save Money With Johnny"**  
**JOHNNY CANOLE**  
Alltoona, Pa.  
Phones 9347 or 3-0003

**FOR SALE OR TRADE  
OCTOPUS**  
Long Arm, A-1 shape, for Dipper or  
Portable Dodgem.  
**CRAIN'S RIDES**  
1721 Sims Topeka, Kansas

**WANTED TO BUY OR SELL**  
Merry-Go-Round, #5 Ell Wheel, Kid  
Rides, Merry-Go-Round Horses, Roll-o-  
whirl, Laughing Mirrors; must be cheap  
for cash. Have for sale: Park Shooting  
Gallery, Waltzer Boomerang, Double  
Loopplane, 35 kw. A.C. Light Plant,  
Chairplane; sell cheap or trade.  
**F. ALLEN, 1400 Brewerton Rd., Syra-  
cuse 11, N. Y. Phone: 543000.**

**FOR SALE  
ALLAN HERSHELL SKY FIGHTER**  
This Ride like new and has been used  
less than twenty weeks.  
**DELUXE SHOWS**  
41 White St. Rockville, Conn.  
Phone: Tremont 5-2281

Anyone knowing the whereabouts of  
**TONY NAZAR or TONY NAZAROVICH**  
of Ambridge, Pa.,  
have him call brother Steve  
226 Sandusky St., Pittsburgh, Pa.  
CEdar 1-0436 or CEdar 1-9090, collect.  
Father is dying in Swickley Hospital.

**VAL IRELAND  
WANTS**  
For Oxford, N. C., week Oct. 17.  
Agents for Pin Store and Razzle. Also  
Skelton and Spindie Agents for Suffolk,  
Va., week Oct. 17. Geo. B. Yancy, con-  
tact me care  
**GEORGE CLYDE SMITH SHOWS**  
Henderson, N. C., this week

**CENTRAL AMUSEMENT CO.**  
WANTS FOR THE MARION COUNTY FAIR, MARION, S. C., OCT. 17-22; THEN THE  
GREAT LORIS FAIR, LORIS, S. C., OCT. 24-29, AND BALANCE OF SEASON  
Stock Concessions of all kinds. No exclusive. Can place Custard, French Fries,  
Eating and Drinking Stands, Motordrome, etc. Especially want good Free Act. Wire  
now, no time to dicker. State lowest price and description of act. Shows with  
own outfits, contact us. Due to disappointment, can place White and Colored  
Girl Shows. All replies to  
**CENTRAL AMUSEMENT CO.**  
Carolina Yam Festival, Tabor City, N. C., this week; then as per route.

**SHAN BROS.' SHOWS**  
WANT WANT WANT  
For Fairs in Marianna, Apalachicola, De Funiak Springs and Ocala, Fla., with other  
Florida Fairs to follow.  
CONCESSIONS: Cookhouse, Grab, Photos, Novelties, Long Range Gallery, Palmistry  
and all kinds of Hunky Panks. Eddie Boone wants Agents for Razzle, Skillo and  
Roll Down. Jimmie Wright and Jackie Nippenberger, contact. Place Man and Wife  
to operate Grab. HELP: Foreman for Tilt and sober Ride Help on all Rides who drive.  
SHOWS: Musicians, Girls and all Performers for A-1 Minstrel Show. Will book  
Wildlife and Big Snake.  
Douglas, Ga., Fair now; then Marianna, Fla., Fair to follow.

**BARNEY TASSELL SHOWS**  
WANT, DUE TO SICKNESS—KIDDIE RIDES FOR REST OF SEASON AND  
INTO MY FLORIDA DATES  
Can place Concessions of all kinds, also Major Rides not conflicting. Can use  
Music Wagon, give full particulars. Don't let size of towns fool you.  
This week, Lumber Bridge, N. C., but send all wires and mail to Red Springs, N. C.

**MAJESTIC GREATER SHOWS**  
Can Place for EASTMAN, GA., JAYCEE FESTIVAL, Oct. 17-22, and  
MIDDLE GEORGIA COLORED FAIR, Macon, Ga., Oct. 24-29.  
Merchandise Concessions of all kinds. Ball Games, Balloon, String, Coke, Photos, Foot  
Longs, etc. Ride Help that drive semis. Good treatment, long season. Shows with  
own equipment, Snake, Side, Jig. All replies:  
**SAM GOLDSTEIN, Dublin, Ga.**

**LONE STAR SHOWS**  
COLUMBIA, TENN., OCT. 10-15  
Want Hunky Panks of all kinds, Age & Seales, Ball Games, Glass Pitch, Bingo, etc.  
Jimmy Ackley wants Agents for Pin Store, Count Store, Nails and Buckets and Help  
for Cookhouse. Chuck Moran wants Agents for Skillo. Ride Help: First and Second  
Men for Tilt. Must drive semis. If you drink or have a car, don't answer.  
Address all mail and wires to  
**J. R. McSPADEN, Owner-Mgr. JIMMY ACKLEY, Concession Mgr.**  
P.S.: This show out all winter in Mississippi, Arkansas and Louisiana.

**when answering ads . . .  
SAY YOU SAW IT IN THE BILLBOARD!**

### RIDES FOR SALE OR COMPLETE CARNIVAL

Due to the consolidation of our two units for 1956, we offer the following duplicating surplus equipment from our #2 Unit for sale, piecemeal or as a unit, priced to sell immediately:

Parker Baby-Q 32-ft. 2-abreast Merry-Go-Round, complete with Trailer and Chevrolet Tractor	\$ 6,000.00
1948 Tilt-A-Whirl, like new. New factory platform, complete with 2 Trailers and 2 Chevrolet Tractors	9,250.00
1943 Eli #5 Wheel with star and circle, Fruehauf Van and Chevrolet Tractor	6,000.00
10 Plane Kiddie Ride	900.00
2 late model Downey Light Towers	900.00
Fruehauf Van and Chevrolet Tractor for Kiddie Ride and Towers	900.00
1 6-71 GMC, 1200-rpm, 66-kw. Diesel Light Plant, 1 Leroi 15-kw. Gasoline Plant. Both mounted in Fruehauf Van with Chevrolet Tractor	4,500.00
<b>TOTAL</b>	<b>\$28,450.00</b>

**IF SOLD AS COMPLETE UNIT WILL TAKE \$25,000.00**

We have a reputation of keeping our rides and transportation in excellent condition. All the above can be seen in operation on our #2 Unit at Huntsville, Texas, this week; Port Lavaca, next week and Alice, Texas, Oct. 25-27. Delivery at close of season, Alice, Texas, Oct. 27, or our winter quarters, Seguin, Texas. No deals, propositions or correspondence. If interested, come and see it in operation.

**DON FRANKLIN SHOWS**  
DON FRANKLIN, Owner

### PARAKEETS BABIES \$1.50

Minimum order, forty birds. Shipped F.O.B. Los Angeles. Cash or Money Order with order.

24-Hour Service  
Phone Elliott 9-4591

**WELLS BIRD FARM**  
2143 South Myrtle Avenue  
Monrovia, California

### FEET HURT?

**AMAZING RELIEF & COMFORT**



**\$2.95** / Pair  
**AIRFLOW ARCH EASERS**  
DIRECT FROM FACTORY  
Size for Men and Women

**DeLuxe Cuboids \$5.00**  
A blessing for foot sufferers. Relieves weak arches, calluses, tired, aching feet. Unexcelled cushion-comfort! Adjustable, soft, flexible. Metatarsal and longitudinal arch easily adjusted. No metal. ORDER TODAY! Give shoe size and width, if for man or woman. Money back guarantee. Postpaid except CODs. Dealer Inquiries Invited.  
**STEMMONS MFG. CO.**  
Box 6037, Dept. BB, Kansas City, Mo.

### T-E-N-T-S

CONCESSION, CIRCUS, CARNIVAL  
**AMERICAN TENT CORPORATION**  
America's Largest Builders of Fine Show Tents  
201 E. Water St. Norfolk 10, Va.  
Representative G. C. Mitchell  
**BILL SANDERS**

### BILL CHALKIAS WANTS

**SIDE SHOW PEOPLE**  
6 more Fairs, then Store Shows for the winter. (Fred West, come on.) Red Friend, Alex Linton, Fancher Pierce, come to Spartanburg, S. C., Cetlin & Wilson Shows.  
All address:  
**BILL CHALKIAS**  
c/o Cetlin & Wilson Shows

### WANTED FOR CASH MERRY-GO-ROUND

State size, make and year.  
All replies to  
**FAIRLAND SHOWS**  
100 Aurora St. Lancaster, N. Y.  
Or Phone: Regent 1307

### MUST SELL

30-ft. Fruehauf Trailer and G.M.C. Tractor, wt. 18,000, A-1 condition, \$975.00; Mouse Game, flameproof top, \$225.00; \$300.00 worth Bingo Stock for \$250.00. Will deliver up to 250 miles. Will trade above on a Long Range.  
**B. NESSLER**  
c/o A-1 Amusements, Lepanto, Ark.

### SARAH & SAM DENTON

Are my foster parents. Anxious to locate anyone knowing present or past address. Please wire or phone collect  
**BILL GRAY**  
Care Schafers Show, Nacogdoches, Tex., this week; Gilmer follows. Permanent address, 1702 West 21st St., Houston, Texas.

### ATTENTION LARRY NOLAN

Wire me at once.  
**S. LAMB**  
1346 Briarwood Circle, Garland, Texas

**WANTED for CHARRO DAYS—BROWNSVILLE, TEX.**  
February 9, 10, 11, 12, 1956.  
Concessions and Pitchmen. No grift.  
**M. G. "SLIM" DENNIS**  
1006 Van Buren St., Brownsville, Texas  
Phone: 2-5000

# Greater JACKSONVILLE FAIR

AGRICULTURAL and INDUSTRIAL

## GATOR BOWL

Nov. 10<sup>TO</sup> 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

### JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"  
Want for PICKENS COUNTY FAIR, Easley, S. C., Oct. 17-22. 150,000 people to draw from within 20 mile radius. This is a County Fair with own Fairgrounds, plenty of schools near.  
WANT Snow Balls, Cookhouse or Grab and Hanky Panks of all kinds. Can place Shows of all kinds except Girl and Sex.  
Address **JOHNNY T. TINSLEY, Mgr.**  
THOMASTON, GA., THIS WEEK.

### VIRGINIA GREATER SHOWS

ZEBULON, N. C., THIS WEEK; EDENTON, N. C., FAIR, OCT. 17-22. BIG MARINE BASE PAYDAY; WILLIAMSTON, N. C., OCT. 24-29; MURFREESBORO, N. C., LION'S FAIR, OCT. 31-NOV. 5; AHSOKIE, N. C., FIREMEN'S FAIR, NOV. 7-12.  
Want Custard, Photo Gallery, French Fries; strictly American Mitt Camp, no gypsies; Coke Bottles, Fish Pond, Six Color Cigarette Stand, Pitch-Til-U-Win, Grab, Bottle Ball Games, Hoop-la, Bumper. Want Minstrel Show Troupe, Jesse Brown, answer. Girl Show Manager with two or more girls. Side Show Acts, Wild Life, Monkey Show, Unborn. Dutch Kershner and Bob Milliken, come on in or answer.  
All mail and wires to  
**WM. C. (BILL) MURRAY**

### FLOYD O. KILE SHOWS

FOR SALE Complete Motorized Carnival, consisting of the following equipment: 8 Rides, 7 Tractors and Semis, 2 straight jobs, transformer Truck with Westinghouse Transformer, Wire, Switch Boxes, etc. All equipment is in very good condition. Allen Herschel, 40 ft. Merry-Go-Round; 10 Cars; Auto; Boat & Plane combination, 5 boats, 5 planes, hauling 15; a thrill ride called Twister, 10 cars, hauls 20; #5 Eli Wheel; super Rolo-Plane; Spit Fire; Caterpillar, 18 stainless steel cars. All canvas is only 1 year old, clean, no rips or tears. Rides have ticket boxes, fences, etc. Tractors and Semis have new and good rubber. Will sell as a unit, \$30,000.00 cash. No deals, and this is a bargain. (Reason is not business or help, it is a heart condition, and doctors orders.) Will be in Many, La., Oct. 10-15; Clinton, La., Oct. 17-22; Liberty, Miss., Oct. 24-29. **FLOYD O. KILE, Mgr.**

### FOR SALE

18 Cars (stainless steel) 48 model Caterpillar; 2 Tractors and Semis to haul same, in the very best of condition. Spit-Fire, '48 model (short wings), Tractor and Semi Trailer, built special, in very best condition. Super Rolo-Plane, Tractor and Trailer, very best of condition. These rides have been operating all season. Trucks have new and good rubber. New floor in one. Will sell for \$14,000.00 cash. This is a bargain. Come look them over. **FLOYD O. KILE, Many, La., Oct. 10-15; Clinton, La., Oct. 17-22; Liberty, Miss., Oct. 24-29.**

## AMUSEMENTS of AMERICA

A STAR SPANGLED MIDWAY

**ROBESON CO. FAIR**  
LUMBERTON, N. C.  
OCT. 17-22.

**LANCASTER CO. FAIR**  
LANCASTER, S. C.  
OCT. 24-29.

OPEN MIDWAY

OPEN MIDWAY

AND 2 MORE BIG ONES, INCLUDING  
**CHARLESTON, S. C., COLORED FAIR**

Can place Hanky Panks of all kinds—Short Range, Basketball, Eating and Drinking stands. Grind Shows—Motordrome. Help on all rides—must drive semis. Address:  
**JOHN VIVONA, Sumter, S. C., this week**

### BEAM'S ATTRACTIONS

Mebane, N. C., Tri-County Fair Next Week

Large crops and high industrial activity should make this fair outstanding  
Can book all kinds of Concessions and Shows.  
HELP—Want Caterpillar and Fly-o-Plane foreman.  
Onslow Co. Fair—Jacksonville, N. C. follows. Show closes Nov. 12 at Warsaw, N. C.  
All communications to **STEVE DECKER**  
Fairgrounds, Roxboro, N. C.

### ANCHOR TENTS



**The Showman's Choice**  
Finest Materials—60 Yrs.' Experience.  
Recognized as the Tent House of  
**FIT—STYLE—AND QUALITY**  
Concessions—Show Tents—Ride Tops—  
Bingo—Merry-Go-Round—Cookhouse Tops  
4 DAYS' SHIPMENT MOST SIZES.  
Phone 5-8105

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

### CONCESSION AGENTS WANTED

Six Cat Agents, Hanky Pank Agents, General Concession Help for Louisiana State Fair, Shreveport, October 22-30. Address  
**BOB PARKER**  
Care Louisiana State Fairgrounds, Shreveport, La.

### GEORGIA AMUSEMENT COMPANY

Will book legitimate Concessions of all kind. Sell ex on Snow & Floss. Book non-conflicting Shows except Girl Show.  
Butts County Fair, Jackson, Ga., Oct. 17 thru 22; Early County Fair, Blakely, Ga., Oct. 24 thru 29; Tallahassee County Fair, Crawfordville, Ga., October 31 thru Nov. 5; Liberty County Fair, Hinesville, Ga., Nov. 7 thru 12; then home for the winter.  
All replies:  
**H. H. SCOTT, Bryan County Fair Ground, Pembroke, Ga.**

### BAYOU STATE SHOWS

WANT STOCK CONCESSIONS OF ALL KINDS. ALSO WANT BIG SNAKE, ATHLETIC, SHOWS NOT CONFLICTING. ANY SHOW 25% TO OFFICE.  
Address **PAUL H. MILLER, Mgr.**  
c/o Forest Festival, Winfield, La., this week; Evangeline Parish Colored Fair, Villa Platte, La., Oct. 17-23; Pitkin Community Fair, Pitkin, La. (34,000 soldiers stationed here), Oct. 25-29; then down in the bayous until Christmas; then six Florida Fairs starting Jan. 10.

STOCK TICKETS	
1 Roll .....	\$ 1.50
5 Rolls .....	4.50
10 Rolls .....	8.25
25 Rolls .....	18.75
50 Rolls .....	24.00
100 Rolls .....	44.00
<b>ROLLS 2,000 EACH</b>	
Double Coupons	
Double Prices	
No C.O.D. Orders	
Size: Single Tkt., 1x2	

### TICKETS

of every description  
Wheel tickets carried in stock for immediate shipment.  
**THE TOLEDO TICKET CO.**  
Toledo 12, Ohio

SPECIAL PRINTED	
Cash With Order. Prices	
2,000 .....	6.90
4,000 .....	7.80
8,000 .....	8.70
10,000 .....	9.60
10,000 .....	10.50
100,000 .....	33.00
500,000 .....	132.00
1,000,000 .....	250.00

## New Mexico State Shrugs Off Rain

**Matches '54 Mark at Outside Gate; \$2,455,585 Mutuel Handle Sets Record**

ALBUQUERQUE, N. M., Oct. 8.—The New Mexico State Fair closed its nine-day run here Sunday (2) after demonstrating its strong pulling power in the face of rain on two of its biggest days, the opening and closing Saturdays. Altho final figures were not complete this week, Leon Farms, secretary, said he felt that attendance would closely match that of '54 when 365,400 people came thru the big outside gates.

In addition to matching last year attendance-wise, the fair chalked up a new all-time high on wagering on pari-mutuel horse races. For the nine days, including Sundays, an aggregate of \$2,455,585 passed thru the wickets. On the final Sunday, a new one-day mark of \$393,392 was set by the race fans.

### Rain Hurts

Fair was deluged with rain on its opening Saturday (24). The down-pour started at 4 p.m. and flooded the grounds to a depth of nine inches in some areas. The water washed into the livestock barns and in some cases animals were belly-deep in water. The horse race program for the day was completed by the time the rains came but Siebrand Circus and Carnival closed up for the day after the drenching. The rodeo did get in a performance that evening but before a small turnout.

The rodeo, brought in by Buetler Bros., was the night grandstand fare thruout the run, climaxed each evening by Thearle-Duffield fireworks. Night business as a whole was off a bit due to rains, but the afternoon horse race turnouts ran ahead of '54.

The record wagering by fair patrons was done after a slow start. The total amount bet during the first four days of the fair was un-

## Rain Dampens Record Run At Lubbock

LUBBOCK, Tex., Oct. 8.—The six-day Panhandle South Plains Fair sloshed to a close Saturday (1) in a 1.30-inch rain which denied a new attendance record. With the turnstile count nearly 8,000 ahead of the previous five-day record, the fair missed by 1,294 tallying up attendance which would have exceeded last year's mark of 171,112. Rain limited the final day's turnout to 13,731, bringing the '55 total to 169,818.

The major attraction this year, "Holiday on Ice," in the new air-conditioned Fair Park Coliseum, played to capacity audiences for the six evening performances and substantial crowds at the three matinees. Total attendance was 30,158.

Final day's activities included the West Texas Twirling Festival in the morning and the Tex Ritter Show at 2:30 p.m. and 8 p.m., both attractions suffering from the rain.

The Bill Hames' Shows, despite the rain, did strong business from the near record attendance.

Livestock and commercial exhibits exceeded by far any previous year's mark. To handle the expected heavy demand for space, the fair association built a new swine barn and new cattle barn at a cost of \$45,000 and all space was filled. A. B. Davis, general manager, reported the fair's milking shorthorn cattle division had more entries than any other fair in the State.

der that of a year ago but this loss was made up in the final five afternoons.

### Midway Okay

The Pete Siebrand rides and shows, altho hurt by the rain, reported grosses generally matched those of last year and in some cases ran a little higher.

"Dancing Waters," back for its second year here, also ran ahead of a year ago, despite the inclement weather on the two big days.

Livestock entries topped those of '54, Harms disclosed. Sheep, swine and horse entries were well ahead of a year ago but the beef exhibits were slightly down.

The foundation for the fair's new million-dollar Coliseum is already in and work will be continued this winter. When finished the big structure will have a seating capacity of 14,000.

## Bakersfield, Calif., Tabs 169,826 for New High

BAKERSFIELD, Calif., Oct. 8.—The seven-day Kern County Fair pulled a total attendance of 169,826 to set a new record. The increase of 9,277 patrons was shown thruout the grounds with some concessionaires reporting business as much a 20 per cent over 1954.

The fair opened Monday (26) with Gov. and Mrs. Goodwin J. Knight in attendance.

William A. Straub, secretary-manager, offered a strong program thruout the entire run. El Coyote, Latin horseman, was featured at the horse show on Monday and Saturday night. The latter date pulled heavily, Bert Bates, press agent, said. The attraction was free as the exposition again featured the one-pay gate of 50 cents for adults. On Friday, high school and other students were admitted for 5 cents.

Bates declared that radio and television coverage this year surpassed that of last year. KERO-TV and the TV Dealers Service sponsored color reception in one of the exhibit buildings. There was no television remoting. Additional publicity was garnered by the use of one-sheets put out by the fair and the carnival, West Coast Shows, which had the area well covered.

### Weather Good

Weather for this run was about the same as in 1954. The fair showed a gain from the start. On Friday (30) the attendance hit 43,026 to surpass the one-day record set a year ago with 40,012 patrons.

Entertainment included Larry (Bozo the Clown) Valli with his

## Legion Post To Co-Sponsor At Meridian

MERIDIAN, Miss., Oct. 8.—American Legion Post 21, this city, has been named co-sponsor of the Mississippi Fair and Dairy Show here and will participate in all activities from now on. Henry W. O'Dom, commander, this week said the grandstand contract for next year had been awarded to George B. Flint with a budget that has been substantially increased.

Other plans call for the refurbishing of many buildings, an extensive advertising-promotion campaign and the giveaway of automobiles during the '56 event.

## Tupelo, Miss., Romps Ahead Of '54 by 20%

**Grandstand Acts Pull Big Turnouts; Hottle Show Scores**

TUPELO, Miss., Oct. 8.—The Mississippi-Alabama Fair & Dairy Show this week was threatening to break all records from the attendance standpoint. The fair went into the next to the last day of its five-day run Friday (7) with a 20 per cent bulge at the outside gate.

J. M. Savery, secretary, said that traffic onto the fairgrounds was sharply ahead of last year each of the first three days. And despite a light rain Friday morning (7) there was a good turnout on that day. The final Saturday, usually the biggest day of the run, was to have good weather, according to the forecasters.

Main grandstand attraction of (Continued on page 69)

## Bakersfield, Calif., Tabs 169,826 for New High

balloon-blowing routine thruout the grounds and the "Straw Hat Theater" with two show segments, both booked by Hunt-McCafferty Agency, Hollywood. The first show, which appeared for four days, featured Winston's Seals, Max Terhune, magic and monolog; Dennie and Cameron, dance team; Nick Lucas and the Two Eiries. The second portion of the attraction played from Friday night thru the closing Sunday (2). Line-up included the Three Glens, balancing; Jack Simpson, marimba; the Chardet's, magic; Dick and Doty Remy, knockabout, and Jack Marshall, comic. Music for the entire show was by Larry Foster and His Kern County Orchestra.

West Coast Shows and West Coast Exposition Shows combined to play the midway.

## Favorable Weather Boosts Charlotte

CHARLOTTE, N. C., Oct. 8.—An excellent week was building for the Southern States Fair, and Manager Sib Dorton said prospects were very good for exceeding the top attendance of 250,000. Altho a week of rainfall inundated the grounds, the rain stopped prior to Monday's opening.

Weather thruout the week was favorable and turnouts were good. In for the first time is the "Dancing Waters" attraction on the James E. Strates Shows midway, and it was reportedly grossing very well. Altho there were no substantial physical improvements made on the grounds for this year's fair, exhibits generally were more numerous and there have been added displays of Future Farmers of

## Inverness, Fla., Off Until '56

INVERNESS, Fla., Oct. 8.—The Citrus County Fair will not be held this season, according to Quentin Medlin, manager and treasurer. Dates were originally listed as November 7-11, but Medlin reports the event was held this year in March and will not be offered again until November 6-10, 1956.

## Pomona Misses 1954 Record by 89,018

**Mutuels Take in Record \$8,967,005; Illions' Midway Up, Grandstand Off**

POMONA, Calif., Oct. 8.—The Los Angeles County Fair pulled a total attendance of 1,021,909 during its 17-day run here, ending up 89,018 behind last year. The fair closed Sunday (2).

The loss in attendance was reflected in most instances down the line, except at the race track where a shattering \$8,967,005 went thru the pari-mutuel machines during the 14-day meet, and on the Harry A. Illions-directed World's Fair Midway.

The weather during the day was favorable for the fair thruout its entire run. However, cool nights with some fog cut down on attendances at the grandstand that featured Sam Howard's "Aqua Follies" the first nine evenings and Barnes-Carruthers "Fair Follies of 1955" the closing eight.

The fair offered innovations this year with its display of "The Arts in Western Living" in the Fine Arts Building, and a permanent Mexican Village that grew from a temporary installation within the span of a few years.

### Exhibit Clicks

The Western Living exhibit of rooms and living areas was explained as "not another home show." They were expressly designed as an art exhibition to suggest how the exercise of imaginative and thoughtful design and selection can increase the pleasure to be derived from a home.

The Mexican Village offered folk dances and songs in its free shows held thruout the day. A number of stands in the arcade sold authentic Mexican merchandise.

Altho the gate attendance slumped, the patronage for the running races totaled 161,077, a daily average of 11,506, an increase of more than 3 per cent over 1954. The daily average for betting was \$640,000, an increase of 8.34 per cent over last season's previous high.

The grandstand afternoon enter-

tainment for the three Sundays in the run and on which no pari-mutuel racing is permitted featured the Jimmie Lynch Death Dodgers the first two and the Million-Dollar Livestock Parade on the finale.

The midway grosses were divided. Illio is with 14 permanently installed rides, showed a 3 per cent increase over last year. Rides of the Frank W. Babcock United Shows turned in a gross approximately 5 per cent under the same length run in 1954.

## Good Crowds, Business Mark Greensboro

GREENSBORO, N. C., Oct. 8.—The Greensboro Fair got off to a good start here Tuesday night (4). Attendance continued good thru the early part of the run with the biggest crowds looked for last night and today.

The grandstand program, a George A. Hamid presentation, featured the Ice Varieties with Evelyn Chandler nightly. Irish Horan and his Lucky Hell Drivers were an added feature Tuesday night. Jack Kochman and his Hell Drivers were spotlighted on Thursday night (6). Fireworks were featured nightly.

A new bleacher seating arrangement has replaced the grandstand unit which burned down last winter.

The World of Mirth Shows were on the midway.

## Indiana State To Elect Six

INDIANAPOLIS, Oct. 8.—Six members of the Indiana State Fair board will be chosen this month at district elections. Two others will be appointed by Gov. George N. Craig.

District farm groups will send delegates to DeMotte, Plymouth, Marion, Vernon, Indianapolis and Spencer where meetings will be held for selecting the six new members, Lt. Gov. Harold Handley, who heads the State Agricultural Department, announced.

A law passed by the Indiana General Assembly last winter clarifies the nominating and electing procedures to the 16-member board. It defines the exact interests which may be represented in the district conferences, including 4-H fairs, and sets forth the qualifications of delegates and the manner of their selection.

## Richmond Draws Record 399,330

RICHMOND, Va., Oct. 8.—Altho this year's Virginia State Fair, the Atlantic Rural Exposition, had both its good and poor sides, the general impression was very encouraging with attendance figures reportedly far ahead of last season's. J. A. Mitchell, general manager, said the final count was 399,330, more than 30 per cent ahead of the previous year.

The annual hit its new record attendance despite miserable weather hitting key days. On the opening Friday and Saturday, Sep-

tember 23-24, both Irish Horan thrill show performances were lost to rain. That Saturday also saw the loss of locally-promoted stock car racing.

Mid-week weather was favorable, but trouble set in again on the closing weekend to harass the grandstand attractions. The Hamid "Fantasies" revue, which had been building nicely after a slow start, was washed out on Friday (30). On Saturday (1) the rain forced cancellation of big car racing promoted (Continued on page 69)

# WET WEATHER CUTS WACO ATTENDANCE

**Total Receipts Match '54 Despite Rain; Cisco Kid Pulls Strong Rodeo Crowds**

WACO, Tex., Oct. 8.—The Heart O' Texas Fair, which started out strong Saturday (1), was hit by rain on three different occasions this week, yet expected to wind up its run probably only about 15,000 off last year's attendance figure of 271,000.

Heaviest rain of the week came Thursday (6) when over two inches of the wet stuff was dumped on the grounds between 4:30 p.m. and 8 p.m., a period that chased the afternoon patrons home and discouraged would-be evening fairgoers. The midway was practically shut down and the Tommy Steiner rodeo, featuring Cisco Kid (Duncan Renaldo), suffered.

Othel M. Neely, manager of the fair, said the rains came during a run that had been pared by one

day from a year ago and compared with '54 the annual actually lost two days. The earlier rains, on Saturday and Monday, did little actual damage to attendance. Receipts, despite the weather, were expected to run close to those of '54 due to a stronger attraction program, Neely said.

**Big Opener**

The fair opened Saturday with the strongest first day's turnout on record — 35,442 patrons. The strength of the rodeo and the Cisco Kid was demonstrated that night. Despite opposition from the Maryland-Baylor night football game, the rodeo played to capacity in the 7,638-seat Coliseum. In fact, many rodeo fans were turned away. Neely attributed the big turnout to the name attraction. And the strong pull continued throught the week until Thursday's downpour.

For the first five days of the fair, 20th Century Shows, here with a strong array of rides and shows, was substantially ahead of last year. In fact, Neely reported that the midway gross for the first five days equaled that of the entire eight days in 1954. As a result of Thursday's virtual rain-out, the carnival was held over for Saturday to operate behind a free outside gate.

A country and western show, headed by Eddie Arnold, was the Coliseum attraction on Friday night, the wind-up of the regularly scheduled fair.

Altho livestock entries have been off in many parts of Texas, the Waco fair was only slightly off in numbers. Quality, however, was generally credited as being the best in recent years.

**LIONS CHOSEN**

## New Sponsors Take Control At Petersburg

PETERSBURG, Va., Oct. 8.—The 25-year management of the Petersburg Fair will end this season, it was announced this week as the annual opened for its 47th running. Two local clubs sought to lease the fairgrounds on an annual basis and operate the fair, and the City Council selected the Lions Club.

The fair, with Gold Medal Shows on the midway, started Monday (3) with an announced crowd of 8,000 persons, setting an all-time high for opening day. A first for the fair, held at West End Park, is a free grandstand show featuring the Mazurs, aerial trapeze. Also offered is a nightly fireworks display.

Some 6,000 tickets have been distributed to area schools. J. Thompson Wyatt, president of the fair association, said. Farmers from 14 Virginia counties were said to have entered the various classes.

The Petersburg Fair, Inc., told the City Council in April that it would cancel its lease to operate the fair after this year, but said it would continue if no other group could be found to take over. The Lions and Optimists Clubs bid for the privilege, and the Lions were chosen.

Lions President Lester Bowman told the council the club would put all money in excess of \$2,000 back into the fair to improve the facilities. The club will use its profits to further its sight conservation program. Bowman said an ultimate aim of the club is to construct an arena in Petersburg.

## LEAHY HAPPY AS PATRONS ROB DANBURY GOLD

DANBURY, Conn., Oct. 8.—Bags of "gold dust" and "nuggets" lavishly spread throught the Danbury Fair's new Gold Town village to help create the desired atmosphere, disappeared by the dozens during the hectic opening days when thousands roamed thru the area. This despite the fact that a "jail" and "cemetery" depicted the ultimate end of badmen, including robbers. Fair Manager John W. Leahy was unperturbed, however, as he ordered the gaudy sacks replaced and increased. He knew they would create conversation, and guessed this would lead to increased interest in the fair and the village.

## 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 Pearcy.
- Crestview—American Legion Harvest Fair Oct. 3-8. J. D. Wingard.
- Dade City—Pasco Co. Fair Assn March 7-10. H. A. Gruczmacher, Box 248.
- DeFuniak Springs—Walton County Fair, Nov. 10-12. H. O. Harrison.
- De Land—Volusia County Fair, March 5-10. Lee Maxwell.
- Delray Beach—Florida Gladstiff 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. & Agri. Fair, Nov. 9-19. Ted Chapeau.
- Jacksonville—Greater Duval County Fair, Oct. 31-Nov. 5. Mrs. Dolly Young, 311 W. Bay St.
- Largo—Pinellas County Fair, Feb. 28-March 3. J. H. Logan.
- 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. H. Kendrick.
- Panama City—Bay County Fair, Oct. 17-22. D. C. Suggs.
- Pensacola—Pensacola Interstate Fair, Oct. 17-23. J. E. Frenkel.
- Plant City—Hillsborough Co. Jr. Agri. Fair, Dec. 1-3. D. A. Storms.
- 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 Rhoden.
- Tampa—Florida State Fair, Jan. 31-Feb. 11. J. C. Huskisson.
- Webster—Sumter Breeder Show & Co. Fair, Oct. 31-Nov. 5. T. Noble Brown.
- West Palm Beach—Palm Beach Co. Expo, Jan. 20-29. Lamar Allen.
- Williston—Levy Co. Fair, March 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.

# Dallas Builds Lure With Added Starters

**Beneke Ork Put in by Chrysler; Brooklyn Dodger Stars Join Line-Up**

DALLAS, Oct. 8.—The 1955 State Fair of Texas opened its 16-day, 17-night run at 5 p.m. Friday (7) with added attractions. Last-minute additions were a musical show brought in by the Chrysler Corporation, and a baseball show, featuring several members of the world's champion Brooklyn Dodgers.

The Friday afternoon opening, a switch from the usual Saturday morning time, was scheduled to take advantage of the Southern Methodist-Missouri football game scheduled in the Cotton Bowl for that night. "The Pajama Game" in the Auditorium, "Ice Capades" and the Joie Chitwood Thrill Show in front of the grandstand, also staged performances Friday night. The midway was in full swing and all exhibit buildings were open.

Two hours before the gates were opened, the traditional parade thru the streets of downtown Dallas was led by the SMU band. Dignitaries on hand for the opening were Governor Shivers, who formally snipped the ribbon at the front gate, and L. L. (Tex) Colbert, president of the Chrysler Corporation.

Altho there was a possibility of showers over the weekend, the fair was expected to enjoy its usual strong Saturday, since a sellout crowd of 75,504 football fans for the game between Texas and Oklahoma in the Cotton Bowl Saturday afternoon (8) was assured rain or shine. Given good weather, Saturday attendance was expected to hit 200,000 or better.

Two last-minute additions strengthened the already powerful program for the fair. The Chrysler Corporation sent its show, starring Tex Beneke and ork, Johnny (Crazy Otto) Maddox and the Carlisons dance team to Dallas from the Michigan State Fair. The show is giving four performances daily in the Automobile Building.

Scheduled in the bandshell for four to five shows daily October 14-18 was the "Baseball Jamboree," emceed by Happy Felton and starring World Series-Brooklyn Dodger Stars Duke Snider, Gil Hodges and Carl Erskine, plus Bob Lemon of the Cleveland Indians.

Up-coming events of the first week of the fair include:

Mexico Day, Monday (10), with free show in Cotton Bowl starring movie and TV stars from Mexico City.

Music Festival, Tuesday (11), with over 4,500 high school bandsmen, choristers and other musicians playing concerts all day on the fairgrounds and participating in a massed performance in the Cotton Bowl at night.

Tuesday is also Texas Public School Day, when schools from over the State will bring pupils to the fair.

**Annual Banquet**

The fair's annual banquet will be held Tuesday night, with presentation of the annual "Texan of Distinction" award being made to Boston sports writer Bill Cunningham.

Wednesday (12) is Dallas Day, which has received heavy promotion from Dallas Junior Chamber of Commerce whose members have

(Continued on page 69)

## Rochester, N. H., Mulling Mutuels

ROCHESTER, N. H., Oct. 8.—The question of "extended" parimutuel horse racing at the Rochester Fair Grounds will be on this community's December 6 municipal election ballot. The City Council unanimously ordered the question referred to the voters at a meeting this week (3).

The Rochester Harness Racing Association, a new organization headed by John D. Orr of Concord, has announced plans to operate a 10-week program at the fairgrounds next year.

# Trenton Ties '54 With 400,000 Gate

TRENTON, N. J., Oct. 8.—The New Jersey State Fair had another successful run this year, with attendances holding up on every day except Friday (30). A record week which was building until that point, was made impossible when rain washed out much of the day, Secretary Norman Marshall said. Grandstand events still went off, but turnouts were less than usual, both at the grandstand and the main fair gate.

Total attendance was figured at about 400,000, equal to that of last year. Among the cheering aspects of the eight-day event which ended Sunday night (2), was the response to a new ticket promotion, Marshall said. Some 20,000 half-priced tickets were distributed to factories, which were billed later for them. Consignments were in blocks.

As many as 90 per cent of the tickets were turned in at the outside gate, it was reported. Each ticket contained a stub which was likewise exchangeable for half-price admission to the grandstand, and while a complete coat has not been made yet, Marshall said the stubs evidently were made use of in good numbers.

Also encouraging was the annual firemen's parade, held Saturday night (1). A good-sized audience paid its way into the grandstand for the event, and thousands of participants were free to return to the grandstand to view the night ice show, after passing in review. The full house, coupled with the many standees watching from the grandstand annex, represented some 10,000 people who viewed the night show. This crowd spilled onto the midway after the show to provide a period of action for both the World of Mirth Shows and independent units.

A two-thirds house viewed the Irish Horan hell drivers Saturday afternoon, and the closing matinee featured Sam Nunis-promoted big car racing, an advance sellout.

## CONDITIONS GOOD FOR GA.-FLA. AREA FAIRS

NEW YORK, Oct. 8.—Indications grew this week that good runs are in store for fairs in the Georgia-Florida region, with the picture being rosy both on the agricultural and industrial scenes.

In Savannah, Ga., Hunter Leaf, of the sponsoring Exchange Club notes that an additional 15 acres have been cleared on the Coastal Empire Fair's 66-acre tract, which was acquired in 1953. Whereas the midway and exhibit area have intermingled in past years Leaf notes, the World of Mirth Shows this time will have a separate area. Established in 1950, the fair has had to overcome resistance from local merchants who claim loss of business during fair week. The sponsors have convinced businessmen that thousands of potential customers pour into the city when the fair is in session. Dates are October 31-November 7.

A heavy advertising schedule is being applied by the Georgia State Fair, according to Manager E. Ross Jordan. The fair, with Cetlin & Wilson Shows on the midway, will observe its centennial this time and is being vigorously promoted. Several special days have been set aside. An overflow of entries has necessitated erection of two large tents to supplement the dozen exhibit buildings. The City of Macon and the Fair Association have

paved main thoroughfares on the grounds. Also featured will be a Hamid revue and nightly Fireworks Corporation of America displays. Dates are October 17-22.

**Gospel Concert**

One feature of the Gadsden County Tobacco Festival and Fair in Quincy, Fla., October 13-15, will be the Friday evening (14) gospel concert. An opening day parade will include the customary floats, bands and marching units, Secretary Fred P. Brinkerman reports, and Lee Amusement Company will occupy the midway.

Some 1,500 head of fat barrows and breeding stock will be among exhibits at the Suwannee County Fair and Livestock Show in Live Oak, Fla., October 17-22. Secretary Paul Crews notes that Capital City Shows will offer free acts during the run.

Leo Lane Shows will play the Exchange Club's Five County Fair in Brunswick, Ga., according to C. S. Tate, chairman, and the outlook is good, with an increase in exhibit space. Nightly gate prizes will be offered and there will be two kiddie matinees. Fair dates are October 17-22.

A city of rented tents in 1950, the Bay County Fair in Panama City, Fla., has grown to where it has a modern building for exhibits.

(Continued on page 69)

**ENTERTAINMENT CHAIRMEN . . . FAIRS—CENTENNIALS**

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## Ringling-Barnum, King-Cole Score Needed Hefty Houses

### Dallas Straws Give Big One Best in Weeks

WICHITA FALLS, Tex., Oct. 8.—Ringling's tour of Texas made new marks this week as the circus played to turnaway business in Dallas.

The three-day weekend stay in that city was followed by a day in Wichita Falls, where the possibility

of a flood threatened to isolate the show.

In Dallas the show opened Friday (30) to a half house in the afternoon with cloudy weather. The weather was no better at night, but the business was. That is when the straw houses started.

Both Saturday shows were capacity-plus. On Sunday the afternoon not only drew a straw house, but the usually weak Sunday night business also touched the full mark.

#### Best Stand of Size

Show officials were enthusiastic about the Dallas totals and declared it the best of its size this season, topping Chicago, San Francisco, Los Angeles and other cities. Total attendance was estimated at 53,000 persons.

Moving to Wichita Falls, the show had half and three-quarters houses despite the storm. Heavy rains fell for four days (1-4) in the area, and Ringling was in on the third (3). Officials said that floods were a real threat and that for a time it appeared that high water might surround the show, with the chance that it would not move. But that possibility vanished.

Ringling is still using one of its baby elephants as advance bally. In Wichita Falls it came in four days ahead and appeared at a day nursery.

Bailey-Cristiani Circus played Wichita Falls September 20-22.

### Carolina Town Gives King 3; Others Strong

WILMINGTON, N. C., Oct. 8.—King Bros. & Cole Bros.' Combined Circus played to big business here Monday (3), rolling up advance and wagon sales that necessitated a three-show schedule.

The turnouts here were nearly equaled in several earlier stands, giving the show a week of welcome business, altho it was playing territory recently hit by bits and pieces of three hurricanes.

At Kinston, N. C. (27), with Shrine auspices, the show drew three-quarter and near-full houses on the heels of the storms. Some trucks were delayed.

#### Nights Fill Top

New Bern, N. C., on Thursday (29) had a half house in the afternoon and a full house at night. Auspices was the Jaycee. No parade was scheduled but advertising was termed strong. The town was in the storm area.

Morehead City, N. C., on Friday (30) saw the King-Cole parade and gave the circus a half house in the afternoon and near-full one at night. There and in New Bern

(Continued on page 69)

## Orrin Davenport Names Acts for Shrine Dates

CHICAGO, Oct. 8.—Make-up of the circuses for the Kansas City and Wichita, Kan., Shrine shows was announced this week by Producer Orrin Davenport. The Kansas City run starts November 7 and Wichita opens on November 14.

The two shows will be identical in almost all respects, and the run-down of the Kansas City date follows:

Prince El Kigordo's Lions, the Aero-Stylites, clown walkaround; LaBlonde Trio, aerial bars; the Shyretto bike act, along with Lott and Joe and Payo and Mai, juggling on the unicycle; clowns; the Martells' rollo-bollo; Noble Trio's parallel bars, and Johnson and Owens' horizontal bars; Dieter Tasso, juggling and cup-stacking on the slack wire; Luciana and Friedel's Lippizan horses; the Roberts' trampoline act, Les Bons'

Roman ladders, St. Leons' trampoline and George and Kay's trampoline.

#### Deislors, St. Leons

There also will be Zavatta's Dogs, Joe Lemke's Chimps and Craig's Chimps, Noel's Liberty Horses and two pony drills, an intermission, the Flying Deislors; clowns, with Kinko; St. Leon Troupe, teeterboard; the Luvas Sisters, Clauden, Corinne, Jane Meredith, Victoria, Grace, Ullaine Malloy, Frankie Lou Woods and Violetta Rooks, aerialists; Lola Dobritch, wire, with Irma and Rio, the Adaros, Franklin and Astrid and Francisco and Dolores; the George Hanneford Family, riding act; Bruno's Breakaway Sway Pole; Kelly-Miller Elephants, with Fred and Shirley Logan, and Rasin's Auto Thrill.

Producing clown will be Earl Shipley, and with him will be Bill Bentlage and partner, Jackie LeClaire, Carl Marx, Ernie (Blinko) Burch, Kinko, John Toy, Joe Lewis and Henry Boers.

The staff with Orrin Davenport will include Col. Harry Thomas, equestrian director; Izzy Cervone, band director; Charles Marine, master of properties; Clarence Marine, master of transportation, and Hattie Shipley and Dorothy Kohler, wardrobe department.

### Polack Pulls Rug From R-B

LITTLE ROCK, Oct. 8.—Whether Ringling-Barnum would play Little Rock as contemplated was up in the air this week. A lot was located but it needed some bulldozing. Contracting Agent Doc Hall made preliminary arrangements for the work and word of his plans leaked to Sam Ward, Polack Bros.' promotion chief here. When Hall approached the lot owner with a contract, he learned that Ward had rented it on an exclusive basis. Ringling date was to be close to Polack's.

### Mills Season Comes to End

JEFFERSON, O., Oct. 8.—Mills Bros.' Circus, having completed its season with a stand at Chambersburg Pa., moved into the fairgrounds here this week to re-establish winter quarters.

### Beers-Barnes Closing Early; Cats to Polack

UTICA, N. Y., Oct. 8.—Beers-Barnes Circus will close Monday (10) in the Carolinas, and David Hoover's lion act will come here to open with Polack Bros.' Eastern unit for its final three dates, Utica, Baltimore and Philadelphia.

With him will be his wife, Lois Barnes Hoover, part of the Beers-Barnes family and wire walker.

Beers-Barnes closing comes earlier than in most years and its tour omits a usual swing thru the Deep South. Business for the circus has been reported weak and spotty this year.

### Rudy Bros. Wins Strong Business In Calif., Ariz.

PALM SPRINGS, Calif., Oct. 8.—Rudy Bros.' Circus, owned by Rudy Jacoby, has been scoring heavy business with stands under auspices of Elks, Shrine and Police. Crowds for afternoon and night shows consistently top 90 per cent of capacity, it was reported.

Business for the show has been more unusual because the outfit has been playing two and three days ahead of Ringling stands in California and Arizona, and during Seibrand Bros.' Circus & Carnival promotions.

Performance includes the Hanel Troupe, bar-casting; Four Phillips, jugglers; William Dedrick, pony drill; Noleos, trampoline; clowns; dogs; Hanel comedy boxing; Carlyle Troupe, acrobatics; Rudy Mueller's Elephants; Hanel iron jaw and double traps acts; the Wilsons, Roman ladders; the Phillips, balancing, and the Carlyles, teeterboard.

### Spray Stiffens Elephant Legs

COLUMBUS, Miss., Oct. 8.—Insecticide sprayed over the fairgrounds here afflicted some of the animals, including three elephants belonging to Ed Widaman, who was in for the grandstand show. Widaman's largest elephant was sick for three days. Spray stiffened legs of the animal and it was unable to lay down. Two smaller bulls were affected less. All recovered. Some ponies also were reported affected by the spray, which reportedly was blown directly at the animals at moderately close range during the night.

#### Cole in Tennessee

HALLS, Tenn., Oct. 8.—George W. Cole Circus had a strong attendance at night here Wednesday (5) despite light rain. The afternoon crowd was small. Auspices was the Civic Club.

## Blowdown Hits Hagen; Sidewall Next Stand

WASHINGTON, Ind., Oct. 8.—A blowdown twisted Hagen Bros.' Circus this week, but damage to the big top was being repaired and canvas was back in use after a day.

At Shelbyville on Tuesday (27) the show had two half houses in rain. The elephants made downtown bally. Auspices was the Exchange Club. Bloomington (28) was followed by Bedford, scene of the blowdown.

On Thursday afternoon (29) the show drew about 1,400 persons.

When a high wind threatened, the performance was completed and top was vacated. There were no injuries and little damage apart from that to the top when the storm hit. The high wind was followed by a three-inch rain. At Jasper, Friday (30), the performances were given with sidewalls.

In Washington Saturday (1) the show was able to use a three-pole big top arrangement instead of the usual four. Attendance was about 1,000 in the afternoon and 600 in the evening.

### BOOK REVIEW

## Alfred Court Biog Inspires Controversies

CHICAGO, Oct. 8.—"My Life With the Big Cats," newly published autobiography of Alfred Court, one of the greatest wild animal trainers, opens on a small show in Mexico and it closes with a wild animal hunt in Colorado and the breaking of a new act for Ringling-Barnum.

The pages between tell of his rise to the top of his profession and of escapes, injuries, battles and death for men and beasts. Circus people and circus fans will find plenty of material here to fill winter quarters months with debate and argument. It is a controversial book, one which kicked up a storm when published in England, and presumably when it first appeared in France.

Discussions can start with the fifth word in the book—"tamer." Court comes up with a new definition and calls himself a tamer, contrary to the usual terminology. Particularly in England, where many specialize in campaigns against so-called cruelty, some parts of this book brought objection. Figuring in this, for example, is the manner in which Court seeks revenge from a tiger for the death of an assistant.

#### Sticks to Animals

Court rarely comes out of the big cage in this book. Even as owner of two large circuses, he skips lightly over all aspects of the business except animal training.

In places the book seems to have lost something in translation; the wording is off-beat. Elsewhere, it doesn't ring true when he is struggling to frame a little show and suddenly has money to buy a large act also, or when he goes off by himself to hunt an escaped lion but is located by a retinue of aids just when he needs help.

There is vivid, graphic writing that demands attention when he tells how a tiger's bite feels or how injured men react in the face of lion attacks. His account of opening in New York and the loss then of his rare Siberian snow leopard is strong.

English readers complained that Court gave little mention to his British experiences and dwells overlong on American travels. The complaints are well-founded, but Court's appraisal of the U. S. and its wild animals is of special interest. So, too, are his impressions of John Ringling North and Robert Ringling. So, too, is the description of the Ringling show which he wrote primarily for Europeans to read.

Several names flash across the page and are recognizable to circus people—Damoo Dhotre, Willy Storey, Gilbert Houcke, the Trubka brothers, and others. Johnny DeKok emerges as a handy man to have around cats. And Alfred Court comes off as the author of a book that will draw some gasps just as his acts have done. The book, 178 pages and illustrated, is published in this country by Simon & Schuster, New York, at \$2.95.—TOM PARKINSON.

### Clark Christmas Unit Sets Starter

MARSHAL, Mo., Oct. 8.—The annual tour of Junior Clark's Christmas Parade unit will open here November 25 and will run thru December 24. Producer is Junior Clark Attractions.

Unit will include horses, elephants, bears and other animals from Kelly-Miller Circus, Tracy Andrews, clown and juggler; Lou Walters and Company, clowns; Tex Carson, cowboy, and Frank Cain's parade figures. Show will play South Iowa and North Missouri.

### Clyde Beatty Returns Show To Deming WQ

CLOVIS, N. M., Oct. 8.—Upon closing its season here last week the Clyde Beatty Circus moved to winter quarters at Deming, N. M. Earlier (26) the show had light business at Lawton, Okla.

The Clyde Beattys went with the show to Deming and will go later to Fillmore, Calif. Other destinations of staff members include:

Al Moss, Arcadia, Calif.; Harlan DeWitt and William Petty, Los Angeles; Mary and Bill Moore, Dallas; Jack Knight, Laredo, Tex.; Ralph Lockett, Hot Springs; Col. C. F. Fox, Watsonville, Calif.; Gracie and Harold Genders, Sarasota, and Elsie and Francis Kitzman, Hollywood, Fla.

### Kelly-Miller Plans to Close On October 30

HUGO, Okla., Oct. 8.—The Al G. Kelly & Miller Bros.' Circus will end its season at Winnsboro, Tex., October 30, it was announced this week. The show will move back into its permanent winter quarters in Hugo on the following day.

The show's season will total 27 weeks. Mileage is expected to exceed 8,000 miles. Show elephants will make the Orrin Davenport dates and other stock will go to Junior Clark Christmas parades.

### Royal Dumbar Plays Bogota

BOGOTA, Colombia, Oct. 8.—The Circus Royal Dumbar, with the Great Wallendas, opened slowly here but built to strong showings and the three Saturday and four Sunday shows are sellouts regularly.

The show has added a finale staged by Jenny Wallenda Faughnan with 20 girls and a large flag in the background. The Wallendas' option was taken up and they will remain at least until February. Owner of the circus, Al Velasco, left for the U. S. late in September and was expected to book talent for this show and others.

On the way to Bogota, the show moved by bus and train. The busses and trucks were delayed in the mountains by a landslide and missed rail connections. This postponed the Bogota opening by a day.

The lot here is in the center of the city and adjacent to the bull ring.

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Jasper, Tenn., Oct. 11; Carnesville, 12; Cornelia, Ga., 13; Westminster, S. C., 14.

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Acts playing a shopping center date in Buffalo for the North Park Furniture Circus were: Harry and Ruby Haag— dogs and ponies; Jimmy Garner and Yvonne, trampoline; Buddy Herrick, juggling and balancing; Naomi and Ruby Haag, rolling globe; Frankie Gel and Gerald Herrick, clowns; Paul (Chase) Cecala, band leader; Joe Penolino, Joe Vastola, Hap Campanella and John Rowland, bandsmen, and Eddie Dale, ringmaster.

Scheduled for "Super Circus" on Sunday (9) are elephants from Mills Bros. Circus; Three Sandows, comedy acrobatics; Pete Ivanov, horizontal bars, and Corinne Dearo, cloud swing. On the next Sunday (16) Al Dobritch, booking counselor, has Rietta, sway pole, and Sunset Carson, cowboy, scheduled and two spots to fill. In advance, the show will have a November 20 show made up of James Cole Elephants, Freddy Troupe, teeterboard; Haslovs, casting trampoline, and Eddie Fay's boxing cats.

Stan McCurdy, Augusta, Me., writes that the 14 members of the Circus Society of Maine, which he organized, have been clowning at various events in and around Augusta, winning newspaper picture coverage. The org's aim is to clear the way for circuses to come to Maine. None was there this season, and McCurdy's outfit believes this was because of complex legislation and abnormally high fees. They are mapping a campaign to untangle the situation with the Legislature.

Mickey Blue, Polack promotion man, was in Chicago last week when Louie Stern met with Shriners to renew the show's contract. . . . Gabby Wendt, of the Aero-Stylites, high act, writes that he was transferred from the hospital at Marinette, Wis., to one in Wausau and then released. He will be confined to his home at Wausau for two more months and would like some mail. His wife, Kitten, has the act with Marion Greater Shows. He was injured in a fall August 28.

From Ringling-Barnum, Freddie Freeman writes of straw houses in Texas. . . . Jack Burslam threw a surprise birthday party for his wife, Kay, alongside the coaches and most of the personnel attended. . . . A. El Paso, Tex., Ringling people crossed into Mexico and returned with souvenirs and gifts. The Cordons, whip act in the Side Show, brought back a saddle and bridle. . . . Girls on the show gave a baby shower for Mrs. Emmett Kelly. . . . The Elks Club at Dallas gave a party for the show personnel and had a "straw house." Elks also were guests at the show grounds. . . . Charles Bell had a big time in Dallas, with kinfolks visiting. . . . Doc Henderson's wagon was a busy place during the world series, with space around his TV set at a premium. . . . Ringling visitors included Poodles Hanford and daughter, Gracie; Bobby May, David Murphy, Leo Loringer, Andre and LaNorma Fox, Bobby Peck, Bill McGough, Bruno Zacchini, Hank and Ella Linton and the mother of Harry Thomas.

Having closed with the Jay Gould Circus, Charley and Beverly Allen, with Allen's Performing Bears, opened October 1-2 at McCook, Neb., with the new Todd Henry indoor unit.

Karl Erikson, of the Sensational Eriksons, writes that the act closed its fair dates in Mississippi October 1 and has indoor circus bookings from October 7, at Davenport, Ia., to December. During the Iowa State Fair they bought a new station wagon. Herbert Westermann, who has been in the act for the past four years, now has re-entered the country on a permanent visa, flying over from Dusseldorf to New York in 13 hours. The troupe's comedy acrobatic act will be on "Super Circus" Sunday (9).

Jack Harrison, clown, is doing his miniature elephant and Davy Crockett walkarounds with Byron

Gosh's All-American Circus, while his wife assists with the novelty concessions. Frank Sullivan clowns streets and schools in advance of the show. . . . Scotty the Clown, who has been working churches, stores and auto agencies, is set to play the Polack dates at Baltimore and Philadelphia. He'll work Punch for a department store during the holiday seasons.

David King, writes that his school unit will include his cartoon work, a clown, fire-eater, vent, magic and torture acts plus Little Jerry Huggins, cutest child, and Terry James, musical. For a Side Show he'll have next year with Bill Hoxie, King reports he has signed Jerry Huggins; Rafael, devil child; Carson Borseth, fire, and Joseph Josephine.

Happy Harrison writes from her Michigan home that while she was playing the Dallas State Fair Park a scout caught her act and signed her for movie work to start in February. The filmers will use her wolfhounds mostly. She also has three weeks booked with a red chow act.

Charley Cheer, clown with Polack's Western unit, had a finger fractured by children during his balloon stamping contest at the Denver run. . . . Spencer Stine caught Mills Bros. Circus at Seat Pleasant, Md., and reports a good date.

Eddie Woeckener, covering the trouper news at Peru, Ind., writes that Irish Deedy came in from the King show and moved on to Phoenix, Ariz., and that Buck Reager and his wife stopped over for a day's visit recently. The George Engessers had their giant rat walk-thru at a downtown street location for a week, and Roxy Engesser also was with it. Woeckener, veteran show bandmaster, recalls that when he took over the Al C. Barnes band it had string instruments for concert, but he eliminated these, largely because he felt they wouldn't hold up in wet weather. He also lays claim to starting a trend for cutting altos and horns for show bands, with none being in use in recent years on other bands.

Joy and Roy Thomas, who have been with the Dan Rice Circus on the Gem City Shows the last two months, plan to go to Florida for a spell before journeying north to Minneapolis for the Shrine Circus.

Cirque Medrano in Paris, despite having cut admission prices to half those of last season, is presenting

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good bills. It has no opposition as Cirque d'Hiver is being used for the filming of the circus film, "Trapeze," with Burt Lancaster, Gina Lollobrigida and Tony Curtis. Medrano's second bill, which premiered Friday (23), has horse numbers from Circus Knie Bros. (Swiss) and the Mills Circus (English), both held over; the Bogdadis, antipodists; Bob Bransom and fem, hoop manipulators; Two Stawicki Brothers, aerialists; Four Freys, bike; Per and Poul, hand-to-hand and head balancing, and the clowns, Zavata, Loriot, Alex, and Simo and Charley. Paulette and Renee, American trampoline, and Meribeth Old, American acro-contortion dancer, are at the Bal du Moulin Rouge. The Olympia has Sarah Caryth with her lions; Dorvil Sisters, aerialists; Polo and Partner, clowns; Larry Adler, harmonica virtuoso, and Jackson, James and Cornell, American hoofers. Paul Berry, juggler, and the Manetti Twins, acrobatics, are at the Bobino.

Playing the October 1 Aurora (Ind.) Street Fair were Tay and Kay Beam, baton twirlers; Mike Pickering, trampoline and juggling; Jody Gray, xylophone; Kay and Kay, hand balancing; Freddie Michael, acrobat; Leo Francis, blackface song and dance comedian; Flaim Brothers, musicians; Earl Hoffman, emcee, and Smitty's band.

Sylvia and Ray Biehler letter that while playing their two-week  
(Continued on page 69)

**3--PHONEMEN--3**  
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## ARSA Skaters Off For World Contests

NEW YORK, Oct. 8.—The U. S. Amateur Roller Skating Association team of nine skaters for World Championship competition, October 21-23, in Barcelona, Spain, sailed Wednesday (5) aboard American Export Lines' S.S. Independence. In order to keep the skaters in shape while aboard ship, the line provided a special on-deck rink, consisting of 32 pieces

## RSROA Enrolls 3 More Spots

DETROIT, Oct. 8.—The addition of three rinks to the membership roll of the Roller Skating Rink Operators' Association was announced this week at association headquarters here by Secretary-Treasurer Robert D. Martin.

The rinks and their operators are Bronx (N. Y.) Outdoor, Carl Littman; Green Hut Rink, Succasunna, N. J., George Nelson, and Aberdeen (S. D.) Rink, Mr. and Mrs. Henry Lawrence.

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## Plastic-Domed Rink Set for Paris Suburb

PARIS, Oct. 8.—Paris, which has three indoor ice-skating rinks in addition to the Palais des Sports arena, will open on November 1 the nation's most up-to-date enclosed ice rink in the suburb of Boulogne-Billancourt.

The rink will have a roof of transparent plastic material, an ice surface 100 by 200 feet and grandstands seating 4,000 spectators. It will also have an adjoining building with bar and restaurant.

The rink has been built by the French Federation of Ice Sports, which handles all ice-skating and hockey events in the Paris region. Site has been rented from the town of Boulogne-Billancourt and is not far from the huge Renault auto plant.

## Denver Icery Has Busy Sked

DENVER, Oct. 8.—Denver's newest rink, Hedy Stenuf's Ice Skating Studio, has lined up a busy fall-winter slate with everything pointing toward a cool cash box come spring.

After opening a few weeks ago Miss Stenuf, former star of half a dozen ice shows, including "It Happens on Ice," announced that children's classes are filling rapidly and that even nightly adult classes at the rink are growing. She has lined up special parties for a number of student groups and family skate sessions on Sundays.

Despite opinion of most people about Colorado weather, there are only a few days each year in which outdoor ice skating is possible in Denver, so Miss Stenuf does not have much to worry about on that score. The only other ice rink in the Denver area is one owned by the university.

## Nat'l Leads AOW Southern Racers

ELIZABETH, N. J., Oct. 8.—National Arena, Washington, with 22 points, swept into the lead in the Southern Division of the America on Wheels chain's inter-rink racing league at the season's recent inaugural events held at Alexandria (Va.) Arena, reports Jack Edwards, AOW director of speed.

The host rink, with 14 points, finished second, followed by Bladensburg (Md.) Arena with six points. Racing resumes Saturday (15) at National Arena.

## Stratford Club Elects, Sets Flood Relief Event

STRATFORD, Conn., Oct. 8.—New officers of Long Beach Skating Club here are: Joseph Alarcon, president; Elizabeth Honey, secretary; Helen Therrien, treasurer; Arthur Caruso, membership chairman; Thomas Cooney, entertainment chairman; Charles Dannenberg, construction chairman; William Hannigan, finance chairman, and Thomas Nolan, competitions and tests chairman.

A skating party, proceeds of which go to Red Cross flood relief, was given this week at Long Beach Skateland.

## Bowl-O-Rink Experiment

NEW BRITAIN, Conn., Oct. 8.—Connecticut rink operators are watching customer reaction to a newly announced promotion by the Bowl-O-Rink here. The rink is advertising in Middletown, eight miles distant, offering a 50-cent round trip, via bus, on Friday nights. The bus leaves Middletown at 7:30. The return trip is timed for 11 p.m.

## ROADSHOW REP

S. S. Woolcott pens from Oklahoma City, Okla., that he will busy himself with minstrel promotions in Kansas during the fall and winter. . . . Terry McAuley writes from Boston that he has a new one-man entertainment project for church and school audiences. He plans to get his trek under way shortly, starting in Southern Vermont. McAuley, an old-time vaude performer, says the show is of the protean type. . . . Will Franklin is doing a one-man musical show and has just ended New York resort dates. He is mapping a wide tour with a solo show under sponsors.

L. E. Pickering writes from Miami: "It is good to read in The Billboard about some of the smaller shows under canvas and in halls. I formerly traveled the tent route in the Virginias, Tennessee and Pennsylvania, as my folks did before me, and I would like to point out that the real tent rep show was not corny, as some of our first of May friends would tell us. I am sure that such formerly well known names as Harley Sadler, Billy Young, Ted North, Rosalie Nash and John Lawrence would take offense at being tagged corny." Pickering asks whether anyone formerly connected with the Buddy Players, at one time well known in Pennsylvania, is still active in the business.

Leslie Evans, who has been doing "only fair business" in Stevens County, Washington, with his show, plans a move into new territory. Evans and his wife do both outdoor and indoor presentations, with emphasis on music and puppets. A niece is to join them soon for a series of drama bills under sponsorship. . . . Abe Willis is

readying a three-act mixed drama and music show to open soon in Connecticut. . . . Jack McDougale writes from Atoka, Okla., that after two months of poor business in that State he plans a move into Colorado.

Carl Griffin will promote amateur shows in the Bellow Falls, Vt., area starting in late October. . . . After four months of solo showings in Idaho, Chester Sawyer is moving to Fresno, Calif., for a few weeks and will then go to Klamath Falls, Ore., to get a small winter trick ready. Griffin said that extremely hot weather put a big dent in his bankroll during the past summer.

L. A. Whiting reports from Vicksburg, Miss., that he has bought a new colored show script on the tabloid order and will give it a showing with amateurs in Central Mississippi. It is a minstrel set-up combined with the old-time favorite "Capt. Andy, Showboat Follies," as done by John Van Arman under canvas some years ago. . . . C. C. Swedland is set to promote some amateur dates in the Nampa, Idaho, area. . . . E. D. Clarkson and wife recently moved north after encountering poor business in Central Montana with their family show using merchandise.

Bert Ellis is mulling some minstrel promotions for the fall, although he says last winter was a poor one for his cork operas. Ellis plans to open near Gettysburg, Pa. However, if the blackface offerings fail to click, he and his wife will drag out their puppets and start an east-to-west jaunt. . . . Bad weather conditions had much to do with slow summer business for Lawrence Smiler in the Ada, Ore., area. After playing a number of fairs he recently resumed stroller dates.

## Drivin' 'Round the Drive-Ins

Under the direction of District Manager Jim Dempsey, drive-in theater managers of American Theaters Corporation, Boston, attended a conference at the Oxford (Mass.) Drive-In Theater, August 5. The session brought the following managers into Oxford: Pop Henderson, North Reading; Larry Capillo, Oxford; Dick Gallant, Shrewsbury; Joe Cronan, West Springfield; Maurice Streletsky, Weymouth; Bob Desmond, Saugus, and Eddie Frizzell, Swampscott. Managers reported good response to the Children's Safety Club now being sponsored by the theaters. In addition to being an educational venture, it also features prizes for children attending the theaters. An increase in child attendance is noted, and playgrounds are being increased extensively this year. A new system of advertising concession items has been installed in the drive-ins using a silk screened 7 by 18-inch card, carrying an illustration of the food item, done in colors. In addition to dressing up display counters, these displays have caused an increase in per capita sales. Afternoon meeting was held in the Oxford Concession building, using equipment and counter display space as a workshop. Ideas were exchanged and actual working conditions were discussed. Vending sales have been increased by plugging the late closing of the concession, which is kept open well into the last showing of the feature attraction. Patrons are informed by use of the p.a. system and a super-imposed trailer run 15 to 20 minutes after start of the last feature. Dempsey stated that he was confident that this conference was a definite success and plans are being made to repeat it next month. Next season will see this conference a monthly event.

Productions, successors to the Thomas organization as distributors of Movie Sweepstakes, horse racing game on the screen, has announced the appointment of M. J. Brummell as executive director of sales. Brummell was formerly associated with Eastin Pictures, Davenport, Ia. He has located permanently in Sarasota, Fla., with offices in the Florida Theater Building. United Productions will continue to operate its screen advertising and promotion facilities, in addition to the Movie Sweepstakes distribution.

Safe crackers recently blew open a strong box at Meadow Glen Drive-In in Mystic Valley Parkway, Medford, Mass., and escaped with \$1,500 in cash. . . . Despite what looked at first like a terrific beating for drive-in theaters as a result of recent storm and floods, not a single Massachusetts drive-in operator has applied for a Small Business Administration loan. Water-logged parking areas and defective wiring dried out better than expected and most theaters went to work and quickly got back into business.

Jay and Jack Phillips have opened the 650-car Bel-Air Drive-In, Jackson, Mich., making four outdoor theaters for the town. The new ainer will be booked by William Clark, of Clark Theater Service. Dixie Drive-In, Monroe, Mich., operated by Jack Phillips & Associates, is also switching from Co-Operative Theaters of Michigan to Clark. . . . Joseph Denniston, pioneer exhibitor at Monroe, Mich., has moved into the outdoor field, recently opening his 1,200-car Denniston Drive-In.

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## MERCHANDISE TOPICS

Write The Billboard Buyers Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

If you're looking for a smart and flashy assortment of earrings and scatter pins, Paris & Company, New York, has an assortment of over 2,000 top-selling styles. Prices are \$3.50 a dozen or \$36 a gross. Send \$19 for a sample assortment of five dozen postpaid. The firm does not offer a catalog.

Jolie Gabor visited the exhibit of Philadelphia's Temple Company at the recent New York Premium Show, Sheraton-Astor Hotel, for a chat with Samuel Cohen, president of Temple. The firm distributes perfumes by Mme. Gabor (Lis'n Dear for daytime and Le Couturier for evening), who is a noted beauty and actress and the mother of the Gabor sisters, Zsa Zsa, Eva and Magda. Temple is one of the nation's leading wholesale distributors of name brand and exclusive merchandise for gifts, premiums and incentive awards. Temple's showrooms at 804 Sanson Street, Philadelphia, have on display every item featured in the firm's catalog as well as new items under consideration for future catalog promotion.

A new rat and mouse killer, scientifically blended and offered in cone shape, has been brought out by World Business Enterprise, Inc., Tampa. Called Hydro-Tomic Rat and Mouse Killer, the firm says it will revolutionize control of these pests because it contains sure-acting warfarin, it's clean and easy to use, no dangerous mixing is involved and no special container or applicator is needed. It comes ready to use and is easy to place in safe, out of reach places where rodents are sure to get it. Retail for \$1 per box of 24 cones. This company also makes an insect fumigation cone and invites inquiries.

Altho fashions in jewelry may change, the beauty of the fast disappearing myrtle tree is captured forever in milady's smart accessories manufactured by Bustad's Myrtlewood Factory, Seaside, Ore. Coloring peculiar to the myrtlewood, cool green, warm reds, yellow, tan and golden brown mingle with black to paint exotic designs within the wood items. Leaf pin and earrings, bracelets, drop earrings, serving dishes and salad bowls are a few of the items offered. Write for catalog giving complete information.

Peace of mind in the knowledge that accidents, theft, panic and confusion can be avoided during sudden blackouts is offered by Redd-Lites, made by American Emergency Lighting Company, Philadelphia. These compact, self-contained emergency lighting units have a built-in relay system which automatically illuminates two sealed beam floodlamps the instant normal lighting is interrupted. No installation or special wiring is required. A red pilot light burns continuously to show that the current is connected. Built-in test equipment tests both battery and lights. Complete information will be furnished by the firm.

Desert Crafts, Phoenix, Ariz., has newly designed earrings which are original enough to be conversation pieces. Created by Reg Manning, Pulitzer prize-winning cartoonist, Primitive earrings are made of sterling silver by skilled craftsmen and make excellent gifts. The left earring shows what men talk about and the right earring shows what women talk about. Each pair comes in draw-string bag of imported leather and retails for \$8.80.

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## PIPES FOR PITCHMEN

By BILL BAKER

LOYD LONG... a veteran member of the fraternity who has been on the retired list for some years now recently put his hand on the Good Book and promised to let us hear from him a little more frequently than once every decade. In the first report that we've had from his cobwebbed quill in quite some time he says: "Was grievously surprised to receive the news of the passing of Mrs. Edith Kincheloe, wife of Harry Kincheloe, one of the real old-timers in show business. I have known this little family for more than 40 years and I considered them among my best friends, in fact they were friends to all troupers. Edie and Harry were in show business for many years. Harry was a comic back in the days of the Dockstader Minstrels. Later he went into vaudeville and then into the med show business. Finally old Father Time caught up with him (as he does to most of us) and he and Edie went into the mail-order business in Oklahoma City. In the many years that they operated the business their offices were always open 24 hours a day to all showfolk. My wife and I have been out of the business for quite a spell and have lived here in Waco, Tex., for the last 12 years. We have always considered ourselves fortunate that we survived the terrible tornado that hit Waco May 11, 1953. We were in our fifth floor apartment at 4th and Franklin Streets just opposite a big building which collapsed and in which many people were killed. Doc Bob Baldwin, Thelma and Walter McInroe were working the lots here this spring and all seemed to be doing good business. Murl Webster, who makes his home here in Waco, opened under canvas in Houston and was planning on playing the lots there. Murl has a good looking tent and several concession stands, so I think he should

have a good season." Brother Long closes his opus with this parting shot. "Say! You old-timers, why don't you pipe in once in a while before someone sends your name in to the Final Curtain." We appreciate that suggestion on the part of our friend Floyd and we hope that he'll try to practice what he preaches.

RECENTLY... it has been good to see many of the old-timers come sneaking out from under the rugs, baseboards and other hiding places to pipe in and give a bit of a lowdown on themselves. The latest gent to make his appearance is Charlie Trott who is presently hanging his hat at 4901 Hopper Road, Houston. Says Charlie, "I've kicked around the lots, etc., on and off until 1950. Since that time I have run perfume in department stores each fall. I think that this year will be one of the biggest ever and, if any of the boys and girls want to spend the next few months here in the great Southwest, drop me a line. I have over 30 department stores lined up for Christmas. (From Thanksgiving thru Christmas Eve.) Babe Kelly is doing a terrific job with the Log (Ti Log) in several spots, and Muriel Wade of Detroit is also gathering the geedus working rings." Charlie admits that most of the pitches are slow but he also knows that "A worker can do okay."

POSTALING FROM... Los Angeles, Doc George Blue says, "Saw Kid Carrigan, the old-timer of health book and med fame, recently. With him were Red Halley and Barney Purdue, the old Zodiac workers. I hear that the Kid was lost on the desert for ten days and wound up in the hospital at Barstow, Calif. There just isn't any pitching in L. A. these days—nothing but smog."

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| <p>Aulger, Addison<br/>         Allen, Stanley<br/>         Barrett, Jack B.<br/>         Boots, Charles E.<br/>         H. R. Briggs Shows<br/>         Boehm, George Philip<br/>         Dorton, Lillian<br/>         Duane, Clyde<br/>         Erwin, Walter F.<br/>         Edwards, Vicky<br/>         Goldman, Samuel I.<br/>         Giffels Bros. Shows<br/>         Hunter, Charles D.<br/>         Harter, Lewis H.</p> | <p>Kelly, Paul B.<br/>         Korles, Peter<br/>         Lee, Robert J.<br/>         Matthews, Virginia<br/>         Perez, Jimmy<br/>         Phipps, Russell H.<br/>         Peavy, Mr. &amp; Mrs. L. W.<br/>         Raynard, Matthew C.<br/>         Swanson, Ruth L.<br/>         Srawson, Jack<br/>         Spronphen, J. B.<br/>         Wilson, J. D.<br/>         Wayman, Morris</p> |
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| <p>Payne, John E.<br/>         Peterson, Ernest A.<br/>         Peyton, Robert<br/>         Pierce, Mr. &amp; Mrs. Carl</p> | <p>Sims, Bob<br/>         Smith, Henry Norman<br/>         Smith, Hoyt<br/>         Smith, John H.<br/>         Smith, Mr. &amp; Mrs. James</p> |
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# COMING EVENTS

- Alabama**  
 Phenix City—Thanksgiving Festival, Nov. 21-26 J. M. Chapman Box 348
- 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**  
 Chipley—West Fla. Dairy Show, Nov. 5. J. E. Davis.  
 Opa Locka—N. Dade County Home Progress Expo., Oct. 26-30. 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.
- Illinois**  
 Chicago—International Dairy Show and Rodeo, Oct. 7-16.  
 Chicago—International Livestock Exposition, Nov. 28-Dec. 3. William Oglivie.  
 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.  
 Winnfield—L. Forest Festival, Oct. 12-15. L. L. Brewton.
- Maryland**  
 Timonium—Eastern National Livestock Show, Nov. 12-16. Joseph Vial.  
 VISTA—The Knights of Pythias Horse Show, Oct. 15. David Tomkins, Mgr.
- Massachusetts**  
 Boston—Boston Garden Rodeo, Oct. 19-30.
- Michigan**  
 Detroit—Junior Livestock Show, Dec. 6-8. Clinton S. Titcomb, 6750 Dix.  
 Escott—Fall Festival, Oct. 11-16.  
 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. 3-8.  
 Westfield—Town and Country Home Show, Oct. 11-16. Martin Wallberg Post, American Legion.
- North Carolina**  
 Pembroke—Indian Fair, Oct. 10-15.  
 Raleigh—Raleigh Rodeo, Oct. 19-22.  
 Tabor City—Yam Festival, Oct. 10-15.
- Ohio**  
 Bradford—Pumpkin Show, Oct. 11-15. P. O. Meek, Box 66.  
 Ironton—Festival of the Hills, Oct. 12-15.
- Oklahoma**  
 Bixby—Celebration, Oct. 11-15.
- Oregon**  
 Portland—Expo. of Progress & Pacific Int'l Livestock Assn., Oct. 15-22. Jack Malack, 402 Times Bldg.
- Pennsylvania**  
 Pittsburgh—Jr. Beef & Lamb Show, Oct. 18-20. O. L. McAdams.  
 Tennessee  
 Nashville—Nashville Rodeo, Nov. 8-12.  
 Somerville—Fayette Co. Livestock Show, Oct. 21. C. W. Stroup.
- Texas**  
 Aransas 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.  
 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. Fieldsted, 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**  
 Blythewood (Leamington)—Int'l Plowing Match & Farm Machinery Demonstration, Oct. 11-14.  
 Ottawa—Winter Fair, Oct. 25-29.
- Quebec**  
 Montreal—Food Show, Oct. 13-18.
- Saskatchewan**  
 Regina—Sask. Wheat Pool, Nov. 1-12.  
 Saskatoon—Dairy Cattle Show & Sale, Oct. 13.  
 Saskatoon—Meat and Poultry Show and Sale, Dec. 15-16.  
 Saskatoon—A. S. Swine Show & Sale, Oct. 14.

### Dallas Has Added Starters

Continued from page 63

sold approximately 40,000 Dallas Day Keys good for admission to fairgrounds and reduced prices to shows and attractions.

The Parade of Livestock of the Pan-American Exposition is set for Thursday (13). The livestock event will be preceded in the Livestock Pavilion by a special ceremony honoring House Speaker Sam Rayburn and Senate Majority Leader Lyndon B. Johnson. Both will speak briefly. Both are Texans.

Friday (14) is Elementary School Day, when pupils of the lower grades in Dallas County schools will attend the fair. This is expected to launch the usual mid-fair series of three days on each of which the fair attendance will top 200,000.

### Youth Honored

Saturday (15) is Rural Youth Day: over 100,000 Four-H Club members, Future Farmers and Future Homemakers are expected to be on hand. The additional boost of the SMU-Rice Southwest Conference football game that night is expected to give the fair an attendance of more than a quarter of a million on this day. The corresponding day last year the fair set a new record of 296,784.

The middle Sunday of the fair, October 15, usually a whopper, will

be marked by a nation-wide telecast from the fairgrounds, as NBC-TV launches its new series of spectaculars "Wide, Wide World." A segment of approximately 20 minutes will be picked up by 14 cameras and three mobile TV units on the fairgrounds.

### Tupelo Romps

Continued from page 62

the week of a variety show in which a total of 27 acts, including three high acts, rotated on performances. The show was brought in by Dr. E. R. Braley and drew strong turnout to its night and afternoon performances.

### Strong Line-Up

The Buff Hottle Shows' No. 1 unit presented a strong line-up of money-making equipment on the midway. No less than 40 rides and shows were in operation including three Ferris Wheels, Kids' Day, Wednesday, was the biggest in the fair's record, Savery reported. The rides and shows operated on a paved midway this year for the first time.

Livestock exhibits topped all previous years and commercial exhibitors as well as concessionaires took every foot of available space on the grounds.

Fair has scheduled a new swine barn for '56 and will probably build an addition to the dairy cattle barn.

### Richmond Record

Continued from page 62

by Sam Nunis. Saturday night's grandstand show went on as scheduled, but poor weather held down the attendance.

### Rain Hurts 'Dogs'

One of the casualties caused by weather was disappointing attendance for Lucky Dogs, the Jack Kochman attraction of racing greyhounds. At most dates thus far the event has shown up well when two days were gotten in. Opening day has usually been a question mark, with turnouts being upped greatly on the second day, by which time word of mouth has served to build interest.

Mitchell reported business done by the Cetlin & Wilson Shows as some 15 per cent ahead of last year's, and said the show is set to return to Richmond in 1956.

Opened this year was the fair's new Commonwealth of Virginia Building, which received much favorable comment. The previous all-time attendance mark of 300,000 fell as early as Thursday (29), it was reported, but rainfall on the closing two days held gate figures down to some 40,000.

### Ga. & Fla. Fairs

Continued from page 63

and similar facilities for cattle and livestock shows. There are modern comfort stations for both whites and Negroes. Dates are October 17-22, and both the fair and Buff Hottle Shows expect to profit from International Paper Company and Tyndall Air Force Base payrolls, Manager D. C. Suggs Sr. reports. Governor Collins will visit the grounds on Thursday (20).

### UNDER THE MARQUEE

Continued from page 65

engagement as one of the grandstand attractions at Canadian National Exhibition, Toronto, with their Mischief Makers, dog act, they visited the Conklin Shows midway and ran across Mrs. Charles Webb (Madam Zola) working her mitt camp. The Biehlers report that about 50 persons attended the big party that was tossed on the grounds for performers.

Hutchinson, Kan., has some mild opposition between Clyde Bros., which plays the Convention Hall Monday (10) and Bailey-Cristiani, which is to be at the Sports Arena October 29, reports Tedd Meyer.

Mr. and Mrs. Neal Walters, Eureka Springs, Ark., poster printers, are announcing the coming marriage of their daughter, Sally Mae, to Paul Duane Fancher.

The Four Amandis write from Blackpool, England, that they will be on British TV October 16, then go to three dates in Belgium. Through the holidays they will be at the International Festival Circus at the Palais des Sports, Paris.

Ed Hiler closed as agent for Ring Bros. . . . Phil D. Phillips Jr. writes from Spencer, W. Va., that the Kelly-Morris Circus did well in Parkersburg, W. Va., recently and had a tie-in with an auto dealer in which the elephants worked their act at the dealer's agency. . . . The Dressler Brothers, aerial motorcycle act, is to on "Big Top" TV show Saturday (15).

Clown Frank Cain, who has been playing fairs, has bought a bigger bus to haul his equipment. . . . Jimmy Edgar, one-time operator of the Sparks Circus and more recently head man with an under-canvas unit of "Grand Ole Opry," is reported framing a hillbilly show for indoor dates.

Dr. Hugh Grant Rowell, well-known circus enthusiast, has retired after long service as the executive director of Sleepy Hollow Restorations, Tarrytown, N. Y. He

### Charlotte Booms

Continued from page 62

and \$2 for boxes. Thursday night (6) the rodeo was combined with the Lucky Dogs attraction, but Dorton reported attendance discouraging. He said, however, that those in attendance were impressed and that the attraction should develop nicely in coming years.

The George A. Hamid revue, Fantasies, reportedly had a successful week thru last night, at prices of 75 cents, \$1 and \$1.50. Advance sale for the fair was handled by the Optimist club.

Among other features during the week was a nightly fireworks display to close the grandstand program, and a display by Army and Air National Guard units. A 10-man crew threw an aluminum bridge across the 244-foot lake every afternoon. Displays also included a Nike guided missile built by Douglas Aircraft Company here.

The 10 o'clock late show last night featured the Irish Horan thrill show, and this afternoon's track event was Sam Nunis-promoted big car racing.

### King-Cole Circus

Continued from page 64

the afternoon shows were delayed until schools were dismissed.

### Jacksonville Straws

At Jacksonville, N. C., on Saturday (1) the show played to a straw house in the afternoon and a near-capacity turnout at night. Jaycees were the sponsors, and nearby Marine Corps units swelled attendance. Lot was still muddy from hurricane rains. Towners turned out earlier to see the steam cally bally.

Wilmington, Monday (3), had a near-full afternoon. The night performance drew a heavy turnout and show officials immediately scheduled the extra performance. The latter drew a half house.

will continue to reside in North Tarrytown.

V. N. (Army) Armstrong, Wichita Falls newspaperman and fan, caught Ringling there. . . . Dave Murphy joined Ringling's advance ticket sale department after closing with the Beatty show. . . . Bill Woodcock has the Miller-Woodcock Elephants back in Hugo, Okla., quarters for a hiatus. He will play the John Andrews dates in Texas during November.

The Snowden Hollands, formerly with circuses and tent shows, visited Rex Ingham at Ruffin, N. C. Holland has a string of Eastern drive-ins but now has some California bake shops. . . . The Bob Noells had their gorilla show, Noell's Ark, at the Reidsville, N. C., Fair, and took Rex and Milton Ingham as daily guests. Rex Ingham visited Bill (Mighty) Page with whom he formerly has a wild-life show.

Making the Atwell Luncheon Club, Chicago, in recent days were R. M. Harvey; Bob Hickey, ahead of "Ice Farley"; F. A. Boudinot, M. D. (Doc) Howe, Tom Carroll, Harry Duncan, Nat Green, Homer Bryant, George Johnson, Dave Friedman, George Flint, plus other regulars.

Acts playing the Cattle Congress at Waterloo, Ia., included the Atomic Five, the Bonellis, the Angelitos, Bruce Sidlinger, the Three Goetchis, Evers and Dolores, the Harmonicats, Four Angels, Victor Julie McKenna, the Luvass Sisters, Joe McKenna, George LaSalle and Earl Shipley, with Sam Levy Jr. in charge. A group of the performers placed a wreath at the grave of Shorty Flemm, famous clown. Shipley was guest speaker at a Rotary meeting.

Mrs. Arnold Maley, of the King-Cole Circus, is visiting friends in Atlanta for a week. Visiting on the show were Wright Wiggins, the John Weikels and Hans Lederer, the latter of the Lew and Leslie Grade office, New York.

Roland Lindemann, owner of the Catskill Game Farm, reports of a pair of Sika deer, two black Caracul lambs, African porcupine, a green monkey and two pairs of bleeding heart doves to the Conleys.

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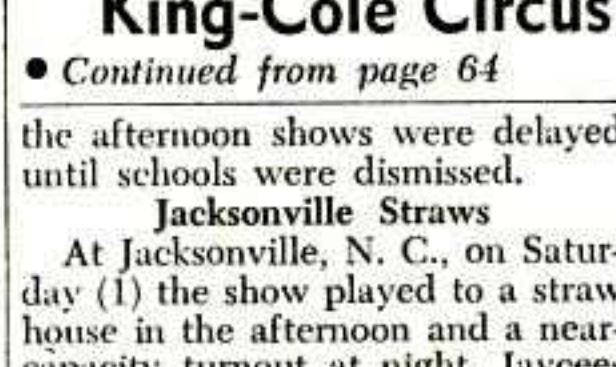
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FOR SALE OR TRADE To settle debts of creditors: Four regulation size portable Bowling Alleys, just been reconditioned. Equipment for ten pins and duck pins for all alleys. \$1,600 takes all or will consider best offer. Will trade for Kiddie Rides of equal value. May be seen at any time; must be sold at once, terms may be arranged to responsible parties. Contact: J. R. Folk, Attorney Edgefield, S. C. Phone 3211 or 6148

The Billboard 2160 Patterson St. Cincinnati 22, Ohio. Please insert the above ad in... I enclose remittance of \$... Name... Address... City... State...

**LOOK AGENTS — SELL TV COLOR Screens.** Put television in color in two minutes. Sample only \$1. Jobber's prices. **Moody's Supply**, 3026 Mesquite Rd., Ft. Worth 11, Tex. oc22

**ONE OF THE FINEST PORTABLE SKATING Rinks** with a green top. New June 1, 1955; 50x140 Maple Floor used two seasons. Canopied entrance. 10x20 tent, chains and post like new; 100 Pair Clamp Skates. 150 Pair Shoe Skates, 2 new Tape Recorders, 1 Record Player, Double Hammond Sound System, Skate Grinder, attached portable Concession Building with double Pop Cooler, Pop Corn Machine, Ticket Cash Register, automatic Money Changer, Electric Panel with Picket Fence style posts and gates with light poles. Lights enclosing entire rink, plus factory built Truck House with Refrigerator, Gas Stove, Shower, Toilet, Sink, sleepers three. Price \$11,500 or best offer. **Delmar E. Davis**, 4614 High Crest Rd., Rockford, Ill. oc15

**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

**START A MONEY MAKING BUSINESS AT home or earn money traveling.** Copyright book tells how. **Jack Scott**, Box 589, Sweetwater, Tex. oc15

**\$\$\$\$\$\$ FOR XMAS: HOUSEWIVES, SALESpeople, Promoters!** Rush \$1 for samples of six hot Xmas items and 15 money making Plans! "Toys!" **P. O. Box 892-B, Hollywood 28, Calif.** no26

**\$100 A WEEK IS YOURS, BUY 20 PEN retract vendors,** get your share of the multi-million dollar market. Pens & machines at low prices. **American Distributors**, Box 162, W. Englewood, N. J. oc15

**2500 AUCTIONS—BRAND NEW 1955 LISTINGS** in 41 states, towns and days given. Valuable. **11 Simpson**, 2705 Jule St., St. Joseph, Mo. oc15

**COSTUMES, UNIFORMS, WARDROBES**

**DERBIES, \$2; CLOWN SUITS, \$10; GIRL Show, Bally, Strip, Minstrel Costumes,** Wigs, Tuxedos, Tails, Top Hats, Santa Claus Suits, Bears, Wigs, Free list. **Leroy Carpenter**, 10 Eddorado Place, Weehawken, N. J.

**FORMULAS & PLANS**

**ANY FORMULA, \$3; FORMULA CATALOG** and manufacturing treatise, 10c. **Joseph H. Belfort**, 192 N. Clark St., Room 620, Chicago 1, Ill. oc15

**FOR SALE SECONDHAND GOODS**

**ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines,** replacement Kettles for all Poppers. **Krispy Korn**, 120 S. Halsted, Chicago, Ill. no26

**AIR RIFLE GALLERY FOR SALE—SPECIAL** built on trailer; used two months. Call Ho. 4498. **Eriene Webber**, 1065 Indian Ch. Rd., Buffalo 24, N. Y.

**FOR SALE — SECOND-HAND SHOW PROPERTY**

**ALL SIZES NEW AND SLIGHTLY USED Tents** and Wall, George's Tents, 103 N. St., Auburn, N. Y. np

**BUILD RIDES NOW—48 TESTED BUILDING PLANS, \$3 to \$25; Kiddie Auto, Airplane, Carousel, \$5 each;** free circular. **Brill**, Box 875, Peoria, Ill.

**CORRECTION NOTICE**

In Imperial Mdse. Co.'s ad which appeared in the October 8 Billboard in incorrect price was printed.

**4-PC. ICE BLUE RHINESTONE SETS IN MIRRORED HANDBAG** are priced at \$39.00 Doz., not \$33.00 as printed.

**IMPERIAL MDSE. CO.**

**FREE FRISCO SPINDLE WHEEL & BUMPER GAME**

Write today for complete details

- Hand Polished ALUMINUM IDENTs \$7.50 Gr.
- GRAB BAG RINGS \$5.00 Gr.
- HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr.
- MEXICAN EARRINGS \$5.40 Dz. & 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

**SPECIAL CLOSEOUTS! MEN'S CUFF LINKS or LADIES' SCATTER PINS**

**BOXED . . . . . \$1.25 per dozen pair** Minimum order 24 dozen

**SIRO JEWELS** 254 West 34th St., New York, N. Y.

**ALL-WEATHER Plastic Pennants**

Durable—Tough—Brilliant 48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

**A & A NOVELTY CO.** Cincinnati 36, Ohio

**DRIVE-IN THEATERS AND KIDDIE PARK operators;** 5 rides, Mangels Whip, Pony Cart, and Carrousel, used two seasons, in excellent like new condition. Also Rocket and Boat Ride, Ticket House, Ticket Machine, Benches, Coke Machine, Can see in operation, reasonable. **Granada Theater**, 2819 Church Ave., Brooklyn, Phone Ingersoll 2-7110. Call after 1 p.m.

**EVERLY FLY-O-PLANE RIDE—WITH OR** without transportation. Ten 1960 Dodgem cars; Girl Show built on 24 ft. Semi-trailer. **Kiddie Hand Car Ride.** King Amusement Co., Mt. Clemens, Mich. oc15

**FOR SALE—WAGNER FACTORY BUILT** Sixteen engine with 1000 Business Cards. Now in operation at Chicago Park, Box 824, The Billboard, Chicago, Ill. oc15

**KID RIDE — SMALL ADULT CHAIR-O-Plane,** walk thru show, P.A. System, others. Write for photos, details. **Roach**, 223 Spillman, Rolla, Mo. oc15

**KIDDIE RIDES SACRIFICED. BOAT RIDE,** Carrousel, Fire Engine, Whip, Train Ride, Pony Cart, also complete operating 5 ride Park, sold reasonably. **Hub Roller Rink**, 4510 N. Harlem, Chicago 31, Ill. oc15

**LIKE NEW, 1,400 MILES. GMCLWB,** lengthened to 19' between axels. **Tom Ewaet**, Geneva, Neb. oc15

**MANUFACTURER, REPAIR, TRADE ANY-** thing canvas. Any size, good as new tents. What do you have or want? **Smith Tent**, Auburn, N. Y. no12

**SHOOTING GALLERIES—1 CHAIN DRIVE** and 1 belt drive with 6 ABT Air Rifles and 2 Cartridge Venders. Available immediately at very reasonable price. **Hub Roller Rink**, 4510 N. Harlem, Chicago 31, Ill. oc15

**SPIT FIRE, \$2,000; 12 CAR MANGELS** Whip, \$1,000; 12 car Ride "O", \$1,500; 20 car Lusse Scooters, \$2,500, 4 Electro-Freeze Custard machines in perfect condition. Said rides in perfect condition. Can be seen in operation. Must vacate property, condemned for park, set east of Seltsman Island, N. Y. Gibraltar 7-8973.

**TRAINS—ALL SIZES, GAUGES, TYPES;** new, used, trade-ins. Photographs, details. \$1 bill (refundable), Miniature Trains, 33B Winthrop, Rehoboth, Mass. oc15

**WANTED—OLD EXHIBIT SHOWS, DIS-** plays, Curiosity's or strange things or unusual. Picture if possible, best price. **Animal Forest**, Yank, Me. oc15

**\$25 CHINESE WAX HEAD, HIP LUNG** with a cue, others. **Wells Curiosity Shop**, 20 S. 2nd St., Philadelphia, Pa. oc15

**17 FT. MOBILE SPORTSMAN HOUSE** Trailer, good condition, sleeps four. \$495. **Frymark**, 18 S. Clifton, Elgin, Ill. Phone 4135.

**20 MARE PONIES, \$50 PER HEAD. THIS** is a real bargain. Phone now, no time for letter writing. Trucking 25c per mile, one way. Day phone 7742, night 2061. **P. L. Cobb**, Hotel Ponder, Amite, La. oc15

**4,000 STEEL AND WOOD FOLDING** Chairs, Bleachers, Theater Chairs, Tents, Stadium Chairs. **Lone Star Seating Co.**, Box 1734, Dallas 1, Tex.

**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

**VENTRILOQUIAL \$65 UP—PUNCH FIG-** ures, \$10. America's finest hand-carved wooden figures. Catalog 10c. **Spencer**, 3240 Columbus, Minneapolis 7, Minn. oc15

**MISCELLANEOUS**

**BINOCULARS YOU CAN WEAR LIKE** glasses. \$1.98 postpaid. Satisfaction guaranteed. Order direct from this ad, or send dime for descriptive circular. Dime will be credited on order. **Fair-Deal Enterprises**, 92 Collingwood Ave., Columbus 13, O. oc15

**PHONEMEN EXPERIENCED FOR SHER-** rif's book. **Roger Francis**, Bill Evans, call Bob Beck, c/o Sherrif, Muskegon, Mich.

**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

**M. P. FILMS & ACCESSORIES**

**16MM. SOUND FILMS—LOWEST RENTAL** rates in history; get our prices now. **Rogers Films**, Lombard, Ill. oc15

**16MM. 5000 SOUND REELS. NEW LIST** Features, Westerns, Serials, War films. Excellent condition. Sell, rent. **Roshon**, 335 Fifth Ave., Pittsburgh 22, Pa. oc15

**MUSICAL INSTRUMENTS, ACCESSORIES**

**THREE PIECE WESTERN AND HILLBILLY** Band steel, rhythm, lead, double twifiddles, sing solo and duet, M.C. work, comedian. Experienced in TV, radio, dance and stage shows. Sober, dependable, good equipment and transportation. Would consider joining another unit. **Dude Fellows**, Marshall, Mo. oc15

**PERSONAL**

**ANYONE KNOWING THE WHEREABOUTS** of Roy Rochat or Bennie Rochat, please write. **W. L. Grant**, c/o The Billboard, St. Louis, Mo. oc15

**ST. PETERSBURG, FLA., POSTMARK. RE-** mail letters 25c each. St. Petersburg scenes cards, special, you write in we mail. \$1. Write: 4320 78th Ave., N. Pinellas Park, Fla. oc15

**PHOTO SUPPLIES**

**COMIC FOREGROUNDS AND BACK-** grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. **Miller Supplies**, 1535 Franklin, St. Louis 6, Mo. no26

**PHOTO BOOTHS, CAMERAS, D.P. PAPER,** Developers, Frames, everything for direct positive photography. Write for our low prices. **PDQ Camera Co.**, 1151 N. Cleveland Ave., Chicago 19, Ill. ch-1f

**16X22 INCH DIRECT POSITIVE CAMERA** cheap. 1,200 Huibilly phonograph records, new. **Photo Shop**, 1346 Vine St. Cincinnati, O. oc15

**8 X 10, SUITABLE FOR FRAMING HER** picture in oil from any negative. \$5 with order. **Robert Byrnes**, 3302 48 St., New Brighton, Pa. oc15

**PRINTING**

**ALWAYS FASTEST SERVICE—QUALITY** Posters. Three colors, 14x22 Window Cards, \$8 hundred; larger, 17x26 size, \$12.50 hundred. Cards for all amusement commission many illustrative. **Tribune Press Dept.** 50-55, Earl Park, Ind. oc29

**BEAUTIFUL THREE COLOR EMBOSSED** Business or Social Cards with the quality look. \$7.95 per 1,000 postpaid. Blue, green, red, yellow, black. No C.O.D.'s. **Card Press**, 2423 Seventh St., Lubbock, Tex. oc15

**EMBOSS PROCESSED LETTERHEADS!**

**Sparkling gold and colors. Dynamic en-** gravings: Circuses, Midways, Orchestras, Magicians, Samples, dime—be surprised! **Sollidays Colorprint**, Knox, Ind. no5

**QUALITY PRINTING AT SMALL TOWN** prices. Envelopes, Letterheads, Cards, Statements, Circulars, Booklets, Samples. **Estimates**, **Mercury Press**, Box 698, Marengo, Iowa. oc15

**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. Mihalka**, 518 Cherry St., Hammond, Ind. oc22

**100 8 1/2x11 BOND LETTERHEADS, \$1; 6 1/2** Envelopes same price. 1000 Business Cards, \$2.95 postpaid. **Taylor**, 5103 Forty-Third Ave., Hyattsville, Md. oc22

**200 8 1/2x11 LETTERHEADS, 200 6 1/2** Envelopes, both for \$3.50. Black or blue ink. **Mailo Press**, 767-B Leish St., Flint 5 Mich. oc22

**1,000 EMBOSSED BUSINESS CARDS, \$2.95** postpaid. Maximum six lines, 2,000 Shipping Labels, \$3.75 postpaid. **John Peper**, Box 822, Chattanooga, Tenn. oc15

**WANTED TO BUY**

**NEED "STOPPER" FOR ROADSIDE GIFT** Shop. Mechanical or large and attractive. **G. E. Baldwin**, Camden, S. C.

**WANTED—USED BALLY RIDES, NO JUNK,** at low prices, also route in Bergen-Pas-aic counties. **Nick Daurio**, Box 162, W. Englewood, N. J.

**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**

**A DRESS SHOP IN YOUR HOME NO IN-** vestment, good commissions selling better dresses. **Bellecraft Fashions**, 111 WG Eighth Ave., N. Y. ch

**DIXIELAND DRUMMER FOR SHOW, BAR.** Year around job for right man. Contact: **Jerald Scott**, 2713 Bush Blvd., Birmingham, Ala. oc15

**DRUM-VOCALIST, MALE OR FEMALE,** year-round location, good pay, steady job if you qualify, send photo, full info first letter. **Bob Machat** Box 4068, Warrington, Fla. oc15

**LEAD AND SECTION TENOR, 2 CLARINET** Men for Midwest traveling orchestra. Contact: **Jess Gayer Orchestra**, 1612 N. Broadwell, Grand Island, Neb. oc15

**MUSICIANS—STATE ALL, WRITE: BUDDY** Bair, 8 S. Michigan Ave., Chicago, Ill. oc15

**PIANO MAN — FOR ENTERTAINING** cocktail group, society, latin, jazz modern, vocal group. All jobs location. Read, fake transpose, excellent salary, year 'round work. Send photo and information to: **Box C-305, c/o Billboard**, Cincinnati 22, O. oc15

**STEEL GUITARIST IMMEDIATELY—SAL-** ary guaranteed with established radio-TV-stage unit, must be sober, union, neat appearance important. To join **November 1**. Send picture, phone and address; describe self and talent. **C-304, c/o Billboard**, Cincinnati 22, O. oc15

**SALESMEN WANTED**

**\$300 FIRST WEEK OR MONEY BACK—** New Glo Ad Clock, unlike any in world. **Electric Ad Clock Co.**, 616 Orleans, Chicago 10. no5

**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**

**NEED "STOPPER" FOR ROADSIDE GIFT** Shop. Mechanical or large and attractive. **G. E. Baldwin**, Camden, S. C.

**WANTED—USED BALLY RIDES, NO JUNK,** at low prices, also route in Bergen-Pas-aic counties. **Nick Daurio**, Box 162, W. Englewood, N. J.

**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**

**AGENTS & MANAGERS**

**AGENT CAN BOOK SIDE SHOW FREAKS,** after your season, in theaters in Texas, all winter. Won't work for drunks. Write: **Agent**, 2008 N. Prairie, Dallas, Tex.

**MISCELLANEOUS**

**FAT BOY WANTS WORK BALANCE OF** season, after October 9. **Tiny W. Hicks**, Box 19, Warren, Ill. oc15

**HYPNOTIST — FOR STAGE PRIVATE** parties and lecture demonstrations. For information write **Neige E. Diehl**, Post Office Box 2002, Seattle, Wash. mh17/56

**MUSICIANS**

**ACCORDIANIST FOR BAR, STROLLER,** with large repertoire. With hillbilly, several years. Consider all. **P. O. Box 1056**, Milwaukee 1, Wis.

**ACCORDIONIST WANTS JOB IN WEST-** era or hillbilly band, locate or travel; also play rhythm guitar. **John Herrington**, 624 White Ave., Greenville, Ill. Phone 324-J oc15

**ATTRACTIVE GIRL—HAMMOND ORGAN-** ist. Pianist, first class hotel lounge only, versatile music, all tempos, plus requests, 100c optional. Available November 1. hotel must furnish musical instrument. Wardrobe tops. **Box C-302, c/o Billboard**, Cincinnati 22, O. oc15

**AVAILABLE IMMEDIATELY — SERIOUS** and competent bassist wants steady work with good modern well-organized group. Will travel. Local 802, 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. Write: **Musician**, 1009 S. Tejon St. Colorado Springs, Colo. oc22

**AVAILABLE OCTOBER 15 — 2 GIRLS** drums, vocals, tenor clarinet. Dance music, shows. Prefer location, union. **Sherry Dixon**, Alamo Plaza Courts, Savannah, Ga. 6-8223.

**BASS FIDDLER, TROMBONE, TENOR,** Clarinet doubles. All essentials, locations only, commercial, show experience. **Eddie Bolick**, General Delivery, Prescott, Ariz. oc22

**COMBO, VIBES, GUITAR, BASS, GIRL** vocalist, optional. Union, good cocktail or restaurant combo. **C. Weiner**, 219 S. 44th St., Philadelphia 4, Pa. oc15

**COUNTRY-WESTERN MUSICIAN-DJ. DE-** sires bookings, radio-TV, lounge or staff employed. Stations, agents, write. **Musician**, 287 S. Oakland, Sharon, Pa. oc15

**GIRL COUNTRY-WESTERN VOCALIST,** guitarist, disc jockey. Radio and stage experience. Prefer location. Consider travel. **Musician**, 630 State St., Oconomowoc, Wis. oc15

**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

**RINK ORGANIST AVAILABLE—UNION,** have played State, Regional and National meets; dependable. **Box C-307, c/o Billboard**, Cincinnati 22, O. oc15

**SOLO BANJOIST, ELECTRIC AND** Rhythm Guitar, also vocals. Available October 15. Write or wire: **Musician**, 504 W. Caltender, Peoria, Ill. oc15

**TENOR, CLARINET AND VOCAL. EXPER-** ienced, jazz or local, prefer location, go anywhere inside U. S. or out. **Bill Dohnhe**, 6760 E. Exposition, Denver, Colo. oc15

**TENOR SAXOPHONE, CLARINET, EXPER-** ienced Modern or Dixie, cut shows; prefer Florida or vicinity. **Musician**, 3463 Saint Augustine Rd., Jacksonville, Fla. oc15

**TROMBONE, UNION, READ, JAM EXPE-** rienced. **Bill Fish**, 2500 N. Prospect, Oklahoma City, Okla. Phone Jackson 8-4885.

**VERSATILE ORGANIST, PIANIST. AVAIL-** able for resort hotel engagement November first to April first, attractive female who does the perfect job for restricted touring, travel anywhere, south preferred, Florida, etc. **Box C-301, c/o Billboard**, Cincinnati 22, O. oc15

**PARKS & FAIRS**

**BALLOON ASCENSIONS, PARACHUTE** jumping for parks, fairs, celebrations. **Claude I. Shafer** 1041 S. Dennison, Indianapolis 21, Ind. oc15

**FLASHY PLATFORM TRAPEZE ACT —** Available for all types of Outdoor Celebrations, etc. For literature, particulars, address, **Charles La Croix**, 1304 South Anthony, Fort Wayne, Indiana. Telephone, Eastbrook 3312.

**PAMAHASIKIA PRESENTS AMERICA'S** greatest birds: Cockatoos, Macaws, Pama-hasika's Studio, 3504 N. Eighth St. Philadelphia 40, Pa. Telephone SAgmore 5536.

**THE IMPACT ON NERVES AND EMOT-** ions is terrific, while **Capt. Earl McDonald** is in the process of delivering a devastating load of thrill entertainment, whether in South America, Bermuda, or the good old U.S.A. Only the muffled cough or the sound of a sharply indrawn breath breaks the silence as this dangerous feat which has wrecked the few who have attempted it, draws closer and closer to a climax. And if compelled by some strange force the crowds intent gaze is seemingly frozen to this lone figure posed there high over head and whose body is sharply outlined in the sky by the red glow coming from the leaping flames from far below somersaulting backwards through space. Sharp spears, blazing gasoline, cyanide pool, etc. This Fox Movietone feature and talent award winner is competitive priced with large circus style posters for advertising. **Capt. Earl McDonald**, 456 Laphier Pl., Warren, O. Telephone 45337. oc22

**VAUDEVILLE ARTISTS**

**AVAILABLE! WORLD'S GREATEST MAN** into Woman imitator! Miraculous transition from rugged Fire Chief to feminine youth and beauty. A singing, posing miracle artist! Baffling medical, scientific, musical explanation. Witnessed by hundreds in daily contact. Her sensational portable theater costing \$25,000 available, advertising or other contracts. Motorized by International. Her unmatchable act with gripping story graphically told, available, limited period. Management wanted. **Marita Delores**, Capitol Hotel, Richmond, Va. oc22

**FEMALE IMPERSONATION ACT—OPEN** for night club booking. Spanish dancing and exotic. Expensive wardrobe. Shots available. **S. L. Burgess**, 5 Dorino St. Wyoming 15, O. oc15

**NOVELTY ACT—DANCER, UNICYCLIST,** Juggler, everything in a funny way. **Don Falge**, 18 W. Sherman, Hutchinson, Kan. oc29

**MAGNIFICENT WATCH BRACELET**

Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

**Only \$12.50 each** in lots of three.

\$13.95 for sample

**NATIONAL DIST. CO.**  
222 Colomet Bldg. Miami, Fla.

#169 \$3.00 doz.

Ever-popular 1 carat center stone PLUS 3 square cut side sim. DIAMONDS. May be had with white or red side stones. Fabulous. Terrific buy. 16 kt. gold finish.

Min. 3 doz. lots. Less than 3 doz. lots. \$33 GROSS plus postage

**Sterling Jewelers, Inc.**  
1975-77 E. Main St. Phone: FAirfax 3123  
Columbus 5, Ohio Send for Catalog

**HEART DISC CLOVER NECKLACES**

**\$16.50** Gross and up

**Miller Creations**

Originators of the All-Aluminum Ident.

7739 SO. AVALON AVE. CHICAGO 19, ILLINOIS

Phone Waterfall 8-8855

**DAY AND NIGHT SERVICE**

Take the lines of least resistance with

**NAME BRANDS**

THE HOUSE OF NAME BRANDS

Continuous Supply. All Items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

**H. B. DAVIS CORP.**  
145-B West 15th Street, New York 11, N. Y.

**MEXICAN**

Mexican Heavy Rings . . . \$ 3.75 dz.

Tule Baby Chairs . . . . . 6.00 dz.

Feather Bird Post Cards .. 7.50 gr.

Hand Tooled Leather

Billfolds . . . . . 15.00 dz.

All kinds of Mexican Earrings, Hand-Tooled Bags, Hand-Painted Skirts, embroidered Wool Jackets, Convention Canes, Saltillo Serapes, Blowing Horns, Curios, Novelties. Request catalog.

**F. L. de ARKOS**  
904 Scott St., Laredo, Texas.

Free . . . order. Refunded if not satisfied.

**1956 WHOLESALE CATALOG & Dealer Card**

- General Merchandise
- Appliances
- Hardware
- Watches
- Jewelry
- Tools

WHOLESALE DISTRIBUTING  
3324 W. Roosevelt Rd. Chicago 24, Ill.

## New Game Prices—Too High? Op, Distrib, Mfr. Tell Views

### Ops' Income Won't Balance Higher Prices

CHICAGO, Oct. 8. — Operators surveyed here this week generally expressed similar sentiments to New York operators who earlier stated that prices of games were too high. (The Billboard, October 8).

A majority of the membership attending a meeting of the Associated Amusement Machine Operators of New York, in that city, expressed the opinion that "games had priced themselves out of the operators' reach, and that unless new games were reduced in price considerably, operators would be unable to buy them."

Association representatives were reported planning to confer with

(Continued on page 88)

### Federal Judge Calls \$250 Tax 'Morally Wrong'

CHICAGO, Oct. 8. — Federal Judge Joseph Sam Perry declared Friday that the federal \$250 gambling tax act is "morally wrong and possibly unconstitutional."

Judge Perry noted that gambling is illegal in Illinois and that the federal government was in the position of taxing an illegal act.

Joseph Bauldry, Wauconda, Ill., saloon owner, was found guilty of evading the tax, having been indicted for operating two pinball games with cash payoffs without having the federal tax stamp. Judge Perry fined him just \$1.

The judge stated: "I will abide by the letter of the law and fine the defendant \$1."

Following the fine, Judge Perry ordered inserted the following in the court record:

"This court considers the whole principle of the United States government taxing, and therefore giving its blessing to, activities that are prohibited by law in any particular State, contrary to the Constitution and the division of powers between the national government and the States."

### ALA. SETS MILK FAIR TRADE ACT

MONTGOMERY, Ala., Oct. 8.—Fair trade practice regulations governing the sale of milk sold thru vending machines have been established by the Alabama Milk Control Board.

The action was taken after the board had noted a spurt in milk sales due primarily to milk vending machines, which are becoming popular in the Cotton State.

Distributors, the board ruled, cannot legally provide venders selling carton milk free to any establishment, nor can they sell milk at below established price.

An operator can place venders in outlets only if he pays rent to the location owner, the board ruled. Purchasers—such as educational institutions—can buy venders on a pay-as-you-go basis. However, the distributor must act as collector for the manufacturer if he so desires.

As a precautionary measure, it was ruled, all such agreements must be registered with the Alabama Milk Control Board at Montgomery.

### DISTRIBS SEE LOWER-PRICED UNITS' ANSWER

CHICAGO, Oct. 8. — Game distributors surveyed this week generally recognized the problem manufacturers are having with rising production costs, but feel that operators in many instances can't afford to buy new games—especially shuffle units—at current prices. They are strongly in favor of games with new play appeal in the lower-price range.

One large distributor summed up the situation as follows: "I am 100 per cent in accord with the views of operators who feel new game prices are too high, with the reservation that manufacturers, too, are caught in a whirl of rising costs. Manufacturers have absorbed some of the costs, but can't absorb them all. Amusement games, other than bingo pinball games, are overpriced compared to their earning capacity."

Said another distributor: "Price means little if earning power of the game is high. I feel that most new games, however, don't have enough player appeal to pay for themselves. New lower-priced games, such as the current pool games, are needed."

Pointing up the distributors' situation, another commented: "Distributors often have to wait six months for full payment on new games because of the high prices. The industry definitely needs games in the low-price brackets."

Another distributor reported selling bingo pinball games at \$625 with no kicks about prices from the operators. Selling price of shuffle bowlers at \$575, however, brought complaints in cases where these games were returning only \$20 a week.

### Scientific Buys 5-Story Bldg. on N. Y.'s 10th Ave.

NEW YORK, Oct. 8.—Scientific Machines, Inc., has purchased the five-story building formerly occupied by Atlantic-New York at 583 10th Avenue and plans to use the structure for offices, showrooms and a warehouse.

Max Levine, Scientific president, (Continued on page 89)

### Mfrs. Confront Rising Costs, Drop in Net

CHICAGO, Oct. 8.—Game manufacturers, confronted with the problem of rising production costs—material costs, wages, and expense of adding new play features—said this week that little would be done to cut current prices and remain at a profitable level.

Said Ed Levin, Chicago Coin Machine Exchange director of sales: "New features must constantly be added to new games, and this means added material costs and added labor costs. Gross and net profit has dropped 35 per cent in the last year."

Alvin Gottlieb, D. Gottlieb & Company, remarked: "Not much can be done to cut prices of new five-ball pinball games. This year, as in previous years, costs of copper, steel, and nearly every material used in the games has risen. Net (Continued on page 90)

### Game Licenses Fat Income Source for N. Y.

NEW YORK, Oct. 8. — License fees for coin-operated games here were originally set up as a regulatory device, but in recent years these fees have been a fat income source for the city.

According to figures released this week by the Department of Licenses, City of New York, some \$392,200 was taken in during 1954 for common show license fees.

A spokesman in the department explained that about 75 per cent of the common shows licensed are coin-operated games, mostly shuffle games.

This 75 per cent figure—and the \$50 fee per common show—would indicate that there were about 3,000 locations. Only one license fee is required for every five games on the same locations. However, most bar and grill locations only have one game.

However, juke boxes are not licensed, while gun games and pool games come under shooting gallery and billiard licenses respectively.

The revenue from game licenses in 1954 was \$49,850 more than the \$342,950 taken in the previous year. For both years game license fees were the largest single source of license revenue for the city, with secondhand dealers contributing the second largest total—\$225,985.

### EDUCATIONAL PROGRAM

## King Cites Need for Public, Op Campaign to Spur Bulk Unit Sales

CHICAGO, Oct. 8.—There is a definite need of a public educational campaign on the services and products sold thru bulk vending machines. And there is just as great a need for an educational program for vender operators.

That is the firm belief of Tom King, of King & Company, a veteran bulk operator, distributor and supplier.

The man in the middle is the operator, according to King. He receives little help sales promotion-wise from the candy and gum manufacturers and nut dealers, and about the same from machine manufacturers.

"There has never been a real sales and educational campaign conducted in behalf of the operator," King says. "He learns from experience, and experience can be a hard and costly school of learning."

#### Ignore Bulk Venders

There are more than one and a quarter-million bulk vending machines, representing millions of dollars in annual sales being operated today. However, he asserted, virtually nothing has been done by the candy, gum and peanut people to bring this fact before the public.

"Certainly they advertise in newspapers, on the radio and tele-

### EDITORIAL

## Value of The Billboard

As a reader of The Billboard (and quite possibly an advertiser), you probably give little thought to what is behind the \$10 you pay for a year's subscription, or the 25 cents you pay for the magazine at your favorite newsstand. However, the significance of your action goes well beyond the fact that you are simply spending hard cash for a weekly magazine.

First, it means that The Billboard must be giving you something you need or you would not spend that amount of money. (As publications go, The Billboard subscription and newsstand prices are high.)

The basic yardstick for editors of paid-circulation publications is circulation itself. If the number of buyers (readers) increases month to month and year to year, the editors know they are on the right track. Should the number of readers decline over a period of time, they must realize something is wrong, and corrective measures are necessary to change the trend. Otherwise, the advertiser, who does business thru paid space in the magazine, will be affected. . . . It is as simple as that. The price you pay for your weekly Billboard is your guarantee that you will get your money's worth.

Second, the price you pay is your guarantee that you will read the best possible information in The Billboard, the protection against slanted stories or distorted buying guides favoring this or that advertiser. Unlike most publications, The Billboard's annual circulation revenue is vital to its existence—amounting to approximately 20 per cent of its gross revenue. No single advertiser, nor group of advertisers, represents anywhere near the dollars received from The Billboard readers—its circulation.

#### Audit Bureau Month

This month is ABC month. ABC stands for the Audit Bureau of Circulation, a large, worthy organization founded years ago and conducted by advertisers and advertising agencies to audit the circulation records of publications. It is financed by the annual dues paid by the publications.

Requirements for membership are paid circulation and the desire of the magazine to have its readership checked twice a year by an outside, unbiased organization and then made public. ABC, financed by the publications and operated by the advertisers, does the job.

There are some 2,000 publications in the trade paper field. The vast majority is either distributed entirely free or part free and part paid for. Only 400 are members of ABC—the top papers of the nation. The Billboard is proud to be one of them.

And so during the month when the Audit Bureau of Circulation and its member-publications highlight their practices to readers and advertisers, The Billboard salutes Paid Circulation and the organization that administers it. Audited paid readership is testimony to responsible publishing and in your best interests, whether you are a reader, an advertiser or both.

## June Coin Exports Dip From '54 Mark

CHICAGO, Oct. 8.—Shipment of U. S. coin machines to world markets, during June dropped slightly below the level of the same month last year.

U. S. Department of Commerce figures show that shipments of juke boxes and amusement games decreased in June compared to 1954, while vender shipments rose slightly.

Total shipments were off by 1,399, while dollar volume dropped \$20,590 from June, 1954. Some 4,649 machines were exported for a dollar volume of \$1,379,926.

Altho June was the second straight month this year that exports have decreased, total exports for the year are still well ahead of the first six months of 1954.

Due to months of preparation required for each month's figures, Department of Commerce tallies

are not yet available for later months of this year.

Juke shipments this June reached \$1,021,184, accounting for by far the biggest share of June coin machine exports. This compares with a \$1,023,830 volume in June, 1954. Games totaled \$279,046, compared to \$271,263 the previous year. Vending machines totaled \$79,696, an improvement over the figure set in June, 1954, of \$64,213.

Canada was the top market for U. S. coin machines during June, taking in 1,167 units worth \$251,381. Belgium followed closely with

(Continued on page 88)

## Penny Cig Tax Hike Is Costly To Pa. Venders

PITTSBURGH, Oct. 8.—It will cost vending machine operators in this area between \$300,000 and \$400,000 to collect the added 1-cent tax on a pack of cigarettes to help pay for damages caused by September floods in Northeastern Pennsylvania.

Levied by the General Assembly to raise an estimated \$20,000,000, the tax hike became effective October 1, and will continue thru May 31, 1956.

The estimated expenses to operators includes the cost of new vending machines and conversion of old units, according to Harry Rosen, president, Allegheny Cigarette Service Company, Wilkesburg, and a member of the Automatic Merchandisers Association of Western Pennsylvania.

Reports indicate, Rosen said, that

(Continued on page 87)

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue dated September 17, 1955)

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.

ARCADE EQUIPMENT

- 1. GENCO—Rifle Gallery
1. EXHIBIT—Sportland
3. EXHIBIT—Dale Gun
3. CHICAGO COIN—Goatee
5. UNITED—Carnival Gun

MUSIC MACHINES

- 1. SEEBURG—M-100-A
2. SEEBURG—M-100-B
3. AMI—Model A
4. SEEBURG—M-100-C
5. WURLITZER—1500

SHUFFLE GAMES

- 1. UNITED—Olympic Shuffle Alley
2. UNITED—Cascade Shuffle Alley
3. UNITED—Banner Shuffle Alley
3. UNITED—Classic Shuffle Alley
3. UNITED—Leader Shuffle Alley
3. GENCO—Shuffle Pool

VENDING MACHINES

- 1. NORTHWESTERN—33 Ball Gum
2. COLUMBUS—1c Bulk
3. NORTHWESTERN—39 1c
3. SILVER KING, 5c
4. VICTOR 1c Baby Grand

PINBALL GAMES

(Manufacturers with ten or more games listed below)

BALLY

- 1. Surf Club
2. Palm Spring
3. Beach Club

GOTTLIB

- 1. Chinatown
2. Green Pastures
3. Lovely Lucy

UNITED

- 1. Nevada
2. Rio
3. Havana

WILLIAMS

- 1. Hayburner
2. Saratoga
3. Army & Navy

Also tied for third place are machines listed below with five times advertised.

PINBALL GAMES

Table with columns: HIGH, LOW, Times Adv'd. Lists various pinball games like Atlantic City, Beach Club, Beauty, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Chicago Coin games like Basketball Champ, Tahiti, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Evans games like Saddle & Turf, Club, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Genco games like Basketball, 2 player, 400, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Gottlieb games like All Star Basketball, Arabian Night, Chinatown, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists United games like Cabana, Havana, Hawaii, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Williams games like All Star Baseball, Army & Navy, Big Ben, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists various games like Sky Way, Sluggfest, Struggle Buggie, etc.

MANUFACTURERS NOT LISTED

Table with columns: HIGH, LOW, Times Adv'd. Lists Happy Days, Mystic Marvel, Three-of-a-Kind, etc.

ARCADE EQUIPMENT

Table with columns: HIGH, LOW, Times Adv'd. Lists ABT Challenger, Advance Shockers, Anti-Aircraft, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Rifle Gallery (Genco), Pock-Ola Scales, Rocket Patrol, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Shooting Gallery, Silver Bullets, Silver Gloves, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists AMI Model A, Model B, Model C, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Seeburg H-146, H-147, H-148, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists 1250 (50), 1400 (50), 1450 (50), etc.

SHUFFLE GAMES

Table with columns: HIGH, LOW, Times Adv'd. Lists Ace Bowler, Advance Bowler, American Bank, etc.

MUSIC MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists Rock-Ola Comet 1438, 1426, 1428, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Pacific Shuffle Alley, Rainbow, Royal Shuffle Alley, etc.

Table with columns: HIGH, LOW, Times Adv'd. Lists Star, 6 player, Star, 10th Frame, Starlite Bowler, etc.

VENDING MACHINES

Table with columns: HIGH, LOW, Times Adv'd. Lists Acorn 5c or 1c, Advance D 1c B/G, Advance Ball Gum, etc.

(Continued on page 91)

COIN MACHINES

RECONDITIONED BINGO GAMES

Variety	\$350.00
Hi-Fi Club	190.00
Surf Club	225.00
Palm Springs	175.00
Dude Ranch	150.00
Beach Club	75.00
Atlantic City	75.00

SHUFFLE ALLEYS

Bally Mystic Bowler - #15	\$200.00
United Comet T-7 (Fireball)	150.00
United 1011 1434 Rocket	150.00
Chicago 990n	150.00
Chicago Model 1432 Rocket	150.00

All of the above equipment has been thoroughly reconditioned, cleaned and carefully checked and is now in stock ready for immediate shipment. Terms: 1/3 deposit, balance C.O.D.

H. M. BRANSON DISTRIBUTING CO., 811 East Broadway Louisville 4, Ky. Exclusive BALLY and ROCK-OLA Distributors in Kentucky.

NATD to Hold Western Meet

NEW YORK, Oct. 8.—The National Association of Tobacco Distributors will hold its Western Regional Meeting at the New Frontier Hotel, Las Vegas, Nev., October 19-22.

Melvin Sosnick, NATD vice-president, will preside at the opening session, and Lewis Gruber, vice-president of P. Lorillard Company, will speak on "The Cigarette Picture." Joseph Kolodny, NATD managing director, is scheduled to talk of "Distribution in Mid-Term."

COINMEN YOU KNOW

Chicago

By KEN KNAUF

**PURVEYOR ADDS TO STAFF.** Purveyor Distributing Company added two new men to its coin machine operations this week and plans to add two more within two weeks, according to Herb Perkins, Purveyor owner. The new faces are Richard Smith and Robert Dunne. Perkins is planning a trip to the West Coast now that Monte West is back on the job after a short illness. . . . Joe Robbins, Empire Coin Machine Exchange, is on a combination business and duck hunting trip in Northern Wisconsin. Gil Kitt, Empire chief, says office remodeling is under way this week. . . . Joe Schwartz, National Coin Machine Exchange, is still in the hospital, but expected back soon. Mort Levinson reports regular reorders coming in on coin pool games.

Ralph Sheffield, Genco Manufacturing & Sales Company director of sales, returned this week from a trip to St. Louis. Harold Lieberman, Minneapolis, was a Genco visitor early in the week. . . . Sam Wolberg, Chicago Coin Machine Company, is on a short vacation at Battle Creek, Mich., while Sam Gensburg, other company chief, is back at the Chicago office. . . . Visiting town this week was Al Adickes, coin machine operator of Hamburg, Germany.

United Manufacturing Company played host to a Florida delegation this week in the persons of Eli Ross and Sam Taran, Miami, and J. T. Elkin and Gordon Dunn, Jacksonville, Fla. . . . Sam Lewis, Exhibit Supply president, hit Boston and Baltimore and was heading for Charlotte, N. C., and Miami during the week. . . . Art Weinand, Exhibit Supply sales manager, returned from an extensive trip thru the East and South.

Joe Kline, Wally Finke, Sam Kolber and Fred Kline, First Coin Machine Exchange, have been putting in late hours to satisfy customers' game demands. Visitors at First this week included Al Miller, South Bend, Ind.; Fred Keidaish, Cromwell, Ind.; Herb Patton, Rockford, Ill.; Lloyd Kieffer, Wausau, Wis.; Larry Kaschak, Streator, Ill.; Joe Yaegel and Bob Carter, Decatur, Ill. . . . Latest sales item for Herb Jones and Jack Nelson, Bally Manufacturing Company, is Pin-Pool, a new coin pool game. . . . Mike Detzek, Champion Distributing Company, plans to move to new headquarters about November 1.

New York

By AARON STERNFIELD

**FISHMAN RESIGNS.** Joe Fishman, head of the Atlantic-Pennsylvania Corporation and associated with Seeburg distributors in this area for 10 years, has resigned his post and will take a vacation with Mrs. Fishman. A veteran of 25 years in the industry and former manager of the New York Game Operators' Association, Fishman may return to the industry after a rest.

Among the guests at the recent Runyon showings of the new AMI were Mr. and Mrs. Ben Diamond, Brooklyn; Ernie Lindemann, I.&K. Amusements; Leonard Nathan, Ocean Automatic Music, and Ralph Elephante, Elite Music.

Pearl Schwartz, wife of Bill Schwartz, manager of Melody Music, expects a child in February. The son of Joe Madden, Madden Music, was injured recently in an automobile accident. Harry Siskind, Master Automatic Music, is vacationing in Florida.

Anthony Andyes, 51, Clifton, N. J., operator who headed Belmont Novelty and All-State Music, died last week, with funeral services held Friday (7) in Paterson, N. J. A floral wreath was sent to his widow by the Music Guild of New Jersey. Another veteran New Jersey operator, Frank Lyons, of Paterson, died the previous week.

George Holtzman, vice-president of Associated Amusement Machine Operators of New York, and Ben Haskell, law partner of Teddy Blatt, AAMONY attorney, left for Chicago Sunday (8) to sell advertisements for the AAMONY Journal, which will be distributed at the organization's banquet at the Waldorf-Astoria, New York, December 3.

Izzy Edelman, Edolite Products, spent the weekend at Grossinger's. John McIlheny, Wurlitzer executive, who is in Massachusetts General Hospital, expects to be released soon. Out-of towners in for the AMI showing included Paul Quackenbush, Oneonta, N. Y., and Elmore Rowe, Troy, N. Y. Ed Sudal, Wallington, N. J., operator, is building an airport for helicopter service.

West Texas

**JUKE SHOWING IN SPOTLIGHT.** Highlight of happenings in West Texas recently was the showing of the new AMI Model G Phonograph by the Wallace Distributing Company, held at the Settles Hotel in Big Spring. Operators from all over this territory were seen converging on that city of the Old West that served for years as a watering place for cross-country wagon trains.

Henry Sikes, operator of Carlsbad, N. M., just completed buying the music route at Artesia, N. M., formerly owned by Harold Ulrich. Ulrich is devoting full time to his music store and television shop. This is another step forward for Henry Sikes, who has been in the coin machine business about four years, enjoying a continual growth. He is assisted by his wife, and nephew, Tommy.

E. J. Bishop, of Wink, is a new music operator in West Texas. Bishop has been in the coin business several years, operating games, but is just entering the music field. . . . Dan Daniels, operator in Pecos and Monahans, has just completed moving his home to Pecos from Monahans. This move was necessary to centralize his operation. Dan is married and has two children.

Boston

By CAMERON DEWAR

**BIG CELEBRATION.** More than 25 operators, coinmen and one-stoppers helped Bob Jones, sales manager of Redd Distributors (Wurlitzer), warm up his new home in suburban Needham. Bob, his mother and father will occupy the handsome residence. . . . Among guests were Mr. and Mrs. Sid Redd, Dick Mitchell and his wife of Dick's Records; Tony Grazio, Globe Vending Company, Quincy; Jerry Flatto, Boston Record Distributors, and a rare visitor in town, Joe Ferris, Madison, Me., operator.

Trimount Automatic Sales Corporation executives Dave Bond and Irwin Margold are delighted with the reaction of operators to the new Seeburg 200-selection phonograph. They report orders coming in at a fast clip. . . . James J. Geracos, of National Music, is back to normal (Continued on page 75)

F. L. Pulver, Gum Pioneer, Dies in Fla.

ST. PETERSBURG, Fla., Oct. 8.—Frank Fortune Pulver, 84, a pioneer developer of chewing gum, died October 5. In 1871 for \$200 he purchased a friend's formula for making gum. At that time he was with the Elgin Watch Company in Elgin, Ill.

Later in Rochester, N. Y., a reporter wrote a story on Pulver's new product, predicting: "It will sell." In 1931 he sold his formula to the Wrigley chewing gum company for a reported \$1,000,000.

Williams Polar Hunt	\$375.00
Exhibit "500" Gun	375.00
Genco Night Bomber	175.00
Seeburg Bear Gun	195.00
Chicago Coin Basketball	175.00
Evans Bat-a-Score	125.00
Roovers Name Plate Machine	140.00
Auto-Photo, factory reconditioned	1850.00

**Machines Rebuilt the Munves Way. Look and Work Like New**  
Chicago Coin Midget Skee-ball \$175.00  
Sidewalk Engineer, new and floor samples Write  
Exhibit Skill Pool Write  
Complete Line of Pool Games Write  
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Chicago 1, Ill.

WINTER BOWLING GAME SALE

Chicago Coin's Criss Cross, \$209.50; 8' Gold Cup, w/l.p., \$135.00; 9' Gold Cup, w/l.p., \$145.00; Six Player, \$49.50; High Speed Crown, \$145.00; 10th Frame, \$79.50; 10th Frame Double Score, \$89.50; United's Cascade, \$89.50; Clover, \$89.50; Super Shuffle Alley, \$74.50.

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**SCOTT-CROSSE COMPANY** Rittenhouse 6-7712 PHILADELPHIA 30, PA.

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- Two-Faced
- Fits any Shuffleboard
- 2 Models 15-21 pts. 15-21 and/or 50 pts.
- Large metal ABT Coin Receptor Box
- Coin-operated—10c 1 Player or 10c 2 Player by simple plug switchover
- Aluminum Button Blocks
- Chrome Tube Supports

IMMEDIATE DELIVERY . . . . \$139.50  
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City..... Zone..... State.....

Occupation .....



# COIN CALENDAR

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 11—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

October 11—Automatic Phonograph Owners' Association meeting, Hotel Sheraton Gibson, Cincinnati.

October 12—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

October 13—Music Operators of Northern Illinois, seventh annual banquet, Elmhurst Country Club, Elmhurst.

October 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline, Mass.

October 17—Central States Phonograph Operators' Association, monthly meeting, offices of Les Montooth, Peoria, Ill.

October 17—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

October 19—Music Operators' Association of St. Joseph Valley, bi-weekly meeting, offices of Carl Zimmer Company, South Bend, Ind.

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 14-17—American Bottlers of Carbonated Beverages, 37th annual convention, Miami Municipal Auditorium, Miami.

solely on the game business. . . . The Michigan Self-Service Laundry Association held its semi-annual meet at the Hotel Harris, Kalamazoo, Mich. Larry Yeager was named president of the association.

Dale Sauve, A. P. Sauve & Son, has just returned from a vacation trip. . . . Anthony Siracuse, of Circle Music Company, and his brother Jimmy, of United Sound Studios, have returned from a summer vacation at their private island in the St. Mary's River. . . . Vince Meli, head of Meltone Music, has left for an out-of-town trip. . . . Mr. and Mrs. Jack Broses, of Tempo Music Company, have just returned from a late summer vacation in Florida.

James Siracuse, veteran head of United Sound Systems, handled a program of special recordings for the advance press and dealer preview of the new DeSoto at the Detroit Armory. . . . Sonny Sears, office secretary for the United Music Operators of Michigan, is reviewing office procedure for the organization.

Tony Siracuse, of the Circle Music Company, has returned home following hospitalization and is under doctor's orders to take things easy. . . . Ed Carlson, of Carlson Music, has left for a three-week vacation to Miami, repeating his July trip. . . . Mrs. Floyd McCreedy has sold the route of the McCreedy Music Company to William Meldrum, West Side operator. Meldrum, a relative newcomer to the business, operates as Meldrum Music. . . . Carl Dross, head of Detroit Popcorn Company, has returned from Northern Michigan with his full limit bag of ducks. . . . Automatic Apartment Laundries, headed by Harry Colton, has moved to a new shop at 2650 Poplar Avenue.

### Salt Lake City

By HEBER HART

DIME PLAY BOOSTS OP'S JUKE TAKES. Dan Kenaga, Pocatello, Idaho, operator, said his takes since conversion to dime juke play have increased 30 per cent. After his conversion, some time ago, there were a few complaints, he admits, but they didn't last long, and the locations are happy with the change, too. . . . Pres Struve, former salesman in the Salt Lake office of R. F. Jones Company, has been appointed manager of the firm's Seattle office. . . . To replace Pres in Salt Lake comes Bruce Gregg, late of Portland, earlier of Chicago. . . . It's somewhat belated, but never too late to wish newlyweds Mr. and Mrs. Lawrence Modula congrats. He is a partner in P & M Music Company in Montpelier, Idaho. They were married in early summer in Nevada.

After a jaunt thru part of his territory, Dan Stewart, distributor, says current favor tends toward Super Slugger, King of Swat, similar games. Says Nevada operators, tho gambling is legal in that State, are ordering more and more amusement devices. Reason: \$10 license fee on games vs. \$400 on slots. . . . A. L. Knowles, of Western States Distributors, wound up a well-earned vacation. On the road much, if not most of the time, he was more than content to stay close to home. . . . Joe Earl, Salt Lake op, says his new kiddie rides are holding up well, but is looking for something new and different.

Denny Martin, Roosevelt, Utah, was in Salt Lake to pick up a couple of used bingo games. He reports business is booming in the Uintah Basin. . . . Charlie Williams, of Kemmerer, Wyo., was in town looking for bowlers. . . . Bob Bever, of Dan Stewart Company, just back from one road trip, is on another up thru Idaho and Northern Montana. He reports brisk biz.

Wally Moulton, Ketchum, Idaho; Dave Lowery, Manti, Utah; Ray Pruitt, Wendover, Nev., and Al Kartchner, of Idaho Falls, Idaho, were recent visitors to Salt Lake distributors. . . . Tom Osborne dropped in on old friends here on his way home to Phoenix after spending a (Continued on page 86)

# COINMEN YOU KNOW

Continued from page 74

after his recent operation. He is a strong exponent of dime play and has managed to keep his locations on the 10-cent rate.

Jerry Flatto just about getting over a visit of Crazy Otto, whose antics left the boys in poor shape for the rest of the day. . . . Guy Giovanni, of Commonwealth Distributors, is winding up a good season with beach locations with coin games. Says he's keeping busy reconditioning equipment coming in from storm areas. . . . Louis and Barney Blatt, of Atlas Distributors, are all set for a big push with orders coming in from the northern territory for the new AMI Gala G model.

Operators have just about put their routes back in order, with more of them getting time to look around the big city. . . . Among visitors in the Hub this week were Bill Hamel, of Concord, N. H.; Jim Michaud, Waterville, Me.; Henry Brooks, Dover, N. H.; Martin Oliver, Portland, Me.; George Hatzipetro, Springfield; Ed Blanchard, of Worcester, and Jim O'Connor, of Danielson, Conn.

### Pittsburgh

M. J. Abelson reports three of the firm's charms are catching on. They are a vacuum-plated lighter, a Davy Crockett sponge that grows to six times its size, and a Davy Crockett bullet. . . . Bill Weiland, service manager, Automatic Canteen Company, went to Erie, Pa., for part of his vacation, then spent a week in New York. . . . New shuffleboard operator for Harry Rosen's Automatic Food & Refreshment Company is Mary Farren.

### Detroit

By HAL REVES

CONCENTRATE ON GAMES. Nate Comisar and Harry Taylor, who operate a shuffleboard route under the name of Nate and Harry, have dropped plans to go into the cigarette and juke box field, concentrating

### It Happened in Ohio: \$7 Plus Popcorn—5c

VAN WERT, O., Oct. 8.—One \$5 bill and two \$1 bills, all in a 5-cent bag of popcorn.

That's what Johnny Van Erman and Gary Dolbey, both 13, received when they purchased a bag of popcorn from a vending machine in front of a local store.

The youngsters said they placed a nickel in the vender, and wowl there was the bag of popcorn, plus \$7.

## Advertised Used Shuffle Prices August-October, 1955

(Reflecting the steady price level in used shuffle bowling games over the past month is the following chart of representative advertised games listed in The Billboard's Used Price Index. Comparing prices listed October 1 to prices listed September 3, highest prices quoted on the games listed in the chart are identical in all but one instance. A drop in price is noted from the August 6 listings, however.)

GAME	AUGUST 6			SEPTEMBER 3			OCTOBER 1		
	HIGH	LOW	ADV'T'D	HIGH	LOW	ADV'T'D	HIGH	LOW	ADV'T'D
Ace Bowler (United 5/54)	\$345	\$255	10	\$325	\$285	10	\$325	\$275	11
Carnival Deluxe (United 10/54)	395	295	10	325	295	4	325	205	8
Classic Shuffle Alley (United 6/53)	150	120	12	145	125	17	145	115	15
Criss-Cross Bowler (Chicago Coin 12/53)	325	325	7	295	250	3	295	215	6
Double Score Bowler (Chicago Coin 3/53)	115	90	12	100	100	5	100	75	10
Leader Shuffle Alley (United 12/53)	275	235	6	260	235	8	260	225	14
Rainbow Shuffle Alley (United 8/54)	350	295	8	325	325	3	300	275	4
Royal Shuffle Alley (United 9/53)	235	195	15	200	175	15	200	160	13

## ROYAL

DISTRIBUTING, INC.

ICE FROLICS ..... \$265.00  
DUDE RANCH ..... 210.00  
BEACH CLUB ..... 165.00  
PALM SPRINGS ..... 225.00  
HI-FI ..... 225.00  
SURF CLUB ..... 275.00  
MIGHTY MIKE ..... Write  
Cleanest Games You've Ever Seen!  
1/2 down—the rest "SIGHT DRAFT."  
Ask for  
Ben Mackie or Harold Hoffman.  
3726 Kessen Ave., Cincinnati 11, O.  
Phone: MONTANA 1-5004

## NEED CASH WILL SACRIFICE BRAND NEW

in ORIGINAL CASES

United Super Slugger  
United Deluxe Slugger with Match-a-Score  
United Fifth Inning  
United Deluxe Fifth Inning with Match-a-Score  
United Derby Roll  
United Deluxe Derby Roll with Match-a-Score

**WRITE or WIRE**  
SEACOAST DISTRIBUTORS, INC.  
1200 North Avenue Elizabeth, N. J.  
Phone: Blgelow 8-3524  
594 Tenth Avenue New York, N. Y.  
Phone: Bryant 9-4684

## 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

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

COMPETE LINE BALLY BINGO PARTS

**SHUFFLE ALLEYS**

Bally Blue Ribbon ..... Write  
Bally Gold Medal ..... Write  
Bally Jumbo ..... Write  
Bally King Pin ..... Write  
Bally Congress ..... Write  
Chi Coin Hollywood ..... Write  
Chi Coin Blinky ..... Write  
Chi Coin Bonus Score ..... Write  
Bally Jet Bowler ..... \$350.00  
Bally Magic Bowler ..... 425.00  
Chi Coin Starlite ..... 225.00  
Keeney Pacemaker ..... 125.00  
Keeney Bikini ..... 250.00  
Keeney Century ..... 295.00  
United Leader ..... 200.00  
United Rainbow ..... 250.00  
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 Comer, 120 Select. .... \$99.50

**ARCADE**

Bally Bull's-Eye Kiddy Gun ..... Write  
Chi Coin Deluxe Bull's-Eye Baseball Write  
Write  
Write  
Exhibit Sportland (Moving Target) \$225.00  
Genco Rifle Gallery (Moving Target) 249.50  
Keeney Sportsman (Moving Target) 249.50  
Genco Quarterback ..... Write  
Genco Champion Baseball ..... Write

(SPECIAL WHILE THEY LAST)

9 Midget Movies ..... \$125.00  
2 Ducks ..... 125.00  
1 Tank ..... 150.00  
2 Trains ..... 150.00  
2 Chi Coin Super Jets ..... 225.00  
1 Rocket Patrol ..... 75.00  
Genco Tournament Pool ..... Write

**PINBALLS**

Miami Beach ..... Write  
Gaytime ..... Write  
Gayety ..... \$375.00  
Beauty ..... 125.00  
Beauty ..... 175.00  
Big Time ..... 495.00  
Yacht Club ..... 125.00  
Hi Fi ..... 225.00  
Atlantic City ..... 95.00

**CALDERON DISTRIBUTING Co.**  
450 Massachusetts Avenue Indianapolis, Indiana  
ME-trose 4-8468

## POOL GAMES

IMMEDIATE DELIVERY  
ALL MAKES  
ALL MODELS

Write us for your lowest price

**PURVEYOR** Better Buys  
DISTRIBUTING CO.

**SPECIALS**

**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

Keeney Diamond ..... \$235  
Keeney Century ..... 295  
Keeney Domino ..... 115  
Keeney Carnival ..... 110  
Keeney 10 Player ..... 95  
Keeney 6 Player ..... 75

**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

**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

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

## Chi Coca-Cola Ups Full-Line Vending to Hold Drink Stops

### City Ops See Stiffer Competition; No Moves Planned by Other Coke Bottlers

CHICAGO, Oct. 8.—The Coca-Cola Bottling Company here is stepping up expansion into full-line vending to hold its drink machine outlets.

Frank Matheson, industrial sales manager, announced the move was made to hold the firm's locations, and at continued requests from location management to provide full-line services.

Pointing out the company pioneered in the vending field, Matheson said at one time it had the majority of industrial beverage venter outlets here.

However, as new venders were developed, especially in recent years, he said, the number of operators have increased, and with the growth in this highly competitive field, they have under-bid Coca-Cola to secure the firm's estab-

lished stops. As a result, Coca-Cola sales dropped in many instances.

#### Adds Coffee Mchs.

In March of this year the company added coffee machines to its line, Matheson disclosed.

At location demands for complete services from one vending operator, Coca-Cola expanded its service in July and added hot chocolate, candy, gum, cookies and crackers, milk, ice cream and cigarettes. The company is also contemplating handling sandwiches, Matheson said.

Prices for coffee, like Coca-Cola, will prevail according to the going rate of commissions paid locations, Matheson asserted. "The price currently for each ranges between 5 cents and a dime." (Editor's Note: Recent survey by The Billboard

showed most operators are either vending or changing coffee prices to a dime.)

Operators feel that since they have used Coca-Cola sirup in their outlets for years, the company should not compete so far as to displace them.

#### Vendomatic View

While most operators contacted did not want to be identified, Nathan Boehm, a partner in Vendomatic, stated:

"We don't think this is a very co-operative move on Coca-Cola's (Continued on page 78)

## Greene to Talk On Vending to Harvard Group

BOSTON, Oct. 8.—Robert Z. Greene, president of the Rowe Manufacturing Company, will address some 500 faculty members and students of the Harvard Graduate School of Business Administration October 18.

The talk, sponsored by the school's Marketing Club, will cover the potential of vending and trace its development in the last 25 years. Questions will be asked from the floor. Following the meeting, Greene will be guest of honor at a faculty reception.

That same day, Greene is scheduled to speak at the Boston conference on distribution.

## Bottlers Set on Program for Miami Confab

New York, Oct. 8.—The 37th annual convention of the American Bottlers of Carbonated Beverages and International Soft Drink Industry Exposition gets under way in Miami November 14, with the business sessions set to start the following day.

First speaker at the opening session will be Alfred N. Steele, board chairman of the Pepsi-Cola Company. Also scheduled for the open- (Continued on page 79)

## Mills, Heinz Bow Hot Food Vender For Lease to Ops

### 6-Selection Unit Vends Canned Soups, Lunches; Price 20 to 35c

CHICAGO, Oct. 8.—A new hot food vender, capable of dispensing six varieties of foods or soups, has been developed by Mills Industries, Inc., Chicago, and the H. J. Heinz Company, Pittsburgh.

Two other manufacturers are expected to introduce new soup machines within the next month. Mills and Heinz were two years in developing their vender.

Invitations have been sent to 6,000 operators to attend previews of the vender at the Chatham Hotel, New York, Wednesday (12) thru Saturday (15), at the Ambassador Hotel, Los Angeles, October 19-22, and at Mills Industries' offices, Chicago, October 26-29. All showings will be from 10 a.m. to 9 p.m.

The vender will also be exhibited at the National Automatic Merchandising Association convention November 6-9 in Chicago.

#### No Cash Needed

Of special interest to operators is the fact that the vender can be obtained without an outlay of cash. The Heinz Company is taking all of the machines, and in turn

will lease them to operating firms.

Outstanding feature of the vender is that it will serve foods and soups piping hot in the original cans—8 and 8½ ounces.

Cans, according to officials, are kept under constant, 150-degree heat. However, the temperature is low enough so the paper label provides sufficient insulation for handling.

Capacity of the machine is 144 cans. Heinz has developed 27 different varieties—14 hot-plate lunches and 13 soups.

A swing-a-way can opener is installed on the venders as part of the lease package, but spoons will be furnished separately and manually.

#### 27 Varieties

The selling program of the unit will be handled by Mills Industries subject to Heinz's approval for the lease plan, it was announced in a joint release by H. F. Maloy, Mills' general manager, and H. F. Moffat, manager of Heinz hotel and restaurant department. No details of the lease plan were announced.

(Continued on page 79)

## Bulk Op Keys Policy To Chain's Program

### Non-Competitive Feature Opens Door to National Tea for Confections Specialties

By BILL MASLOWE

CHICAGO, Oct. 8.—Do not compete with store sales.

Know your stores and their problems. Provide efficient service and stress cleanliness.

Provide protection against financial losses with complete insurance coverage relating to product and public liability risk thru your machines.

Employing these principles, Bob Kantor, head of Confections Specialties, Inc., has for the past three years established a successful outlet for his 1-cent bulk gum vending machines in more than 625 National tea stores in the Chicago area.

The firm's other chain locations include 12 Ford Hopkins drug and six to eight Hillman's food stores here.

#### No Competition

Kantor considers his business in the broad sense in which it must be seen to be accepted by leading chain stores, adhering to strict procedures in building profitable locations.

"Chain stores are getting the bulk of consumer traffic today," he said. "By and large they sell everything, candy, gum and peanuts in-

cluded. But it is a packaged deal. Our 1-cent gum sales do not compete nor interfere with their sales.

"In fact, our vending sales are made after customers have completed their shopping and are about to leave the store. Then they spend a few pennies at the most as a reward to youngsters for being good."

It was two years ago last May that Kantor was given the opportunity to install his 1-cent bulk gum venders in 25 National tea stores in the Chicago metropolitan area on a test basis.

#### Insurance Necessary

Installation of the machines were made with the agreement that customers would receive the same high calibre service and quality merchandise from venders as they did from the store. Also that vender sales not compete with chain sales.

Confections Specialties' over-all insurance policy, a special coverage provided thru the National Vendors Association, protecting the chain against financial suits relating to product and public liability, greatly lessened opposition to the venders, Kantor stated.

Machine locations in the stores proved to be a tough problem, and involved an intensive study.

Venders were first placed at the meat counter where it was noted (Continued on page 79)

## NATD Panel Mulls Vending

ATLANTIC CITY, Oct. 8.—"Automatic Merchandising: What Are the Trends?" was the subject of a panel discussion Friday evening (7) at the National Association of Tobacco Distributors Eastern Regional Meeting at the Traymore Hotel here.

Richard M. Ryan, Quebec Cigar Company, Rutland, Vt., presided at the panel, which included M. B. Rapp, Apco, Inc.; Charles Brinkmann, Rowe Manufacturing Company, and R. E. Gibbs, Arthur H. DuGrenier, Inc.

The meeting opened in the morning with an address on "The Cigarette Picture" by Joseph F. Cullman III, executive vice-president, Philip Morris, Inc. Joseph Kolodny, NATD, managing director, spoke on "Distribution at the Crossroads."

At the final session Saturday (8), panels were held on "Unfair Sales Acts: What Are the Prerequisites?" and "Sales Management: What Are the Requirements?"

## Public, Op Program Needed To Boost Bulk Sales: King

• Continued from page 72

no waiting in line to have your order filled, and the consumer's desire for a lift is immediately fulfilled."

With little effort these firms could include vending machines in advertising products. They could tell and show how easily purchases can be made from vending machines, King said.

In urging a consumer advertising selling tie-up with bulk machines, King stated the candy, gum and nut people could take a lesson from the cigarette industry.

Sales promotion-wise, cigarette companies include vending machine services in their newspaper, radio and TV advertisements, explaining how "your favorite brand can be obtained from the automatic salesman."

The candy, gum and nut people should have representatives study and know the problems of the vender. These representatives should spend time working with bulk operators and originating on-the-spot sales building plugs, King said.

#### Know How

As to manufacturers, they should make it a point to have factory representatives work with operators. They could spend time actually demonstrating how easy it is to maintain units.

In addition to emphasizing how clean globes help increase sales, they could point out the necessity of keeping mechanism clean, especially the vender cup assembly, which needs as much attention as the globe, he said.

"Many operators fail to change

the vender cup assembly, and as the result frequently let it go until a machine is out of commission, and repairs are needed," King pointed out.

New operators should be coached in the ways of locations. They should be shown it isn't necessary to fill the vender to capacity at new locations until the sale potential is learned.

"You can always add more items in a globe without loss, but you can't take any away without loss to yourself," King said.

Factories could also supply more literature and pamphlets on bulk machine operations for operators, and the candy, gum and nut people pamphlets on trends, advertising tie-ups and best sellers, he concluded.

## McClosky Preems Cream Dispenser

### Unit Designed for S&L; Conversion For Dry Ingredient Venders Possible

NEW YORK, Oct. 8.—A cream dispensing conversion, designed for the S&L Junior coffee vender, was displayed for the first time at the Hotel Commodore here Thursday (6).

The unit was designed and will be distributed by Jerry McClosky, former partner in VenDime and currently head of the newly organized McClosky Associates.

The dispenser consists of a cup mechanism which is activated by the coin cycle, and a cream dispensing mechanism, which is activated by the coffee cycle. Both units are attached to the sides of the vender.

#### 135 Cups

The cup container has a capacity of 135, with the cup dropping automatically upon insertion of the coin. The consumer takes the cup and places it under the coffee aperture, pressing a button for his coffee service.

The next step is placing the cup on a surface under the cream dispensing mechanism and pressing the button. The cream mechanism will not operate until the coffee mechanism is activated, nor will it throw a double portion in the event one customer takes his coffee black and the second wants cream.

The cream unit holds two quarts, with storage for another pint. Refrigeration is provided by liquid refrigerants, with no compressor system required. McClosky said the cream had a rise in temperature (Continued on page 79)

## Nine Panel Talks Skedded At NAMA Meet

CHICAGO, Oct. 8.—Nine panel sessions climaxed by discussions on "Cavalcade of the Best Ideas" and "Impact" will be presented at the National Automatic Merchandising Association annual convention November 6-9 at the Conrad Hilton Hotel.

Every phase of the industry will be covered by the 46 experts, with the six representatives on "Impact" to discuss vending as seen by management. The discussion, the last on the agenda, will be presented on the closing day of the meeting, November 9.

Members of the panel include Walter Swoboda, industrial relations director, Foote Brothers Gear & Machine Corporation, Chicago; Royal Cherry, factory employment manager, Oldsmobile Division, General Motors Corporation, Lansing, Mich.; L. B. Hudson, assistant director, service enterprises, Indiana University, Bloomington, Ind.; William Jones, vice-president, Potomac Electric Power Company, Washington, D. C.; Mrs. Catherine Heffernan, business manager, Illi-

(Continued on page 77)

NEW YORK, Oct. 8.—The annual report of Canada Dry Ginger Ale, Inc., has been judged the best among carbonated beverage industry reports for the eighth year in the survey of stockholders' reports conducted by Financial World magazine. The firm's record since entering the competition is eight wins and one second place.

# Nine Talks at NAMA Meet

Continued from page 76

nois State Psychopathic Institution, Chicago, and Lt. Col. Robert W. Endsley, regional officer, Army and Air Force Exchange Service, Baltimore.

### Chairman Panel

"Cavalcade of the Best Ideas" will open the November 9 business session with John W. Mock, Chicago, management consultant, as moderator. Participating on the panel will be the chairmen of seven of the panels.

The chairmen include Vernon Fox, Vernon Fox Company, Chicago; Morton B. Holland, Holland Vending Corporation, Maspeth, N. Y.; J. Richard Howard, Howard Vending Service, Indianapolis; Harry Schwartz, Kwik Kafe of South Jersey, Camden, N. J., and Nathan Weil, Self-Service Sales Corporation, Hartford, Conn.

"Problems of Owner-Serviced Operations" will be presented at 9:30 a.m. on the opening day of the conclave November 7 with Mock as moderator.

Panel members are Sidney Lee, Acme Candy, Morgantown, W. Va.; Robert Miller, Miller & Clark, Inc., Richmond, Ind.; Victor B. Neiswanger, Elgin, Ill.; Mrs. Margaret Ware, Ware Vending Company, Elyria, O., and Adam Young, Heard-Young Company, Nashua, N. H.

### Food and Beverages

Two discussions will be presented in the evening.

"Candy, Cookies, Nuts and Gum" will be discussed by a group headed by Fox as chairman. Others include Joe M. Jahoda, Canteen Service Company, Decatur, Ill.; Joseph Kaden, Kandy Kit Company, Inc., Chicago; Paul Meroy, Automat Company, Kakima, Wash., and Al F. Schmitt, System Vendors, Oklahoma City, Okla.

Harry Schwartz, Kwik Kafe of South Jersey, Camden, N. J., will be chairman of the panel discussing "Cup Beverage, Coffee, Hot Chocolate, Soup, Juices."

On the panel are William J. Higgins, Higgins Automatic Vending, Inc., Seattle, Wash.; W. Z. Hyde, Automatic Merchants, Inc., Cleveland; Edward W. Kent, Kent Vending Company, New Philadelphia, O.; Frank A. Matheson, Chicago Concessions, Inc., Chicago, and Kurt Nathan, Advanced Beverage Corporation, Glen Ridge, N. J.

"Automatic Feeding Service," with Mock as moderator, will be presented at 9:30 a.m. Tuesday. Comprising the panel will be S. Charles Bennett Jr., C. B. Macke Corporation, Washington, D. C.; William Courtney, Automatic Refreshment Service, Youngstown, O.; David D. Dayton, Tennessee Service Company, Inc., Knoxville; Carl M. Millman, Automatic Merchandising Corp., Milwaukee, and Bert Steir, Automatic Merchandising Corp., Medford, Mass.

Three discussions will be presented November 8. The sessions will be on "Cigarettes," "Milk and Ice Cream" and "Automatic Feeding."

### Panel Chairmen

Nathan Weil, Self-Service Sales Corporation, Hartford, Conn., will be chairman of the panel that will discuss "Cigarettes." Others are Michael Bruck, Long Island Tobacco Company, Flushing, N. Y.; Ralph A. Dahl, Ralph A. Dahl Company, Omaha, and J. R. New, New Cigar Company, Griffin, Ga.

Chairman of the panel discussing "Milk and Ice Cream" will be Morton B. Holland, Holland Vending Corporation, Maspeth, N. Y. Others are Leo J. Fregeau, City Wide Milk Vending Company, Chicago, and Ernest Halvorsen, Airport Vending Service, Chicago.

The "Automatic Feeding" discussion group will be headed by J. Richard Howard, chairman, Howard Vending Service, Inc., Indianapolis; Paul Chinelli, Capital Vending, Inc., Lansing, Mich.; Wayne M. Logue, Brady Vending Company, Long Island City, N. Y., and M. D. Worth, Russell Vending Service, Inc., Santa Cruz, Calif.

CHICAGO, Oct. 8.—International Cellulocotton Products Company of Chicago, makers of Kleenex cleansing tissues, merged October 1 with the Kimberly-Clark Corporation of Neenah, Wis., it was announced here this week.

Rowe Crusader (10 Column)	\$149.50
DuGrenier (Model W, 9 Column)	79.50
DuGrenier (Model S, 7 Column)	65.00
Rowe Imperial (8 Column)	79.50
Eastern Electric (C-8)	125.00
Eastern Electric (10 Column, Chrome Top)	185.00

**VATHIS CIGARETTE SERVICE CO.**  
1922 West 7th St. Texarkana, Texas  
Phone: 3-3723 or 22-1810

**EMPTIES MACHINES FASTER!**

**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**PIONEER VENDING COMPANY**  
590 Albany Ave.  
Brooklyn, New York

**EMPTIES MACHINES FASTER!**

**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**RAKE COIN MACHINE EXCHANGE**  
605-609 Spring Garden St.  
Philadelphia, Pa.

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. "Visidame" 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**  
84B East Armstrong Morris, Illinois

**Cleveland Coin Machine Exchange, Inc.**

Northwestern Corporation Distributors  
2029 Prospect Ave., Cleveland, Ohio  
To. 1-6715  
Write for prices.

**EMPTIES MACHINES FASTER!**

**NEW! Red-Hot "Ball o' Fire" Bubble Gum!**

**ACE VENDING & DISTRIB. CO.**  
2702 W. Pico Blvd.  
Los Angeles, Calif.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLux 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.50
Columbus 1¢ Bulk	6.95
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$ .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 Charms, 100 ct.	.42
Rain Blo Ball Gum, 40 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.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.  
LONgacre 4-6467

**WATER SQUIRTS**

Sensational — kids love them. Perfect vending. Stickers supplied.

**ASSORTED CHRISTMAS CHARMS & SANTA**

SURE LOCK—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

Or send 35¢ for regular sample kit of charms.

Eastern Headquarters  
**Oak Mfg. Co.**  
Acorn Machines and Parts

**Penny King Company**  
2538 Mission St. Pittsburgh 3, Pa.

World's Largest Selection of Miniature Charms

**ABC** ... PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

**FIVE STAR BABY GRAND DISPLAY VENDOR (1c PLAY)**

GETS THOSE PENNIES FAST!

For fast turnover of merchandise and long profits, you can't beat the new Five Star Display Vendor. A few of these money makers on location will prove its fast play appeal. Order your Five Star Display Vendors and Filled Merchandise Displays today! For details on complete line, see your nearest Victor Distributor at once.

**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue Chicago 39, Ill.

Precision-Built for PROTECTION & PROFITS!

**ACORN**

The only completely die-cast aluminum, precision built

**ALL-PURPOSE VENDOR**

- Vends GUM—all bulk merchandise.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weights less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO., 2538 Mission St., Pittsburgh 3, Pa.  
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles 15, Calif.

**LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW ...**

**BALLPOINT PEN VENDER**

That's all you have to do—just try this sensational money-maker on your route. See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

**\$14.95**

**U. S. COMMERCIAL PRODUCTS CO.**  
7420 North Western Avenue Chicago 45, Illinois  
Hollycourt 5-0348 and 0349

**CIGARETTE, CANDY and DRINK MACHINES!**

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
Crusader, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
Crusader, 10 Cols., 400 Cap., Vends 25¢ & 30¢	160.00
Diplomat, 8 Cols., 340 Cap., Vends at 25¢ & 30¢	135.00
President, 8 Cols., 340 Cap., Vends 25¢ & 30¢	150.00
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.	32.50
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**

**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



**VICTOR'S TOPPER**  
1¢ 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.

### Dr. Pepper Names 2 Zone Managers

DALLAS, Oct. 8.—Virgil Hamsher, of Joplin, Mo., and Donald R. Kimbrell, of Birmingham, Ala., have been promoted to zone managers, W. W. Clements, vice-president and general sales manager of Dr. Pepper Company, announced.

Hamsher will be responsible for planning and co-ordinating Dr. Pepper bottler sales programs in Kentucky, Pennsylvania, and West Virginia. Kimbrell will supervise bottler sales activities in Tennessee and Alabama. Previously the men had served as merchandisers.

### Chi Coke Goes to Full-Line

Continued from page 76

part. We have switched to another brand. We helped increase Coca-Cola sales thru the installation of modern beverage venders when the company's machines were old and outmoded.

"Coca-Cola then followed the trend toward more modern venders. But this move to full line vending by the company in my opinion is foolish. They should stick to selling Coca-Cola."

Another operator stated the move just means more competition in the in-plant vending field, and was surprised that Coca-Cola had not entered complete vending service years ago.

"However," he said, "you don't acquire the understanding and skill of the operation overnight, nor can

you begin servicing such an operation without a thoro study, and the move may prove costly to Coca-Cola."

#### Fear 5c Coffee

Several operators reported the company had solicited their regular, established locations, but to no avail. The only concern expressed was the fear that Coca-Cola may vend coffee at 5 cents.

"That would make the going rough," several stated. "Cost of producing a cup of coffee, including commission is more than 5 cents, and we would all lose money."

Matheson said the company has thoro studied the operation, and is moving slowly. Driver-salesmen have been completely factory trained in servicing vending machines.

"Currently we have 100 pieces of vending equipment other than our Coca-Cola units in the field, and will continue to add venders as we add new locations. We are certainly going after business we lost," he stated.

The firm, he said, has regular repair trucks equipped with two-way radios and manned by skilled help who devote their time entirely to the repair of machines.

"We will service our full-line just as we do our Coca-Cola machines," he declared.

#### Pittsburgh Move

In Pittsburgh, the Coca-Cola bottler has added coffee venders. Established operators are watching the move closely, expressing the opinion that a higher commission being paid to industrial locations has forced several from established locations.

One operator, who said he had been servicing locations satisfactorily, was forced to vacate from five to 60 pieces of equipment from industrial locations.

In Portland, Me., it was reported the bottler installed coffee machines beside his Coca-Cola venders. Reports indicate the experiment is not working out.

Coffee venders point out the Coca-Cola bottler is not set up for this type of vending. Boston's big Coca-Cola outlet says there are positively no plans to enter the coffee field.

A spot check survey in New York and Washington, D. C., showed there were no plans for Coca-Cola to expand into full-line vending.

#### West Coast Pic

No plans are being made by West Coast bottling companies to enter the field. The dealer in San Jose, Calif., has installed several coffee machines in an industrial plant at the request of management. However, he does not plan to expand.

In San Antonio, Lee Moffett, president of the Vending Operators' Association, said the Coca-Cola plant was seriously considering installing coffee vending units next to bottle machines.

Several are now being tried, and according to reports, the company is considering cigarette and candy machines, said to be part of a planned "package deal" thru which it hoped to hold outlets.

Charles Harper, San Antonio Coca-Cola vending official, had no comment to make on Moffett's remarks.

### Cologne Unit For Men Now In Production

WORCESTER, Mass., Oct. 8.—Colma, Inc., manufacturer of cologne venders, has gone into production of two models for the male market.

The units are mechanically the same as those used to dispense aromas to the fairer sex, but no mention of cologne is made on the machines' nameplates. The message reads "On Guard, Restore That Fresh After-Shave Feeling."

The machines are available in one and two-column versions, with about 800 sprays per column. Finish is pearl gray baked enamel, and fittings are chrome.



**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-in accepted. Write for our filled Victor capsule list.

**ALADDIN MAGIC WISHING RING!**  
Immediate Delivery  
\$15.50 Per M in Bulk  
\$22.50 Per M in Capsules

Pioneer Vending Service  
590 Albany Ave., Brooklyn 3, N. Y.



**VICTOR'S TOPPER**  
1¢ BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

TIME PAYMENT TERMS  
in lots of 8 or more. Payments as low as \$5 weekly.  
Write for details.

**ALADDIN MAGIC WISHING RING!**  
Immediate Delivery  
\$15.50 Per M in Bulk  
\$22.50 Per M in Capsules

**ROY TORR**  
LANSDOWNE, PA.

Great Time-Saving  
**PENNY WEIGHING SCALE**

CAPACITY \$10.00  
SPRINGS ARE PRECISION CALIBRATED.  
HEAVY SHEET METAL BASE.  
TIN SCOOP  
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.  
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

**ORDER TODAY**  
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.  
Distributors, Write for Prices.

**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**\$18.50**

**RECONDITIONED VENDORS**

All Machines Completely Checked and Ready for Location—Order With Complete Confidence.

**BULK VENDORS**

Silver King 1c or 5c.....	\$ 8.50
Victor V—Cab. type.....	9.50
Victor V—Globe type.....	8.50
Acorn 5¢ or 1¢.....	10.00
DuGrenier, 4 Col.....	14.50
DuGrenier, 6 Col.....	17.50
Mills, 6 Col.....	17.50

**SPECIAL CLOSEOUTS**

Silver King Hot Nut.....	9.50
Zig Zag—New.....	19.50
Ajax 3 Col. Hot Nut.....	25.00
2 Col. 5¢ Jewel Vendor.....	7.50

**MAKE EXTRA MONEY!!**  
ASK FOR OUR  
**NEW 1956 GIFT & PREMIUM PRIZE CATALOG**

1/3 deposit, balance C.O.D.

**RAKE**  
**COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
LOmbard 3-2676

ADD NEW EYE APPEAL TO YOUR MACHINES  
**STIMULATE SALES WITH AUTHENTIC SHAPED "RAW CUT GEMS"**

**A Treasure Chest of PROFITS**  
is yours with these fascinating "cut stones" in dazzling realistic colors! Kids will be charmed by them—they look as real as Captain Kidd's loot!

**A TIMELY HOLIDAY ITEM . . .**  
CAN BE USED FOR DECORATIVE PURPOSES . . . ATTACH TO PACKAGES, GARMENTS, DOLLS, TOYS . . . PLUS MANY OTHER USES THAT WILL DELIGHT YOUNG AND OLD!

PRICE: \$7.50 PER M  
For Bulk or Capsule Vending

**paul a. PRICE co. inc.**  
55 Leonard St., N. Y. 13, N. Y. COrtland 7-5147-8

**Attention, Operators!**

**VICTOR CAPSULE VENDORS**  
Are designed and built specifically for vending

**VICTOR CAPSULES**  
Capsules which do not correspond exactly to the size or dimensions of the

**VICTOR CAPSULE**  
are very likely to cause trouble. For steady and consistent play—USE VICTOR CHARMS & CAPSULES

**Victor Vending Corp.**  
5701-13 W. Grand Ave., Chicago 39, Ill.

# BE THERE... at your industry's Cavalcade of Service!

*when* 

*where* 

*what* 

**NOVEMBER 6-7-8-9, 1955**

**CONRAD HILTON HOTEL, CHICAGO**

**VENDING'S OUTSTANDING EVENT**

## PLAN NOW TO ATTEND THE GREAT 1955 N.A.M.A. CONVENTION-EXHIBIT

SEND FOR INFORMATION ON HOTEL RESERVATIONS

NATIONAL AUTOMATIC MERCHANDISING ASSOCIATION  
7 South Dearborn Street, Chicago 3, Illinois

Please send me the Official Hotel Room Reservation Application.

Name.....

Company.....

Address.....

City..... Zone..... State.....



**ABC** ... insures Billboard readers of a high standard of useful editorial services

**A New Field for the ALERT OPERATOR**

**IDEAL FOOT VIBRATOR**

**A Treat for TIRED FEET**

Profitable locations available everywhere.

**5¢**

Coin Operated

For full information contact National Distributor CLEVELAND COIN Machine Exchange, Inc. 2029 Prospect Ave. Cleveland, Ohio Tel.: TO-1-6715



**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.

**Gentlemen, Vending with "E" BALLS is a Rich, New OPPORTUNITY in Bulk Vending.**

At a time when 1¢ bulk vending needed something new and exciting we came along with "E" Ball vending.

We had to get children excited about Charms and the bulk machine. We knew children responded to PREMIUM OFFERS.

So we made a Charm, the size of 210-Count Ball Gum, and branded each "E" BALL with our trademarked "E".

We printed an advertising sticker, which we supply FREE, offering a PREMIUM of a CHARM BEANIE HAT (Regular Value 50¢) to every child who mailed in Six (6) "E" BALLS and 25¢ to OUR POST OFFICE BOX. We mail the CHARM BEANIE HAT.

The CHARM BEANIE HAT, with twelve Gold Vacuum Plated Charms, Series #45, already attached, is a natural premium offer in a Charm Bulk Vending Machine. It SELLS CHARMS.

You use "E" Balls instead of Ball Gum and then dress and fill the machine with CHARMS AND GIMMICKS in the same manner as you've been doing right along with Ball Gum. Affix the Advertising Stickers inside the globe to advertise the PREMIUM OFFER.

Smart Operators get the promotion off to a fast start by leaving on consignment at locations, six or twelve CHARM BEANIE HATS. Children give the location Six (6) "E" Balls and 25¢ and start wearing Charm Beanie Hats. Other children see 'em, want 'em, and machines get very active.

There are dozens and dozens of instances where machines have emptied overnight. It's caught on like mad—and going great guns. It's the newest, richest opportunity bulk vending today.

**"E" BALLS**

**\$2.50 Per 1,000**

F.O.B. Jamaica, N. Y.

Or: At Your Distributor.

**You owe it to yourself to take advantage of this OPPORTUNITY for your biggest profits.**

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.

World's FIRST and LARGEST CHARM MANUFACTURER

**YOUR TICKET TO SALES RESULTS—**

**THE ADVERTISING COLUMNS OF THE BILLBOARD!**

**McClosky Preems**

• Continued from page 76

of only eight degrees, from 32 degrees in 14 hours of operation.

**Readily Converted**

He added that the unit may be an integral part of the S&L machines, and that it could be readily converted to allow dry ingredient machines to dispense liquid cream.

No date, no arrangements for manufacturing have been completed, and McClosky added that the distribution set-up would not be determined until a manufacturing schedule had been planned. He added that the unit would be displayed at the annual convention of the National Automatic Merchandising Association and production will begin shortly thereafter.

McClosky said the dispenser had been field tested at the New York YMCA. He goes to Washington next week to set up a test case before the District of Columbia Board of Health, which requires that milk products have refrigeration units.

Meanwhile, McClosky said his firm is doing consulting work in machine design, for caterers who want to consider an automatic operation, and setting up a public relations and sales promotion program for a vending machine manufacturer.

The firm is also Eastern representative for S&L and plans to represent other vending manufacturers in non-competitive lines.

**Bottlers Set**

• Continued from page 76

ing business day are discussions on "How to Cut Delivery Costs in the Bottling Industry," "Plastic Instead of Cork for Crowns" and "Construction, Use and Facts Concerning Sirup Tanks."

Speakers at the November 16 session will be Clem D. Johnston, board chairman of the Chamber of Commerce of the United States ("The Fabulous Future"); R. L. Cheney, director of market research and promotion of the Glass Container Manufacturers' Institute ("Bottled in Glass"), and Larry W. Patterson, Pepsi-Cola Bottling Company, Santa Ana, Calif. ("Our Food-Store Challenge").

**Discussions**

Subjects of discussions for the afternoon session will be "Some Problems Associated With the Bottlers' Use of Glass Containers," "Liquid Sugar" and "Technical Aspects of Metal Containers for Carbonated Beverages."

On the final day Leroy M. King, merchandising director of food topics, will speak on "The Supermarket Operator Takes Another Look at Soft Drinks," and John F. Higgins, general sales manager of Ross Coles & Company, will discuss "Incentive Selling."

**PICTURE YOUR EMPTIES WITH GUGGENHEIM'S**



**MINIATURE CAMERA CHARMS**

**\$12.50 PER THOUSAND**

COLORFUL PLASTIC BODY AND METALLIC LENS EFFECT!

Developing new sales is a real snap with this fast speed turn-over charm for little shutterbugs.

At your distributor or

**Guggenheim**

33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL 5-8393

**Speakers Set; Expect 5,000 at NAMA Confab**

CHICAGO, Oct. 8.—The four principal speakers scheduled to address the annual convention of the National Automatic Merchandising Association here November 6-9 are F. T. Clarke, Fen K. Doscher, Robert Z. Green and Arthur H. (Red) Motley.

With registrations ahead of the 1954 figure, it is expected that about 5,000 will attend the 20th

**Bulk Op Policy**

• Continued from page 76

customers gathered while waiting for service. However, prepacked meats eliminated a good portion of potential sales, according to Kantor.

Units were moved to the check-out counter, but only added complications to the cluttered up aisle as customers lined up to have purchases checked by cashiers. Store entrances also proved to be poor spots.

**Exit Location Spots**

Finally, Kantor with the aid of the sales-minded managers and assistants located the ideal spot. In fact, "the spot" did not interfere with the flow of store traffic, nor hinder the operations of store personnel.

The location—near the exit door right off the cashier isles.

"Customers walking out of the store are exposed to the bulk vender," Kantor said, "and are in the process of closing pocketbooks when they reach the machine. They usually have change in their hand, and to pacify youngsters, hand them a penny or two for gum."

In some stores, Kantor says he has up to four machines in the aisle leading to the outgoing doors.

**Traffic Study**

In addition to analyzing machine locations, a study was made on the day-by-day traffic flow and buying pattern in the stores to set up a plan for servicing machines.

Tests were made with various gums as to flavor, the ability of high-lustre coatings to stand up under exposure to weather conditions.

Noting the importance the stores place on cleanliness, Kantor's servicemen pull every empty machine and replace it with a filled sanitized vender. The empty machine is returned to the shop to be sanitized and refilled.

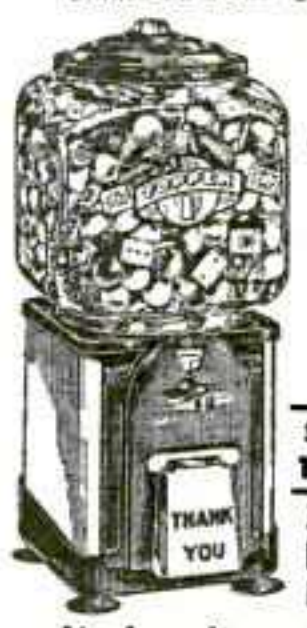
Kantor has placed the name of his firm, the address and telephone number on each vender where it is easily seen so location management can contact him without trouble when a machine is in need of service.

**Success Advice**

In observing his success, Kantor advised: "Don't risk your reputation on old, unattractive machines. I know chain stores would not consider using antiquated fixtures. Cleanliness is tremendously important. The globe, as well as the machine itself, must be kept spotless.

"Quality merchandise builds up patronage, and above all, make sure your machines are in good service, so when a customer places his coin in your bulk vender he is confident of receiving merchandise on every deposit."

**America's Best VICTOR Standard TOPPER 1c BALL GUM VENDOR \$12.50 Each**



**\$12.00 Each 100 or More**

30 day money-back guarantee if not satisfied.

1/2 deposit on all orders

Write for lowest prices on filled capsules. Immediate delivery.

**VEEDCO SALES CO.**  
 2124 Market St., Philadelphia 3, Pa.  
 Phone: LOcust 7-1448

conclave which has been themed "Cavalcade of Service." Space has also been reserved by 131 firms for exhibitions.

The opening day address will be on "Vending—An Ally of In-Plant Feeding," by Clarke, consultant in employee services of General Electric Company, New York. He will be introduced by William C. McConnell, Automatic Merchandising Corporation, Medford, Mass., vice-chairman, convention program committee.

**Doscher Talk**

"Mr. Manager—Heel or Hero?" will be discussed at the November 8 session by Doscher, vice-president, Lily-Tulip Cup Corporation, New York, and a past president of the New York City Sales Executives' Club.

Doscher will be introduced by Meyer Gelfand, of the G. B. Macke Corporation, Washington, D. C., chairman convention program committee.

Greene, president of the Rowe Corporation of New York, will speak on "Automatic Merchandising in an Atomic Age." Greene, who is also a past president of the NAMA, will be presented by Gelfand.

"Use It or Lose It" will be the topic of Motley, president of Parade Publication, Inc., New York, at the closing day's session. Motley will be introduced by Gelfand.

**Mills, Heinz Bow**

• Continued from page 76

Both firms will direct the selling of venders to operating companies now engaged in automatic industrial service. Hot plate lunches will vend for 35 cents. The operator's cost will be from 19 to 21 cents. Soups and non-meat items will sell at 20 cents, and cost 7 1/2 cents.

Foods will be supplied to operators directly from Heinz's branches in 70 cities across the nation, Moffat announced.

Shortest maximum shelf life of any of the 27 varieties is six days. Moffat said the company's most troublesome problem was developing recipes that would stand up under constant heat.

Improvements already are being planned on the machine, officials indicated. The first, a new procedure for handling spoons.

Mills' new fruit juice vender, which uses frozen concentrates in a slush form, will also be shown with the hot food vender, Maloy said. It has a capacity of 600 cups and will list at \$875.

**Eppy to Bow 12 Items for Winter**

NEW YORK, Oct. 8.—Samuel Eppy & Company, Inc., charm manufacturer, plans to release at least 12 new items during the winter of 1955-'56, according to Sam Eppy, president.

Eppy explained that operators usually expect sales to decline during the cold weather periods because of the decrease in store traffic.

**WOW! What a Combination!**

Ohio's New Wafer-Thin **MAGIC SPONGE**

Just dip in water and watch them explode to a 1/2" thickness—vends in 1¢ bulk venders—fits capsules, too—assorted colors and subjects

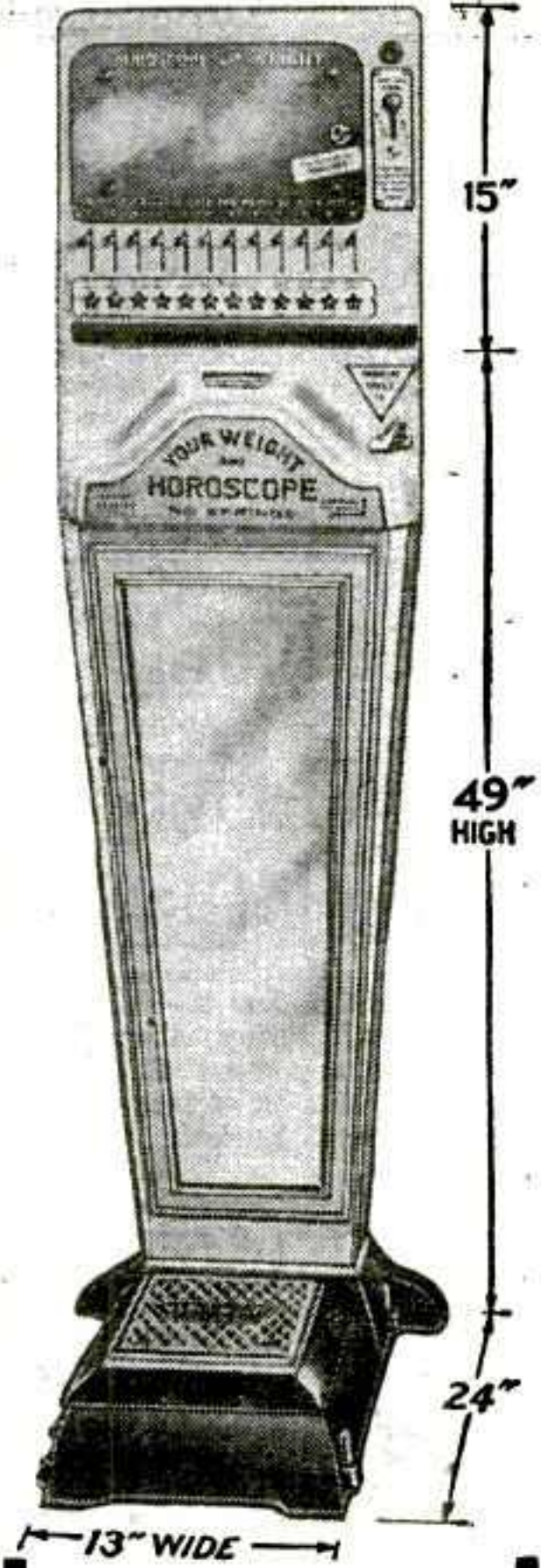
Only **\$12.45** M, prepaid shipping

Also Miniature **WOOD BATTLE** SHIPS that float—in colors.

Only **75c** GR.

NOTE: For a real hot capsule combination use one of each—they're really different. Write for free samples.

**OHIO GUM SUPPLY CORP.**  
 Wickliffe, Ohio



**5¢ HOROSCOPE SCALE**

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

**\$25.00 DOWN**

BALANCE \$10.00 PER MONTH

**WATLING MFG. CO.**  
 4650 W. Fulton St. Chicago 44, Ill.  
 Est. 1887  
 Telephone: COLUMBUS 1-2772  
 Cable Address: WATLINGITE, Chicago

**FOR TOPS IN PROFITS**

**VICTOR Standard TOPPER**

CASES OF 4 **\$50.00**

30-Day Money Back Guarantee If Not Satisfied

1/2 Deposit on All Orders

Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

**SIDMOR VENDING CO.**  
 2137 Fifth Ave. Pittsburgh, Pa.  
 Tele.: Atlantic 1-2540

**The Billboard's NAMA CONVENTION ISSUE**

Reserve advertising space now

**ADVERTISING DEADLINE**  
 October 27

**NAMA ISSUE DATED**  
 November 5

## Rock-Ola Bows New 50-Selection Phonograph; Carries \$895 List

CHICAGO, Oct. 8.—The Rock-Ola Manufacturing Corporation this week introduced a new 50-selection phonograph.

Called 1452, the phonograph features all of the improvements in-

roduced in Rock-Ola's 120-selection 1448 model—including the same cabinet design and mechanical developments brought out last March, along with a few innovations.

Highlight of the new model is a dual program selection panel arrangement. Forty selections are featured below the record mechanism, located and patterned after the 1448. The remaining 10 selections have been moved up to the top of the machine, designed to give operators the opportunity of further stressing the top current hits.

### Selection Panels

The top selection panel carries tune Nos. 1 to 10, while the lower panel lists 11 to 50. One button selection is used. Selection buttons are colored alternately black

and gold, the same arrangement used in the 1448.

Operator list price of the 1452 has been set at \$895 with receiver.

The unit is 55¾ inches high, 30½ inches wide and 27 inches deep, and features 45-r.p.m. disks exclusively.

Coloring of the cabinet, as well as design, is identical with the 1448.

Distributor showings of the new phonograph began last Monday and will continue thruout the next three weeks. Distributors are being called into the factory a few at a time rather than for a formal nationwide distributor unveiling.

Shipments of the new model to distributors will begin next Monday. Operator showings will begin following the last of the factory unveilings.

## Name Moritz Factory Mgr. At Rock-Ola

CHICAGO, Oct. 8.—The Rock-Ola Manufacturing Corporation this week appointed Edward J. Moritz to the post of factory manager, David C. Rockola, president, announced.

Moritz was formerly vice-president and director of manufacturing



EDWARD J. MORITZ

of the Webster-Chicago Corporation, a post he held for four years. From 1924 to 1940 he was connected with the Union Special Machine Company.

He takes over his new position Monday (10).

## AMI to Exhibit At N. Y. Audio Fair

NEW YORK, Oct. 8.—AMI, Inc., for the second consecutive year, will display its equipment at the Audio Fair here October 13-16 at the New Yorker Hotel.

Equipment to be displayed includes the firm's new coin-operated phonograph and a complete line of high-fidelity equipment for the home.

In charge of AMI's display will be William FitzGerald, advertising and sales promotion manager, and Scott Brown, Audio engineer, both of Grand Rapids, Mich.

## Weekly MOA Radio Show Gets Under Way Saturday

NEW YORK, Oct. 8.—The weekly radio show of the Music Operators of America gets under way on the ABC network Saturday (15) from 9:30 to 9:55 p.m. and is scheduled as a regular Saturday evening program in the same time slot.

It marks the first time the coin machine industry has organized a regular program for mass public consumption. The 25-minute show will feature top regional juke box favorites of the week as reported by MOA officials on each broadcast.

Al Denver, head of the Music Operators of New York, will introduce two juke box hits from the East in the initial show. George

## Ladies, Gents! Meet The Juke Box Man

All Media Used to Acquaint the Public With Operators' Role in Music World

Continued from page 1

furnishes local disk jockeys with all of its juke box programming information. Thus a twofold effect: Better public relations and a synchronization of radio and juke box music.

In the biggest and most ambitious program so far, the Music Operators of America, the national juke box operator organization, will sponsor a weekly radio show, "National Juke Box," over the American Broadcasting Company network beginning October 15 from 9:35 to 10 p.m. The show will feature disks picked by MOA's executive panel (The Billboard, October 1).

Not all juke box operator groups can work out promotional ties-in with local stations and therefore are limited in their public relations work by small budgets. South Bend, Ind., operators found out that even on a tiny budget public relations via local radio is possible, however. The group spends \$45 a week for an eight-week contract with South Bend's WSBT for a half-hour Saturday evening disk jockey show. Commercial time is used to point out that the wide scope of music available on juke boxes and high-fidelity improvements made on today's machines. Advantages of selectivity are stressed.

### Newspaper Ads

Newspaper advertising is another form of public relations media being used by operators to acquaint the community with their businesses. In Pierre, S. D., Gordon Stout, president of the South

Dakota Automatic Phonograph Operators' Association, discusses informally with Pierre citizens thru a breezy chatter column news events in the juke box operator's life and industry developments.

Interestingly, operators who run an ad in a local newspaper for a specific reason—to explain the necessity for dime play, often decide to continue advertising periodically for general reasons. In these they tell the story of the development of the juke box, compare today's automatic phonographs with those of 10 years ago and the music offered today.

## Miami Union Leader Fired; Probe Called

MIAMI, Oct. 8.—Action last week by federal and local authorities and union officials stopped a local labor leader in his allegedly illegal activities in organizing the Miami juke box industry.

Union leader Charles Karpf, head of a union voted by an operator association earlier this year to organize the juke box business, last week was fired by international officials of the union. He also faces four separate court actions.

Karpf, business manager of Local 296 of the Miscellaneous Textile Workers of America, AFL, and Frank M. Tacetta, local president, were expelled from office by Anthony Valente, Washington, D. C., international president, for what

## PHONO EXPORTS HIT \$1 MILLION MARK IN JUNE

CHICAGO, Oct. 8.—For the second consecutive month, and for the third month this year, juke box exports topped the \$1 million mark in June with a total \$1,021,184.

Compared to the corresponding month last year, the figure represents a slight decrease (\$2,646).

Belgium led all other countries in juke box purchases, importing 500 machines valued at \$202,846. Canada, with \$126,939, and Western Germany, with \$113,569, ranked second and third (see chart in General section).

## Chi Ops, WAAF Select October 'Hunch Tune'

CHICAGO, Oct. 8.—Recorded Music Service Association and Radio Station WAAF announced this week that J. P. Morgan's latest RCA Victor recording, "Pepper Hot Baby," was selected as their co-operative "Hunch Tune" of the month.

Carl Green, who heads the music operator committee which works with the local radio station, said that cards were mailed to operators early this week announcing the new tune and urging their support in programming it in the No. 1 spot on their juke boxes.

Jim Mills, disk jockey who steers the juke box operator show, "Juke Box Matinee," began plugging the tune Wednesday, calling attention to the fact that it would soon be featured on all of the juke boxes in the Chicago area.

In addition to featuring the tune on their juke boxes, operators have also placed decals on their machines calling attention to Radio Station WAAF and the program "Juke Box Matinee."

Valente describes as "illegal organizing operations."

### Faces Legal Actions

In other actions, Karpf faces a federal grand jury probe, begun in September to be reopened this month; an aggravated assault charge set for trial in Court of Crimes Monday (10) for beating a juke box employee crossing a picket line; a Court of Crimes trial

(Continued on page 82)

## AMI Distributors Wind Up 2d Week of Showings

CHICAGO, Oct. 8.—AMI distributors thruout the country wound up the second week of formal operator showings of the new AMI Model G phonograph line yesterday.

While the majority launched into their showings the previous week (The Billboard, October 8), a few waited until last Saturday and Sunday to stage initial unveilings, and many who held showings last week held similar events in additional cities thruout this week.

Following are on-the-spot reports of showings held this week and a few held last week but not reported:

## Roanoke Bows AMI To Charleston Ops

CHARLESTON, W. Va.—More than 50 music operators attended

## Gilchrist Bows Seeburg Jukes, New Firm Bldg.

TORONTO, Oct. 8.—More than 200 operators and guests attended R. C. Gilchrist's dual showing of his firm's new building and Seeburg's new phonograph models 100-J and V-200.

Other showings of the Seeburg models held by the R. C. Gilchrist Company, Ltd., were staged in Calgary, Montreal, Vancouver and Edmonton.

For the unveiling of the new phonographs, every local record company co-operated by setting up elaborate displays of disks for operators to view.

Special guests attending the showing included Noel Seeburg, Chicago, and five "dolls" of Samuel Goldwyn's "Guys and Dolls" cast.

The new building, designed by Bill Kraft, now a member of the Gilchrist staff, is located downtown. It was formerly used by a firm distributing English manufactured automobiles.

### Bldg. Space

The building is a two-story structure with a full basement and 5,000 square feet of floor space available on all three levels.

As a former building used for automobiles, there is a large elevator at the rear which enables trucks to drive right into the building, onto the elevator, and be lowered to the basement for easy unloading of machines.

The basement has been set up as the service department and features all of the latest testing apparatus available.

The main floor is used for showrooms, offices and parts department.

Space for 10,000 45 r.p.m. records has been set up on the second floor for Gilchrist's record one-stop. The one-stop counter is in the shape of a large drum.

Ample parking space is available in the rear of the building.

Among the operators attending the dual unveiling were Norm Peterson and Earl MacDonald of Sudbury; Arnold Weiss, Fort William, and Wes Van Dusen, Edmonton.

## Chi Assn. Launches Red Feather Push

CHICAGO, Oct. 8.—Recorded Music Service Association this week began preparations for its annual drive to aid the Red Feather Community Fund.

Phil Levin, president of the operator organization, said that letters from the association and from the local Red Feather cam-

(Continued on page 82)

## 7 CALLED IN GRAND JURY INVESTIGATION

CHICAGO, Oct. 8.—Seven witnesses, representing operating companies, distributor outlets and tavern locations, appeared Thursday before the Federal grand jury investigating charges of monopolistic practices in the juke box industry.

Earl Jinkinson, local anti-trust chief, said that Thursday's witnesses were representatives of both local and out-of-town firms.

He added that additional grand jury sessions were scheduled for October 21 when seven more witnesses would be summoned.

Miller, MOA president, will introduce West Coast hits, and Harry Snodgrass, Albuquerque, N. M., will present tunes that are popular in the Southwest and South Central areas.

### Monday Meet

George Miller, who is in New York for the MONY annual banquet tonight (8), meets with Ray Diaz, ABC program chief, to work out final plans Monday (11). Miller is scheduled to introduce the top juke box tune of the week on the show.

In addition, top recording artists are scheduled to be interviewed on the show.

As a starter, the MONY banquet will be aired over WABC, with Martin Block acting as emcee.

Roanoke Vending Exchange, Inc.'s showing of the new AMI Model G here last Saturday and Sunday.

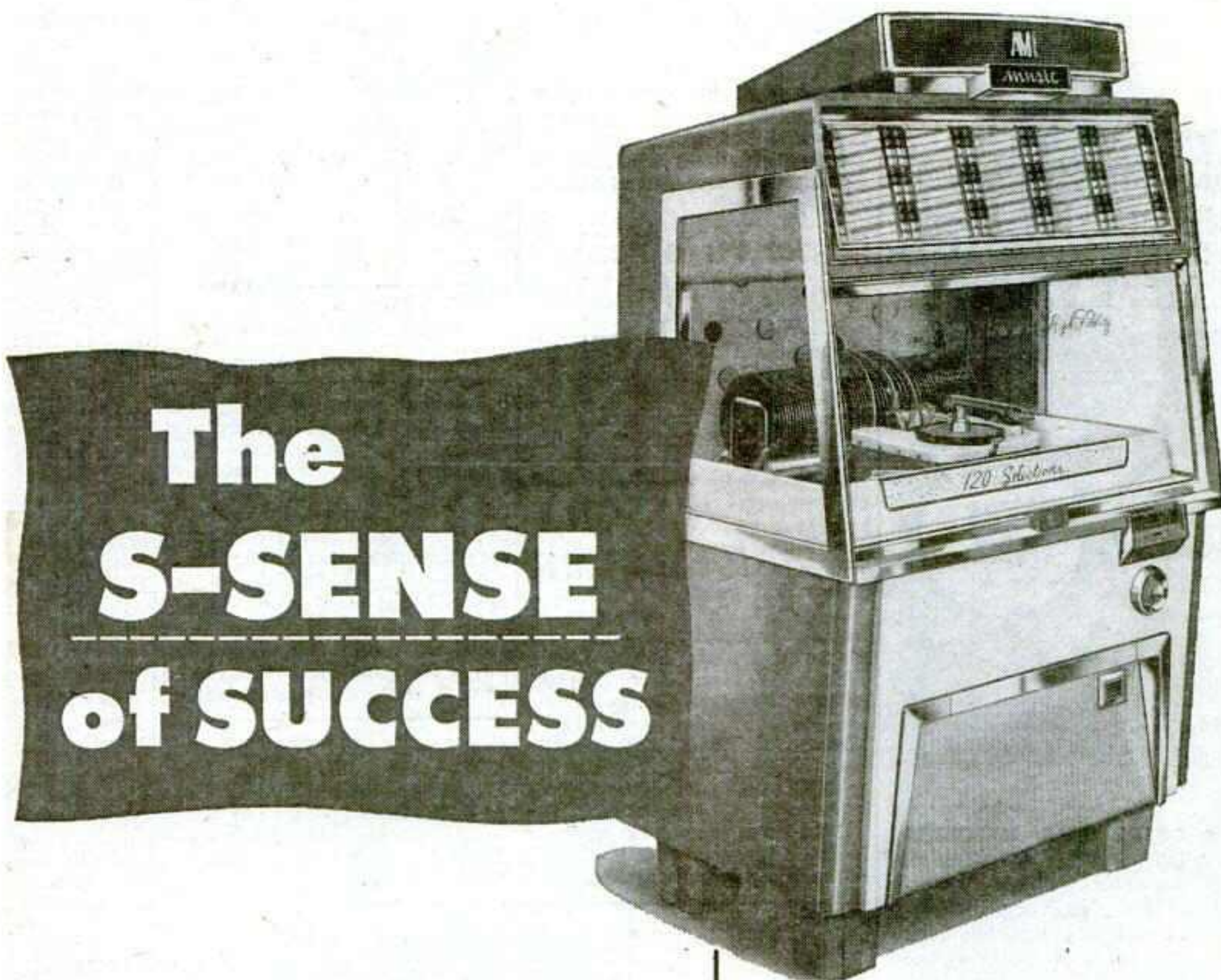
According to reports, operator enthusiasm and interest in the new models hit a new high. Special attention centered around the new AMI colors and the visible high-fidelity horn on the top of the cabinet.

On hand to greet operators were Jack G. Bess, president and general manager, Eldridge Fink and Carl Brill.

Among the operators attending the two-day event were Paul Vermillion, Claude W. Greever, Roy Asbury, Otto Scheidegger, E. C. Lanning, Earl Miller, Harry Chapman, Jay Dykes, W. M. Shingle, C. H. (Red) Flannery, E. E. Woods, Johnnie Shingle and E. E. Kinder.

L. A. Stokes, Raymond Tabor, Darris Derrick, Dudd Ensley,

(Continued on page 82)



**The  
S-SENSE  
of SUCCESS**

**SOUND**

Multi-Horn AMI-Fidelity—true hi-fi as only exponential horns can deliver it.

**SIMPLICITY**

Uncluttered mechanism with minimum number of parts. Even a layman can understand it!

**STYLE**

Straight lines, flat surfaces, angular contours... in step with the trend of today.

**SERVICEABILITY**

Entire mechanism, including coin system, accessible from front of the cabinet. No furniture moving or temper losing.

**SAVINGS**

You save throughout the life of the AMI Model "G" starting with its low first cost. The time-proved mechanism reduces service time, cuts service costs.

**SPEED OF PLAY**

Minimum time lag from push button to play and fast title scanning and selection provide more revenue-producing minutes per hour.

SO...to get the most from your investment

Get Going with the

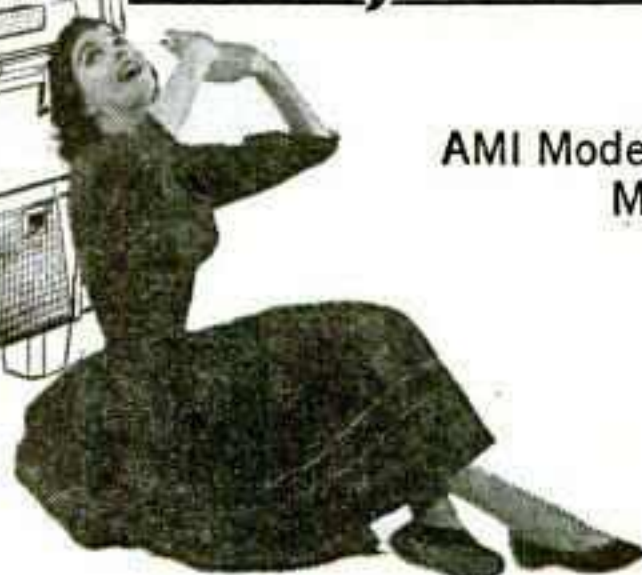


**AMI**

*Incorporated*

1500 Union Avenue, S. E.  
Grand Rapids 2, Michigan

ORIGINATOR OF THE AUTOMATIC  
SELECTIVE JUKE BOX IN 1927



AMI Model "G"—120, 80, 40 selections  
More plays in less time

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark  
Licensee: Automatic Musical Instruments (Great Britain) Ltd., 35 Berkeley Square, London, W. 1, England—building the BAL-AMI Juke Box

Walker B. Sheriff, Inc.  
Ad No. 112 (Job 3295)—8 1/4 x 12 1/2 inches—1 page—B & W

# AMI Distributions End Showings

Continued from page 80

Ralph Waybright, Bart Edwards, Raymond McClung, Roy Oxley, Hilda White, Beverly Edwards, W. C. Ballard, Carl LeMasters, Patrick A. LeMasters, Bob Bender, Dewey Pearson, Howard Grogan, Ramon A. Woodall and Red Elkins.

## Birmingham Trade Jams AMI Showing

BIRMINGHAM—The most enthusiastic operator crowd ever hosted at Birmingham Vending Company's offices and showrooms was recorded last week when the firm unveiled the new AMI Model G phonograph line. Unlike previous showings, Bir-

mingham Vending devoted a full week to the showing this year instead of a one or two-day event.

Max Hurvich, president of the firm, said: "This is our 25th year in the business and we do not recall as much enthusiasm over any new machine as operators are showing over the new Model G."

Hurvich added that operators from every section of Alabama attended the showing before the week was out.

## Sheldon Hosts 225, 185 at 2 NY Events

BUFFALO—Approximately 225 operators and guests jammed the Park Lane Restaurant here Tues-

day (27) evening for Sheldon Sales, Inc.'s initial unveiling of the new AMI phonograph models.

Special guests included Mayor John Janica of Lackawanna, Michael Dillon, Democratic candidate for district attorney, Erie County, and business and civic leaders of the Buffalo area.

A similar event was staged Thursday evening in the Hotel Syracuse, Syracuse, where nearly 185 operators and guests were on hand.

Both showings were hosted by Al and Al Bergman Jr., president and treasurer of the firm respectively and Leroy Bergman.

Operator enthusiasm during the showings was recorded at all-time highs.

## Paster Pulls Peak Crowd at AMI Show

MILWAUKEE—The unveiling of the new AMI phonograph line in this territory last Sunday and Monday (2-3) drew one of the largest operator crowds to Paster Distributors' headquarters in the firm's history.

Ed Ratajack, Western regional sales manager of AMI, was on hand to assist staffers Sam Cooper, Allen Nilva, Jerry Groll, Sam Rothman and Garth Vossberg greet operators and guests.

A partial list of operators attending included Mr. and Mrs. Arnold Foch, Beloit; Dewey Wright, Wausau; Harry Kososki, Niagara; Vern and George Brixius, and Mr. and Mrs. Art Wagner, Manitowoc; Elmer Schmitz, Hilbert; Vince Ladwig, Sun Prairie, and Mr. and Mrs. Neil Neilson, Watertown.

Milwaukee operators on hand included Les Reder, Matt Schaefer, Al and Leslie Janisch, Ken Egel-

# 375 Expected At N. Ill. Op Fete Oct. 13

CHICAGO, Oct. 8. — Approximately 375 operators and their guests, along with record and phonograph distributor personnel, are expected to attend the Music Operators of Northern Illinois' seventh annual banquet at the Elmhurst Country Club next Thursday (13).

Recording artists Jack Pleis, Decca; Karren Chandler, Coral, and Betty Johnson, RCA-Victor, have confirmed invitations to entertain. Other artists expected to make appearances include Vaughn Monroe and Lola Dee.

## Red Feather

Continued from page 80

campaign headquarters would go out to all RMSA members early next week.

In the past, operators have donated one day's collections to the drive. Contributions are made by individual operators rather than thru the association headquarters.

Meanwhile, the association announced that regular officers and directors meetings have been scheduled on the second Wednesday of every month, meetings to be held at the organization's offices.

seer, Len Kowicki, Lou Chambers, Milt Wudtke, Joe and Ery Beck, Mr. and Mrs. Walter Tetting, Luke Zetting, Mr. and Mrs. Chet Meissner, Mr. and Mrs. George Schroeder and their family, and Joe Pelligrino.

# Union Leader

Continued from page 80

for failure to have a State License to do his organizing, and a Circuit Court suit for dissection of his union.

In addition, Valente suspended the local's charter, ordered all records and funds seized, and ordered that no further business be conducted, no meetings held and no money collected. He named Joseph Jacobs, of Atlanta, Southern director for the United Textile Workers of America, to act as his personal representative in Miami.

Despite action of the international union, State's Attorney George Brautigam said his suit in Circuit Court to dissolve the union would probably go ahead as scheduled since taking away the union's State charter would bar Karpf and Tacetta from renewing their activities without their international charter. Said Brautigam: "I plan to get an injunction which will forever bar Karpf from representing himself as an agent of the union."

Karpf has been charged with operating the union merely as a front for obtaining protection money, not only in the juke box business, but in several other businesses as well. Brautigam declared that "The union is a mere scheme under which Karpf and Tacetta are unjustly enriching themselves under the disguise of a labor union."

In addition to having signed up a reported 40 juke box operators, Karpf's union also illegally organized workers, it is charged, in totally unrelated fields, including two optical supply plants, a reported 27 window cleaning firms in Miami and Miami Beach, a shrimp packing plant.

DID YOU READ THESE EXCLUSIVE INDUSTRY NEWS ITEMS PUBLISHED IN THE BILLBOARD-AND ONLY IN THE BILLBOARD-LAST WEEK?

- **SEE SHUFFLE CONVERSION UPSWING.** Shuffle game conversion unit manufacturers in Detroit, Los Angeles and Milwaukee report anticipated sales increases for coming months. Stories detail specific reports from these areas, including present sales picture. (Page 90, The Billboard, October 8.)
- **OFFER NVA MEMBERS INSURANCE PROGRAM.** An extensive group hospitalization and surgical benefit insurance plan has been offered to members of the National Vendors' Association, Milton T. Raynor, legal counsel, announced. (Page 90, The Billboard, October 8.)

- **USED SHUFFLE PRICES HOLD.** Despite reported drops in average receipts in past year, shuffle games still rate as a top investment to operators, with prices on used equipment holding up exceptionally well. Story details price ranges on used shuffle units. (Page 90, The Billboard, October 8.)
- **KIDDIE RIDE FIELD STABLE, GROSSES UP.** The kiddie ride business has become more stabilized and grosses are up for operators mainly because there are few marginal operators in the field compared to previous years. (Page 90, The Billboard, October 8.)

- **SUGGESTS STANDARD LOCATION RATES.** In order to help solve the problem of location jumping and hanging on to unprofitable locations, a leading figure among juke box operators suggests adoption by operators of a standard operating agreement. (Page 92, The Billboard, October 8.)
- **N. J. TOWNS USE NEW STRATEGY IN EFFORT TO OUTLAW MILK UNITS.** Scotch Plains requires automatic temperature recorders. East Brunswick limits licenses as the drive against outdoor milk vending continues unabated on the part of New Jersey communities. (Page 97, The Billboard, October 8.)

**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.

**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 OPERATED ELECTRICAL DART board,** with ten cent slot, for two contestants. Keeps separate score for each player, registering score automatically when hit with darts. Mfg. cost per game approximately \$175. Good for bar locations and Arcades. Patent rights for sale or manufacturer who will finance and promote this game. Have working model only. Write Leon E. Moss, P. O. Box 463, Melbourne, Fla. oc15

**COIN RADIOS AND TELEVISION**—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector, write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. no19

**EXCELLENT MONEY-MAKING OPPORTUNITIES** for distributors and operators with coin radios and 21" screen coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-d3

## Help Wanted

**SALESMAN, DISTRIBUTOR**—EXPERIENCED calling on clubs to sell new outstanding non-coin operated machines. Terrific money-makers. Low priced, fast sellers, high commissions. Amusement Sales Co., 41 Union Sq., N. Y. C.

**WANTED**—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 913, 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

## Parts, Supplies & Services

**STAMP FOLDERS DIRECT FROM MANUFACTURER,** unlimited quantities, immediate delivery. Write for prices. Veeco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut oc29-ch

## Used Coin-Operated Equipment

**A-1 CIGARETTE AND CANDY MACHINES** \$23 and up. Other vending machines \$5 up. Established over 28 years. MACK H. POSTEL, 2952 Milwaukee Ave., Chicago 18, Ill.

**CIGARETTE MACHINES—DU GRENIER,** 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 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-1fn

**COIN-OPERATED TIMERS**—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, 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 6055, Dallas, Tex. oc29

**COMPLETE ARCADE FOR SALE,** IN whole or in part. Everything in nice condition. Send for list and make offer. Bring truck or trailer and drive away with some bargains. Hurry. H. E. Loeback, 211 W. Douglas, Wichita, Kan. oc29

**FOR SALE BY OWNER—ROUTE OF MORE** than 200 National cigarette machines ranging in age from models 950 to 11ML. Stock will invoice approximately \$15,000. Equipment as follows: 1953 Chevrolet Sedan delivery service truck, Pitney-Bowes stamp machine, Brandt coin sorter and counter, Klapp coin counter for rolling. Only one employee. Subject to most rigid inspection. I am past 75 and wish to retire. Route located south of Ohio River. Box C-308, c/o Billboard, Cincinnati 22, Ohio.

**MACHINES WANTED**—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rags, 609C Spring Garden St., Philadelphia 23, Pa. ch-np

**ONE USED COLUMBUS GUM MACHINE,** 1,000 balls. Double Cinnamon Gum. \$10; Four Deals for \$35, one Model V = 5 Red Hot Candy Peanut, \$10. Four Deals \$36 f.o.b., Toledo, O. Get on our free mailing list. Graeff Co., 3121 Strathmoor Ave. oc22

**SANITARY VENDING MACHINE HEADQUARTERS**  
"Spare" sanitary napkin vendors, DAV razor blade vendors, Advance 23C National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

**NATIONAL SANITARY SALES**  
Dept. B-8, 4307 W. Lawrence Av., Chicago 30

**VENDING MACHINES, PARTS, ALL SUPPLIES,** Ball Gum all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk. Panned Candies, 1¢ Hersheys, 320 or 520 ct. Candy Coated Gum, Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank King & Co., Northwestern Distributors, 2700 West Lake Street, Chicago 12, Ill. no18

**5¢ TOILET COIN BOXES, \$10 EACH.** Vending Machines, Games, \$3 each. Card Vendor, floor model, \$10 each; Stands, \$1.50 each; Wall Bracket, \$1 each. Cante, 292 Park Ave., Lyndhurst, N. J.

**25¢ ADVANCE MODEL D BALL GUM MACHINES** without globes, \$1.90 each. F. T. Hawkins, Rt. 6, Palestine, Tex.

## Wanted to Buy

**CIGARETTE, CANDY AND OTHER VENDING machines;** give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. oc29

**WANTED—50 LATE MODEL SEEBURG 100** Wallboxes, 5 Seeburg Model B or C Phonographs. Modern Music, 3348 Euclid, Cleveland, O. no12

**THIS IS A 10-LINE AD**  
For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

IF YOU MISSED READING THE OCTOBER 8 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

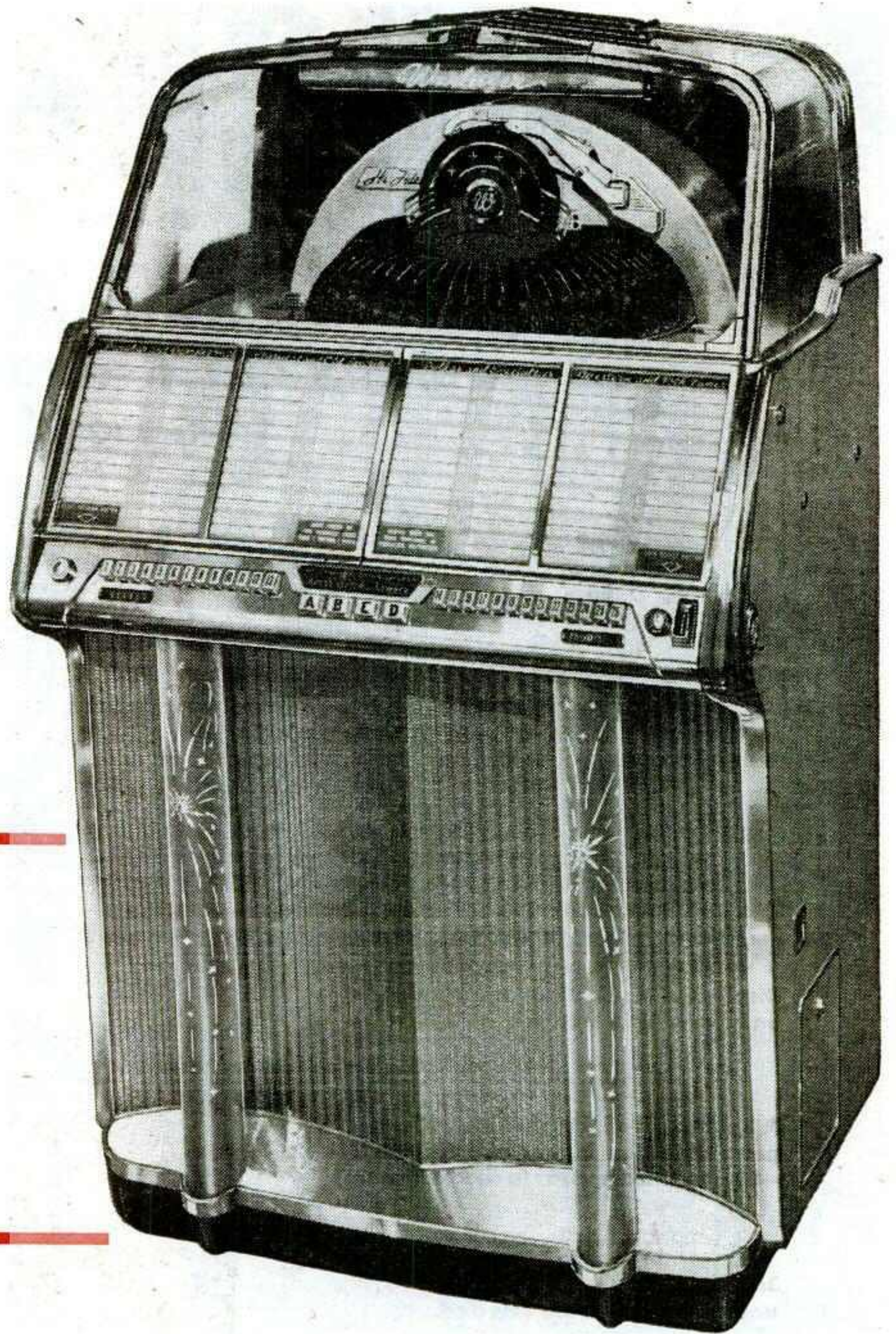
**Leadership in Action**

**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.



**MORE OPERATORS HAVE BOUGHT**  
**WURLITZER 1800**  
**PHONOGRAPHS**

**ON THE  
 RECOMMENDATION  
 OF THEIR  
 SERVICE MEN  
 THAN ANY  
 OTHER  
 PHONOGRAPHS**



**LOW MAINTENANCE COSTS  
 PLUS HIGH EARNING  
 POWER MAKE IT BY FAR  
 THE MOST PROFITABLE  
 OF ALL JUKE BOXES**

**WURLITZER 1800**



**WURLITZER**

THE OFFICIAL MUSICAL  
 INSTRUMENTS IN *Disneyland*

**FIRST IN BEAUTY—IN TONE—IN EARNINGS**

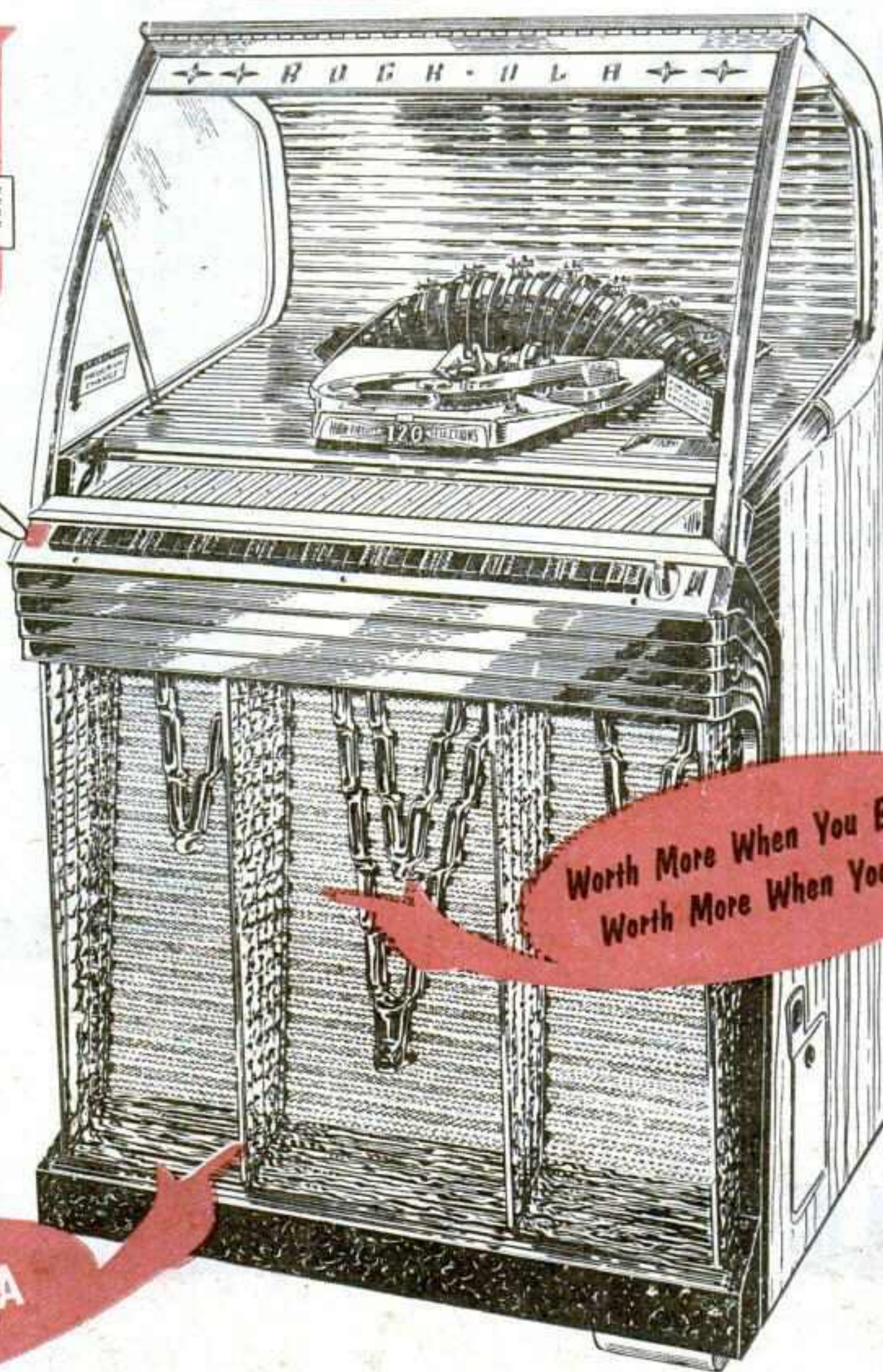
THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK, ESTABLISHED 1856

# ROCK-OLA

## HI-SPEED PROGRAM SELECTION

with the exclusive **ROCK-OLA**  
**Hi-Speed Selector Panel**

*So Easy! So Fast!*



### *Fast, Functional, Fool Proof!*

Displays 40 selections on standard, easy to read title strips in a single row

### *No Blurring!*

A light touch of the glowing red program selection button and "Presto" -40 new titles appear to choose from.

### *No Lost Time!*

To play, simply push button directly under the song title selected.

### *No Combination of Numerals!*

and Letters to Remember! No risk of confusion and "wrong numbers."

*Worth More When You Buy  
Worth More When You Trade*

*the all New  
**ROCK-OLA**  
Model 1448*

**ROCK-OLA MFG. CORP.** 800 N. Kedzie Ave. Chicago 51, Ill.

# AMUSEMENT MACHINES

OCTOBER 15, 1955

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

85

## 15-YEAR SUCCESS

### Airport Game Room Draws Steady Takes

WASHINGTON, Oct. 8.—A success from the first day it opened 15 years ago—that's the record of the Game Room filled with coin-operated amusement machines at Washington National Airport.

Michael Bushdid, operator of the games and owner of Michael's Enterprises, decided back in 1950 that a few games on location at the airport would make waiting easier and more pleasant for travelers.

An installation of this type had never been made at an airport before, according to Bushdid.

Arrangements were made to take over a room at the airport, and 28 pieces of equipment were installed. Pinballs, bowlers, assorted guns and other types of games were included. Since the Washington National Airport is under the jurisdiction of the Federal Government, an extra effort was made to keep the machines up-to-date and the room attractive. An attendant was on duty at all times.

All types of people are attracted to the Game Room . . . from busy executives to college students rushing home for a weekend. Only seven or eight additional machines have been added, but new models

constantly replace older machines. Collections have been consistently high, particularly this past summer when record numbers of "air tourists" flocked the airport and brought in many extra coins.

Other installations at various locations thruout the airport include kiddie rides and photo and voice recording machines. Profits on these, too, have been high.

Recently Bushdid was awarded the distributorship in the Washington area for Magne background music and made his first installation at the American Airlines reservations booth. The airline is pleased with the result, and if Michael Bushdid had his way, National Airport will not only offer pleasant diversions in the Game Room, but also soothing background music to soften the drone of motors.

### Champion Distrib Plans Nov. Move

CHICAGO, Oct. 8.—Champion Distributing Company here is scheduling a move to new headquarters November 1, Mike Detzek, company head, announced this week.

Champion deals in coin machine parts and supplies, machine rebuilding and refurbishing. Detzek said the new quarters at 3833-35 West Division Street would provide more parking space than the present site and double the floor space.

### PLAYS DUAL ROLE

## Convertible Roll-Down Latest Williams Game

CHICAGO, Oct. 8.—Jolly Joker, a new nickel-play roll-down game convertible for counter play, was shipped to distributors this week by the Williams Manufacturing Company.

List price of the game, according to Art Weinand, sales manager, is \$225. Jolly Joker is a stand-up game, measuring 22 inches by 32 $\frac{3}{4}$  inches, but the legs can be removed so that the game can be used as a counter model at locations where this is desirable.

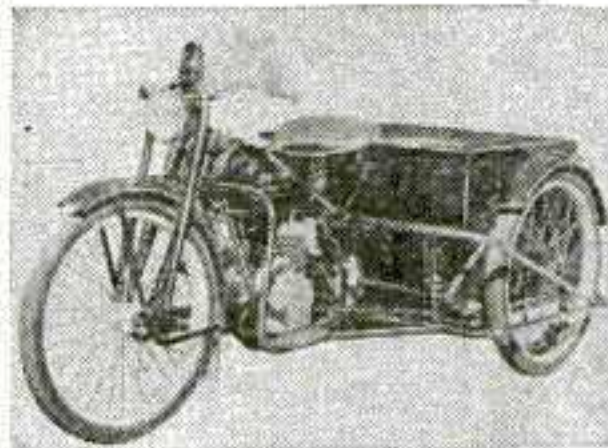
On depositing a coin, each player gets five catalin (solid plastic) balls approximately 1 $\frac{1}{2}$  inch in diameter. Players take turns rolling a ball down the top of the glass. The ball rolls over the glass, under the backboard, and drops down onto the playfield where it may find its way into one of the playfield ball-holes.

Each hole lights up a playing card on the backglass. The players each form poker hands by lighting

### New Products

Editor's Note: Following is another new product in the coin machine field. Address glossy photos and brief descriptions of products of interest to coin machine operators, distributors and manufacturers to "New Products," The Billboard, 188 W. Randolph Street, Chicago.

Simplex Quarter-Ton Truck. Wilaco, Inc., 1421 S. Michigan Avenue, Chicago. Truck has 500-pound payload (10 cubic feet) capacity compartment. Slips into any



small parking space. Mileage is up to 75 miles on a gallon of gas at a maximum speed of 35 m.p.h. Employs an automatic variable speed centrifugal type clutch and transmission to eliminate shifting. Hand throttle turns "in" for acceleration, "out" for speed decrease. Automotive construction 2 $\frac{1}{2}$ -inch-by-26-inch tires are used. Delivered prices including freight and applicable federal taxes are: Model #200, open box without tow bar (\$619.50) or chassis (\$649.50); Model #500, closed box with tow bar (\$669.50) or chassis only #600 (\$569.50). Three standard colors: maroon, white or yellow.

## Keeney Names New Distribs

CHICAGO, Oct. 8.—J. H. Keeney & Company appointed new distributors this week in three areas.

Max Brown, Philadelphia Coin Machine Exchange, Philadelphia, was named Keeney distributor for the Philadelphia area.

Charles Ewing, Automatic Amusement Company, Evansville, Ind., was appointed distributor in the counties of the Evansville area.

Howard Robinson, Robinson Distributing Company, Atlanta, was named distributor of Keeney products in the Atlanta area.

All three will handle the complete line of Keeney amusement games and vending machines, according to Keeney sales manager Paul Huebsch.

### New Shuffle Unit

CHICAGO, Oct. 8.—Chicago Coin Machine Company is readying for production a "different type shuffle bowling game," according to Ed Levin, director of sales.

The firm currently has three shuffle bowlers on the market: Score-a-Line Bowler, game with in-line type scoring; Blinker Bowler, with light-up rings, and Bull's-Eye Bowler, with light-up rings and match scores.

## Coin Machine Exports

June, 1955

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	328	\$ 126,939	381	\$ 72,103	458	\$52,339	1,167	\$ 251,381
Belgium	500	202,846	204	21,854	3	2,760	707	227,460
West Germany	182	113,569	54	13,903	1	873	237	128,345
Venezuela	124	95,854	22	1,300	715	14,705	861	111,859
Netherlands	212	57,194	136	23,799	..	..	348	80,993
France	78	55,798	70	16,572	..	..	148	72,370
Mexico	148	69,773	20	2,460	..	..	168	72,233
Cuba	151	52,988	9	5,136	..	..	160	58,124
Japan	..	..	105	32,003	..	..	105	32,003
Peru	77	55,182	3	1,435	..	..	80	56,617
Switzerland	30	21,968	20	7,073	..	..	50	29,041
French Morocco	38	12,583	53	12,721	..	..	91	25,304
British Malaya	23	9,744	131	15,358	..	..	154	25,102
Colombia	125	23,402	..	..	130	1,175	255	24,577
Panama	35	23,024	..	..	2	930	37	23,954
Austria	30	23,344	..	..	..	..	30	23,344
Philippine Republic	31	16,370	20	5,172	..	..	51	21,542
Other Countries	154	60,606	414	48,157	24	6,914	4,649	1,264,249
<b>Totals</b>	<b>2,266</b>	<b>\$1,021,184</b>	<b>1,642</b>	<b>\$279,046</b>	<b>1,333</b>	<b>\$79,696</b>	<b>5,241</b>	<b>\$1,379,926</b>

## THE BEST EQUIPMENT BUYS...

### WORLD WIDE

### LATE BINGOS

GAYETY .....	\$395	TRIPLE PLAY WRITE	
BIG TIME .....	495	NEVADA .....	\$195
VARIETY .....	375	HAWAII .....	175
HI-FI .....	235	MEXICO .....	140
SURF CLUB .....	235	RIO .....	125
PALM SPRINGS .....	195	TROPICS .....	110
DUDE RANCH .....	175	CABANA .....	95
BEACH CLUB .....	150	LEADER .....	75

### SPECIAL!!

Williams KING OF SWAT Free Play—Match Feature United De Luxe SUPER SLUGGER Match Feature BRAND NEW in Original Cartons! WRITE

### NEW GAMES

MIAMI BEACH United PIXIES Got. WISHING WELL United SUPER BONUS

### SHUFFLE GAMES

DLX. CLIPPER .....	\$415	ACE .....	\$265
DLX. LIGHTNING 395		LEADER .....	220
DLX. MERCURY .....	365	IMPERIAL .....	190
DLX. 11TH FRAME 325		CLASSIC .....	125
DLX. COMET .....	345	CLOVER .....	95
DLX. TARGETTE 310		Keeney DOMINO ..	50



Chicago 47 2330 N. Western Ave.

Phone: Everglade 4-2300

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#### BINGOS

Atlantic City .....	\$ 90.00
Bally Beauty .....	145.00
Beach Club .....	160.00
Dude Ranch .....	195.00
Surf Club .....	240.00
Yacht Club .....	100.00
Variety .....	400.00

#### UNITED BOWLERS

Olympic .....	\$100.00
Cascades .....	85.00
10th Frame .....	55.00
Stars .....	50.00
Clover .....	85.00
League Bowler .....	225.00
Deluxe Bowler .....	45.00

We Have a Complete Selection of Arcade Equipment

#### CHICAGO COIN BOWLERS

Blinker Bowler .....	Write
Flash Bowler .....	\$275.00
Super Frame .....	250.00
Double Score Bowler .....	90.00
Name Bowler .....	65.00
Super Matched Bowler .....	65.00
Matched Bowler .....	50.00
Cold Cup Bowler .....	125.00
Triple Score .....	110.00
Holiday Bowler .....	450.00
Bonus Score Bowler .....	475.00
10th Frame Bowler .....	55.00

#### MUSIC

AMI Model A .....	\$125.00
AMI Model B .....	175.00
AMI D80 .....	375.00
AMI E120 .....	525.00
Seeburg M100A .....	245.00
Seeburg M100B .....	500.00
Seeburg M100BL .....	525.00
Seeburg 147M .....	65.00
Wurlitzer 1015 .....	65.00

1/3 deposit with order, balance C.O.D. or sight draft.

## MONROE COIN MACHINE EXCHANGE, INC.

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### NOW DELIVERING UNITED BONUS AND PIXIE—GOT. WISHING WELL

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HI-FI .....	225.00
Ice Frolics .....	225.00
Nevada .....	195.00
Surf Club .....	230.00
Singapore .....	250.00
Tropicana .....	295.00
Tropics .....	175.00
Yacht Club .....	110.00
Havana .....	175.00
Mexico .....	195.00
Palm Beach .....	85.00
Palm Springs .....	195.00
Stars .....	65.00

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5 Player .....	\$ 40.00
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5 American Bank Balls, like new ...\$395.00 Ea.

Seeburg Sicum, 200 Sel. ....\$350.00

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Mercury 9 Col., new .....	\$210.00
Lehi 12 Col., new .....	225.00
Super Six, new .....	115.00
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National 920, used .....	95.00
Electro 8 Col., used .....	125.00
National 950, 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 shipped and refinished with 25¢ and King Size .....	..
S-Col. Mills Candy .....	\$55.00
6-Col. Uneda Candy .....	45.00
Ship. Stamp .....	23.50

#### COUNTER GAMES, USED

Zigzag Skill .....	\$20.00
Pistol Target Skill .....	15.00
Merc. Grip Scales .....	20.00
Got. 3-Way Grippers .....	20.00
Wizard Fortune Teller .....	15.00
Whiz .....	20.00
Dava .....	15.00
Gypsy Fortune Teller .....	10.00
Ex. Derby .....	10.00
S.K. Grip Vue .....	20.00
Smiley .....	10.00
Three-of-a-Kind .....	18.00
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

#### VENDERS (Used)

50 5¢ Sanitary Napkin .....	\$15.00
50 5¢ Victor Rockets .....	10.00
60 5¢ N. W. Jets, Caps. .....	10.00
20 1¢ Baby Grands .....	7.50
15 N. W. 33 1¢ Ball Gum .....	6.50
10 Columbus 1¢ 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.

**INTERNATIONAL SALES EDITION**

Issue Dated  
**OCTOBER 29**  
Advertising Deadline  
**OCTOBER 20**

**Light Assembly Featured With Genco Pool Unit**

CHICAGO, Oct. 8. — Genco Manufacturing & Sales Company is shipping, along with its Tournament Pool game, a light assembly to illuminate the game at locations.

The accessory can be attached to any of the Genco pool games, including those already shipped from the factory.

The light assembly is coated with a green hard enamel finish to blend with the pool felt. Ralph

Sheffield, director of sales, explained the need for the light assembly as follows:

"Most tavern locations are dark and often times it becomes difficult to read the rules card or play the game properly. Shadow or player cue interference is also a problem. It is usually difficult for the operator to devise a light because the cord will either have to be on the floor or hang from the ceiling. With the new light accessory the cord is covered on the floor with a one square yard 1/8-inch thick rubber pad which allows the player to walk around the table while playing the game unaware of the cord."

**COINMEN YOU KNOW**

Continued from page 75

couple of months fishing in Idaho's Island Park country around Mack's Inn. After that sojourn he's fit as a fiddle and rarin' to go. . . . Joe Spackman, of Cheyenne, Wyo., was in Salt Lake recently, spending all the time he could with engineering departments to learn how to service his phonos and games.

**Milwaukee**

By BENN OLLMAN

**FALL TAKES ON UP-SWING.** Fall weather seems to have inspired a boost in coin machine activities. According to a number of music and games people, the return of cooler temperatures and the end of vacation periods have encouraged the public to revisit their favorite tavern spots. Result is a climb in coin box receipts all over town. Also adding to the improved situation, say a number of coinmen, has been the windup of a number of street repaving jobs.

Top disk in recent weeks on the L. R. Distributing Company juke boxes, according to veteran routeman Carl Staska, is the Rusty Draper version on Mercury of "Shifting, Whispering Sands." . . . Herb Wagner, partner in the G. & W. Novelty Company, South Milwaukee coin firm, reports that return of the fall bowling activities has spurred music and games takes. G. & W., as usual, will sponsor several kegling squads this season. New at the G. & W. firm is C. B. Ross. He formerly held down a job as coin machine repairman for a La Crosse, Wis., firm and is a veteran of about 10 years in the industry. Also recently added to the G. & W. employee roster are Harvey Davis, a routeman, and Albert Hoover, a front office and store worker.

Operator one-stop trade has been showing definite improvement, says Barney Kuehn, owner of the Music Mart. Increased emphasis on handling coin machine trade has trended upwards since hiring Tom Regan, says Kuehn. "With both of us behind the counter now," says Kuehn, "we can give them much better service." . . . Carl Millman, Automatic Merchandising Corporation, was selected to deliver several fund-raising pleas in behalf of Israel in Milwaukee synagogues during the High Holidays. His partner, Asher Rabin, is again on the job, following a 10-day siege with the virus bug. Both report that candy vending has begun to show signs of health following a mighty slow

GIVE TO DAMON RUNYON CANCER FUND

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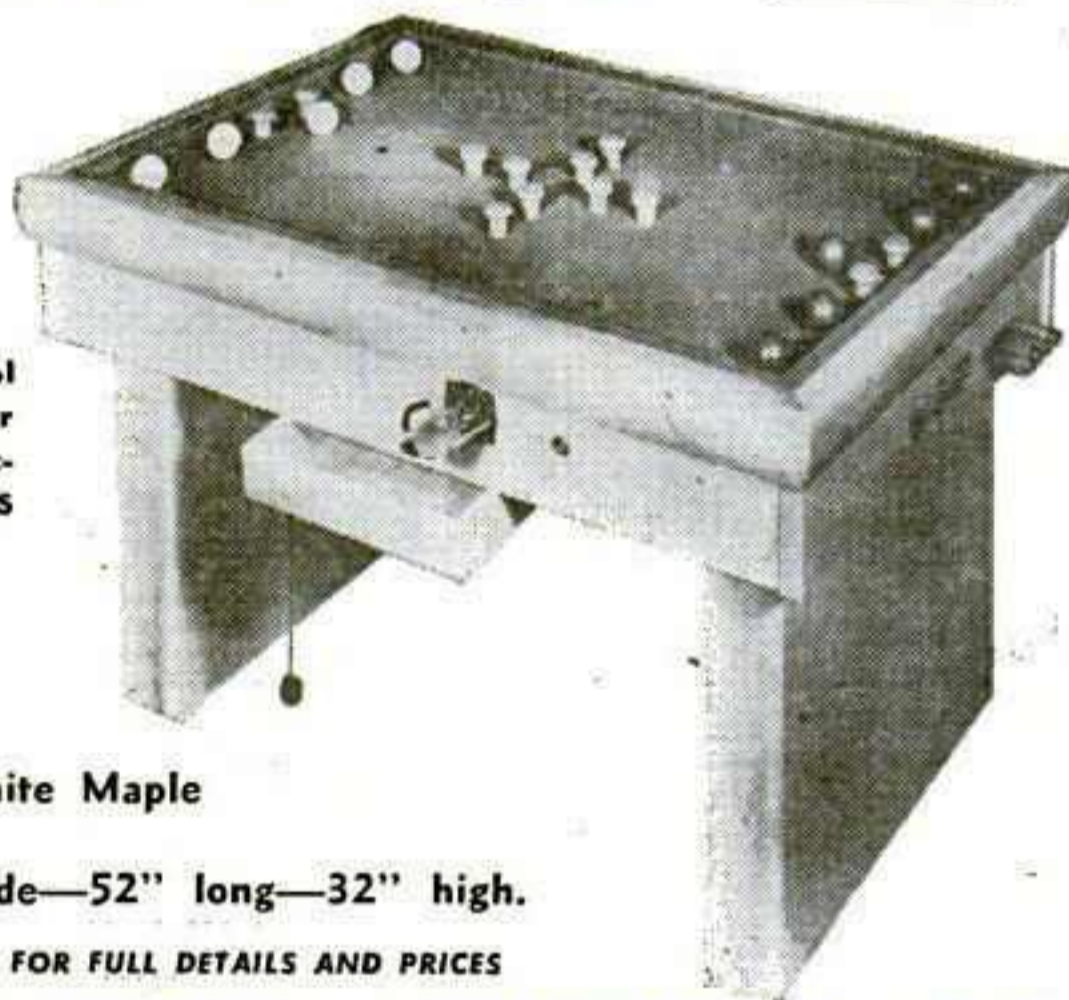
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OPERATORS! Bumper Pool will bring you higher profits—with less servicing. WRITE FOR PRICES TODAY.



- Beautiful Design
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Dimensions: 36" wide—52" long—32" high.

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**ROCK-OLA FIREBALL (120 Sel.—78 RPM) . . . . . \$275**  
**A. M. I. MODEL "C" . . . . . 175**  
**WURLITZER 1100 . . . . . 155**

RECONDITIONED—REFINISHED LIKE NEW!  
Terms: 1/2 Dep., Bal. C.O.D.

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A Quarter Century of Service.  
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

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**OVER A PERIOD OF MONTHS**  
*Williams*  
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**Two up to Four Players!**

Perfect bank shots to invite the experts

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Silent Ball Drop

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CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL. See your Williams Distributor!

MUSIC	GAMES
Rock-Ola 1438 . . . . . \$575.00	Williams King of Swal . . . . . Write
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Rock-Ola 1436-45 . . . . . 335.00	Chicago Coin Bulls-Eye Big League . . . . . Write
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Seeburg 100BL . . . . . 500.00	Williams Super Pennant . . . . . 250.00
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Seeburg 148ML . . . . . 119.00	United Super Bowler . . . . . 60.00
Seeburg 147 . . . . . 79.00	Genco Shuffle Pool . . . . . 95.00
Seeburg 146 . . . . . 49.00	Exhibit Star Shooting Gallery . . . . . 225.00
Seeburg 20-Selection Hideaway . . . . . 35.00	Exhibit Shooting Gallery . . . . . 165.00
Wurlitzer 1650 . . . . . 395.00	Seeburg Bear Gun . . . . . 115.00
Wurlitzer 1250 . . . . . 195.00	Seeburg Coon Hunt . . . . . 165.00
Wurlitzer 1015 . . . . . 49.00	
Solotone Hideaway . . . . . 100.00	
WALLBOXES	VENDING MACHINES
Rock-Ola 120-Selection . . . . . \$60.00	Electro 5, 10, 25c, 8 Column . . . . . \$75.00
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Wurlitzer 3048 Converted 48 . . . . . 15.00	DuGrenier 30c, 11 Column . . . . . 95.00
AMI 5c & 10c, 40-Selection . . . . . 10.00	Uneeda 25c, 9 Column . . . . . 45.00
Seeburg 5c, 20-Selection . . . . . 3.50	DuGrenier 25c, 9 Column . . . . . 45.00
Rock-Ola 5c, 20-Selection . . . . . 3.50	Used Weighing Scales, Clean . . . . . 35.00
Solotone Wallboxes . . . . . 7.50	

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TERMS: One-third down, balance C.O.D.

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24. N. PERRY STREET MONTGOMERY, ALABAMA  
EXCLUSIVE ROCK-OLA DISTRIBUTOR FOR ALABAMA AND NORTHWEST FLORIDA

Your ticket to **SALES RESULTS—**  
the advertising columns of **THE BILLBOARD!**

summer. They recently purchased several new Stoner and National candy venders.

Bert Davidson, Wurlitzer's regional sales manager, is spending some time in this territory working with United, Inc., sales staffers calling on area accounts. Harry Jacobs Jr., noting a lot of good business from all over Wisconsin and Upper Michigan, reports that his service engineer, Syl Kindler, has just returned from a trip thru Wausau, Merrill and Marshfield where he installed a record number of music machines.

James Martin, Chicago disk distributor, spent some time this week in Milwaukee with his wife who records on the Dot Label as Jean Strange. Both made the rounds of key dealers and music operators plugging her newest recording, "Charm Bracelet." . . . Joe Pelligrino, partner in the P. & P. Distributing Company, notes that he put out another dime play music machine this week. "If more operators here would co-operate on dime play, we could benefit the entire industry," he claims. . . . Les Haese, of Regal Music, was one of the few coinmen who attended the recent Capitol Records get-together outlining the label's fall releases and promotional items. Irv Goff, Madison, also was on hand for the event. Greeting the trade members and outlining Capitol's program, was district sales manager Max Callison, out of Fort Wayne, Ind., and Hollywood's Gordon (Bud) Fraser. Local branch manager Bob Thompson was ably assisted by Bud Levinson, Dick Kibbe and northern territory salesman Al Ripley, down from his home in Shawano, Wis.

Miami

By RAOUL SHAPIRO

DIME PLAY TALK REVIVED AGAIN. With the showing of the new Seeburg 200, talk among the operators here has been dime play. Everyone agreed that it would be foolish to set out the Seeburg or any other forthcoming models on less than dime play. Lucky Skolnick, Music Makers, Inc., says he will offer new equipment to his better locations with the understanding that the machines must stay on 10-cent play. Most of the other operators have expressed the same sentiment.

Marvin Novak, manager of King Records branch here, says that the only problem at present is getting the records in fast enough. Marvin says that Boyd Bennett's "My Boy Flat Top" is almost a sure bet to outsell his "Seventeen." Marvin is also willing to bet all the coffee you can drink that Little Willie John's "All Around the World" will make the rhythm and blues top 10. . . . Manny Brookmire, of Brooke Distributors, Decca outlet, says that he still can't believe that "It's Almost Tomorrow," by the Dream Weavers, has sold as many copies as it did. . . . Marvin Turner, of Palm City Music Company in Fort Meyers, is finally back on the job after being laid up for six weeks with a bad leg.

Willie Blatt, Music Makers, Inc., announced that he had purchased a half interest in Royal Distributors, who operate a route of Active Aire Hand Dryers in South Florida. Benny Samuels, other half of the partnership and former sole owner, will continue to manage the operation. Royal Distributors has also moved its offices from the beach to 416 S.W. Eighth Avenue in Miami. . . . The shopmen at Bush Distributing Company almost went on a sit-down strike when Ken Willis, crack salesman for Bush, sold the last Exhibit Pool Table on hand. The boys complained they couldn't enjoy their coffee breaks or lunch hour unless they could indulge in a fast game of pool. Fortunately, a new supply arrived, and now there are two tables set up and everyone is happy. Even the girls in the office are handling a cue like pool sharks.

Bob Norman, Miami branch manager for Southern Music Distributors, AMI outlet in Florida, says that things have been pretty quiet up to now, but with the arrival of the new AMI, things should start picking up. . . . Dave Shedd and Jo Hiller, of Binkley Distributing Company in Miami, have high hopes for M-G-M's new gal singer Robbin Hood. Dave says that her recording of "Dancing in My Socks" has caused more than a ripple.

Penny Cig Tax

Continued from page 74

only the price of regular size cigarettes would be upped from 25 cents to 27 cents a pack. King-size would continue to vend at 28 cents and filter tips at 30 cents a package.

Operators now must pay help to insert pennies into the king-size packs plus regulars for change, Rosen said. This is not necessary in the case of the 30-cent filters.

Reports are that machines manufactured prior to 1950 are obsolete and must be traded in on newer models at a cost estimated between \$250 and \$300, Rosen said.

Machines of the 1950 to 1953 years will require major conversion with parts to cost at least \$25, a minor item compared to labor expenses, operators claim. Venders made after 1953 can be converted with little difficulty, Rosen pointed out.

25 WURLITZER

1700's

Like New!

WRITE, WIRE, CALL

IN STOCK!

WURLITZER 1500's - 1500A's

SEEBURG

100A-B-BL-C

LARGE ASSORTMENT VERY LATE BALLY and UNITED ALLEYS!

KIDDIE RIDES - Beautifully Reconditioned BALLY MOON RIDES - BALLY SPACE SHIP - DECO SPACE RANGER

DISTRIBUTORS: Trade us your DEAD SHUFFLE ALLEYS from your stockroom for our reconditioned KIDDIE RIDES.

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ALgonquin 4-4040

Exclusive distributors for WURLITZER - BALLY - UNITED



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Worn Parts Replaced
Amplifier Reconditioned
Speaker Inspected
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Cabinet Professionally Refinished

ROCK-OLA

- 1428 \$119
1436 Fireball, 120 Selections 335
1438 Comet 495

WANTED

To BUY or TRADE! SEEBURG M100A "Shoot The Bear"

WURLITZER 1250-1600-1650

THE FOLLOWING MODELS ARE AVAILABLE FOR PROMPT SHIPMENT:

Table with columns for SEEBURG and WURLITZER models and prices. Includes models like 148ML, M100C, HM100A HIDEAWAY, etc.

LATE MODEL PHONOGRAPHS CONVERTED TO 10c PLAY IF DESIRED

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SILENT SALESMAN CARD VENDOR 35
NEW EX. VACU-MATIC CARD VENDOR WRITE!

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PALM SPRINGS 225
HI FI 225
DUDE RANCH 195
BEACH CLUB 175
BEAUTY 150
YACHT CLUB 100
PALM BEACH 100
CONEY ISLAND 85
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Call Joe and Wally for Immediate Delivery!



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SHUFFLE GAMES

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CHICAGO COIN
THUNDERBOLT \$425
TRIPLE STRIKE 415
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STARLITE 265
SUPER FRAME 250
ADVANCE 195
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UNITED
DELUXE CLIPPER \$425
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DELUXE MERCURY 365
DELUXE COMET 335
BANNER 310
DELUXE TARGETTE 295
ACE 275
TEAM 245
LEAGUE 245
IMPERIAL 195
CHIEF 245
ROYAL 175
OLYMPIC 135
OFFICIAL 75
DELUXE 75
KEENEY
CENTURY \$295
BIKINI 275
DIAMOND 225
PACEMAKER 155
DOMINO 125
CARNIVAL 95
CLUB 10 PLAYER 75
6 PLAYER 55
GENCO
MATCH POOL \$135
SHUFFLE POOL 85

FACTORY CLOSEOUT! NEW Chicago Coin CRISS CROSS TARGET \$249.50

Exclusive Distributors for CHICAGO COIN SCORE-A-LINE BOWLER BLINKER BOWLER HOLLYWOOD BOWLER EXHIBIT SUPPLY SKILL POOL

Exclusive Distributor for Illinois

FIRST COIN MACHINE EXCHANGE, INC. Joe Kline & Wally Fink 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

IMMEDIATE DELIVERIES! Keeney's FASCINATION DELUXE POOL TABLE

IT'S REALLY WONDERFUL... THE BEST!



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
Perfectly squared to entice the professionals
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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!

# Baseball CLOSEOUTS

United Super Slugger  
Genco Champion Baseball  
Williams King of Swat  
Write, wire or phone!

## 5 BALLS

WMS. BANDWAGON WMS. CIRCUS WAGON	
GOTTILBS	
Gold Star	\$200.00
Green	145.00
Pastures	175.00
Lovely Lucy	135.00
Flying High	135.00
Shindig	135.00
Guys and Dolls	135.00
Marble	135.00
Queen	135.00
Grand Slam	118.00
Skill Pool	85.00
Chinatown	85.00
Quarter	85.00
Coronation	85.00
Knockout	49.50
Joker	49.50
Cinderella	49.50
King Arthur	49.50
College Daze	49.50
WILLIAMS	
Big Ben	\$185.00
Skyway	160.00
9 Sisters	135.00
Dealer	125.00
Lazy Q	125.00
Struggle	125.00
Bugsy	125.00
Grand Champ	125.00
C.O.D.	115.00
Palisades	90.00
Fairway	90.00
Army & Navy	90.00
Hayburner	85.00
Twenty Gr.	85.00
Four Corners	90.00
Saratoga	49.50
Lucky Inning	49.50
Saratoga	49.50
Dreamy	49.50
Georgia	49.50

## SHUFFLE GAMES

UNITED SUPER BONUS	
United Banner, Match Score	\$325.00
United Speedy	350.00
United Comet, Match Score	350.00
United Comet, High Score	325.00
United Targette, Match Score	295.00
United Targette, High Score	265.00
United Ace, Match Score	295.00
United Rainbow, High Score	275.00
United Leader, Match Score	245.00
United Chief, High Score	225.00
United Team, Match Score	245.00
United League, High Score	225.00
United Imperial, Match Score	215.00
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
Chi Coin Hollywood	525.00
Chicoin Holiday	445.00
Chicoin Criss Cross Bowler	275.00
Chicoin Starlite	275.00
Chicoin Super Frame Bowler	275.00
Chicoin King Bowler	275.00
Genco Match Pool	149.50
Genco Shuffle Pool	99.50
Bally Victory	295.00
Bally Jet	350.00
Bally Gold Medal	455.00

## BINGOS

UNITED PIXIES BALLY MIAMI BEACH	
Gayety	\$445
Bigtime	525
Variety	415
Triple Play Write	350
Surf Club	250
Ice Frolics	225
Palm Springs	235
Mexico	225
Dude Ranch	210
Beach Club	175
Rio	175
Havana	175
Tahiti	\$175
Nevada	225
Beauty	140
Frolics	130
Yacht Club	100
Palm Beach	100
Atlantic City	100
Bright Light	95
Bright Spot	95
Coney Island	95
Golden Nugget	95
Genco 400	55

## GUNS

GENCO SKYROCKET	
Genco Wild West	\$395.00
Un. Del. Bonus	395.00
Genco Sky Gunner	135.00
Shoot the Bear	145.00
United DeLuxe Carnival	325.00
United Carnival	275.00
Genco Rifle Gallery	225.00
Williams Super Jet	295.00
Exh. Sportland	265.00

## BRAND NEW CLOSEOUTS

United Fifth Inning	Write
United Derby Roll	Write
Genco 2 Player Basketball	\$325.00
Genco 4 Player Skee-ball	350.00
Mighty Mike Sparring Partner	795.00
Genco Silver Chest	125.00

EXCLUSIVE DISTRIBUTOR NEW  
**AUTO PHOTO II**  
Illinois, Kentucky, Ohio, Indiana,  
Wisconsin.  
Order Now—for Early Delivery.

**Empire COIN MACHINE EXCHANGE**  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

## PHONOGRAPHS

EXPERTLY RECONDITIONED . . .  
EMPIRE GUARANTEED

SEEBURG		AMI	
M100R	\$845	E120	\$575
M100HFC	745	E80	515
M100C	635	D80	375
M100B	525	Model C	175
M100A	295	Model A	125

## ARCADE

GENCO QUARTERBACK  
WILLIAMS KING OF SWAT  
GENCO CHAMPION BASEBALL  
UNITED SUPER SLUGGER

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
Muto. Drivemobile	145.00
Telequiz and Film	100.00
Mute, Flying Saucer	149.50
Goatee	99.50
Chi Pistol	89.50
Exh. Dale Gun	89.50
Scientific Baseball	79.50
Mercury 12-Way Athletic Scale	79.50
Flash Hockey	75.00
Wms. Quarterback	75.00
Exh. Hi-Ball	75.00
Anti-Aircraft	325.00
Deco Space Ranger	325.00
Royal Mustang Horse	375.00
Exh. Big Bronco	375.00

## POOL TABLES

Williams Bank Shot  
Genco Tournament Pool  
Exhibit Skill Pool

1/2 deposit, balance Sight Draft or C.O.D.

# Keeney Ships Match Model Shuffle Game

CHICAGO, Oct. 8. — J. H. Keeney & Company began quantity shipments this week of its Deluxe Challenge Bowler, match play shuffle game. Deluxe Challenge offers players a chance to match their scores with a number that flashes on the backglass at the end of the game, and also a chance to match this number with flashing diamond, horseshoe, trophy and star symbols.

A carry-over match feature gives added awards to players accumulating five diamond or five horseshoe matches. Diamond and horseshoe matches are lighted up and "held" in special match play panels at the top corners of the backglass.

## Coin Exports

(Continued on page 72)

a \$227,460 volume on just 707 machines. West Germany and Venezuela also topped the \$100,000 mark during June. Belgium, importing \$202,846 worth of U. S. jukes, was the principal market for machines in that category, followed by Canada and West Germany. Canada imported more than twice the number of amusement games than any other country, posting a \$72,103 volume. Japan, the Netherlands and Belgium trailed in that order. The great majority of vending machine shipments went to Canada, some \$52,339 worth moving across the Northern boundary. While total dollar volume declined from June, 1954, quality of individual machines improved. This was particularly true in the game field, where dollar volume was close to the June, 1954, level, but was realized on 695 fewer units shipped. Average price paid per game exported during June was \$170. Jukes averaged \$407; vendors, \$60.

## Ops' Income

(Continued on page 72)

manufacturers on the subject this week. One of the larger Chicago operators remarked, "An operator cannot exist and pay current prices asked on new equipment. Depreciation is greater than income. Few Chicago locations can stand up to these prices in weekly takes. What the manufacturer can do is another question—he is also faced with high costs. It is very difficult to come out ahead on new shuffle games when they are priced over \$500."

**Operator's Side**  
One operator reported collections on shuffle bowlers were averaging \$10 a week. On this basis, it takes him a year to make up the price of a new \$520—or higher game. This does not figure in operating expenses, which cut into his grosses. "We can't meet the overhead," he said, "unless we are very selective in buying new games. We could buy many more new games at a lower price."

Another operator expressed the view that considering the materials that go into a new game, the games are not priced too high. But, the operator added, "where we used to get our money back on a new game in about 120 days, it now takes twice as long." He said operators were paying about \$590 for a good new shuffle bowler, where they paid about \$550 a year ago. This he feels, is not too high a price boost because of the added features.

"We can still make good money on such a game," he said. The operator's main complaint was that he thought new games coming off production lines should undergo more thoro inspection, reporting many minor defects in new games he had purchased.



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**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

\*\*\*\*\*  
**NOW READ THIS!**  
\*\*\*\*\*

United Olympic	\$99.50
Bally Mystic Bowler	395.00
United 11th Frame	345.00
United Supers	45.00
United Deluxe 6 Player	30.00
United Clovers	80.00
Chico 10th Frame Alley	45.00
Bally Moon Rides	390.00
Harbor Patrol Boat Ride	124.50
Cap. Proj. Midget Movies	89.50
Exhibit Gun Patrol	79.50
Exhibit Six Shooter	59.50
Wms. Star Series	20.00
Wms. Super World Series	49.50
Baseball	\$15.00 each, lots of three only!
King Pin, Round Up, Arcade, Saratoga, Harvest Time, Super Hockey, Bowling Champ, Crown Jewel, Blue Skies, Virginia, Nevada.	
Shoot the Moon	\$25.00
Four Corners	25.00
<b>EXTRA SPECIAL!</b>	
Seeburg M-100-A, Late Series	\$275.00 ea.
Wurl. 5206 Wallbox, 48 Sel., Bk. Type	34.50
Wurl. 1015's and Seeb. 147-M	45.00 ea.
1/2 deposit. Air mail or wire now!	
<b>ODCO, INC.</b>	
1100 Broadway	Albany 4, N. Y.
*****	

**GENCO'S NEWEST**  
ALL-LOCATION-MONEY-MAKER

# TOURNAMENT POOL

for 2 or 4 Players  
Featuring NO ELECTRICAL CONNECTIONS, NO SERVICING  
YOU'VE SEEN OTHER POOL GAMES—BUT YOU'VE NEVER SEEN ONE WITH SO MANY SURE-FIRE PROFIT FEATURES!

- 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.



The ONLY POOL GAME designed for optional TABLE LIGHT (available at slight additional cost)

## GENCO'S ACTION-PACKED QUARTERBACK 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!

SEE THIS GENCO SENSATION AT YOUR DISTRIBUTOR TODAY!

ALSO ASK YOUR DISTRIBUTOR ABOUT ANOTHER GENCO "HIT" —Championship BASEBALL

**GENCO MFG. & SALES CO.** 2621 N. Ashland Avenue Chicago 14, Illinois

1 SURF CLUB	\$200.00
1 BEACH CLUB	115.00
3 PALM SPRINGS	175.00
1 ICE FROLIC	185.00
2 HI-FI	175.00
2 BIG TIME	445.00
1 Chi. Coin FLASH BOWLER	\$295.00
1 United DELUXE MERCURY	325.00
1 WURLITZER 1250	\$125.00
1 SEEBURG M100A	225.00
1 CHINATOWN	\$50.00
1 PALISADE	50.00
1 KNOCKOUT	20.00
1 CONTROL TOWER	50.00
1 FUTURITY	35.00
7 WATLING FORTUNE SCALES, Ea.	\$ 75.00
2 MILLS, Ea.	50.00
1 AMERICAN, used 2 wks.	125.00
CLOSE OUT—CHEAP	
8000 PUNCHBOARDS. Write for List	
<b>OHIO SPECIALTY COMPANY, INC.</b>	
539 S. 2nd LOUISVILLE 2, KENTUCKY	

GIVE TO DAMON RUNYON CANCER FUND

**Scientific Buys**

(Continued on page 72)

said the firm's manufacturing would continue to be done in the Brooklyn plant. He added that the new building would be occupied around January 1.

The new building will be air-conditioned and renovated at a cost of about \$50,000, Levine added. New coin machine items, mostly for the park trade, will be introduced soon, he said.

The move is being made primarily for the convenience of local coin operators, Levine said, as 10th Avenue is the headquarters of the industry in this area.

Scientific currently makes BING-O-RENO, Three-in-Line and Pokerino.

**New Coin Pool Game Added To Bally Line**

CHICAGO, Oct. 8.—Bally Manufacturing Company shipped to distributors this week a new coin pool game, Pin-Pool.

Built along the same lines as the standard coin pool games, the game measures 52 inches by 36 inches by 32 inches high.

The game is equipped with a "cheat-proof" mechanism with special guards against releasing balls by tilting the table. An anti-clog system prevents balls from locking in the ball-container.

The table and the live-rubber rail-cushions are upholstered with rubber-backed billiard cloth. Balls and cues are supplied by the Brunswick - Balke - Collender Company.

The game is played in the same manner as other coin pool games now on the market. Two or four players participate in each game. The coin chute operates on two dimes inserted with a single stroke of the chute.

**SAM SOLOMON'S BUYS!**

TWIN BILL	\$225.00
DUETTE	250.00
SLUGGIN' CHAMP	235.00
STAGE COACH	185.00
PETER PAN	215.00
BIG BEN	150.00
HIT & RUN	65.00
NIAGARA	65.00
ALL STATE BASKETBALL	35.00
SPARK PLUG	75.00
SEA JOCKEY	45.00
CHINATOWN	95.00

**UNIVERSITY COIN MACHINE EXCHANGE**  
858 N. High St., Columbus 8, Ohio  
Tel.: AXminster 4-3529

**Earn More Money with Bally Kiddie-Fun Equipment**

**HOT-ROD COIN-OPERATED AUTO-RIDE**



Miniature replica of early vintage automobile in eye-catching colors... with real horn and headlights... HOT-RODS take youngsters on a rolling, rocking ride. Mounted on rigid metal base, eccentric motion of HOT-ROD car creates illusion of exciting travel on a country-road... an illusion so attractive to boys and girls, from toddlers to teen-agers, that HOT-ROD keeps busy earning money every minute of the day.

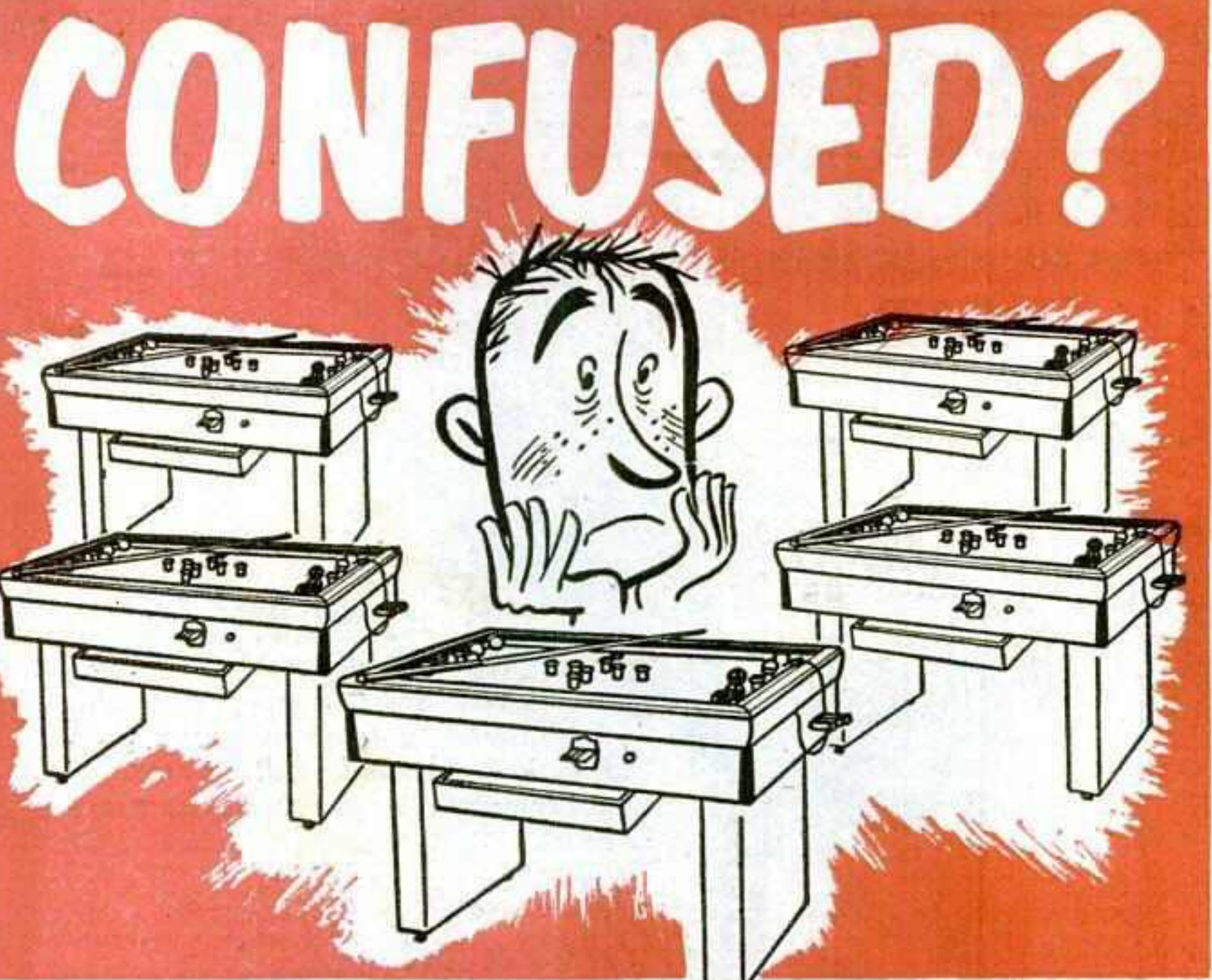
Packed with appeal to junior marksmen, boys and girls, from 6 to 16, Bally BULL'S EYE Junior Shooting-Gallery is a gold-mine in every location frequented by youngsters. Realistic western six-shooter shoots 10 to 20 shots for nickel at exciting wild animal targets, shots and hits registering on illuminated score-glass. Pistol is positively safe, because no bullets or pellets are fired, hits registering when gun is accurately aimed and trigger pulled. Gayly colorful cabinet occupies only 1 1/2 ft. by 3 ft. of floor-space to take in coins at a rate of \$15 to \$35 per hour.

**BULL'S EYE COIN-OPERATED JUNIOR SHOOTING-GALLERY**

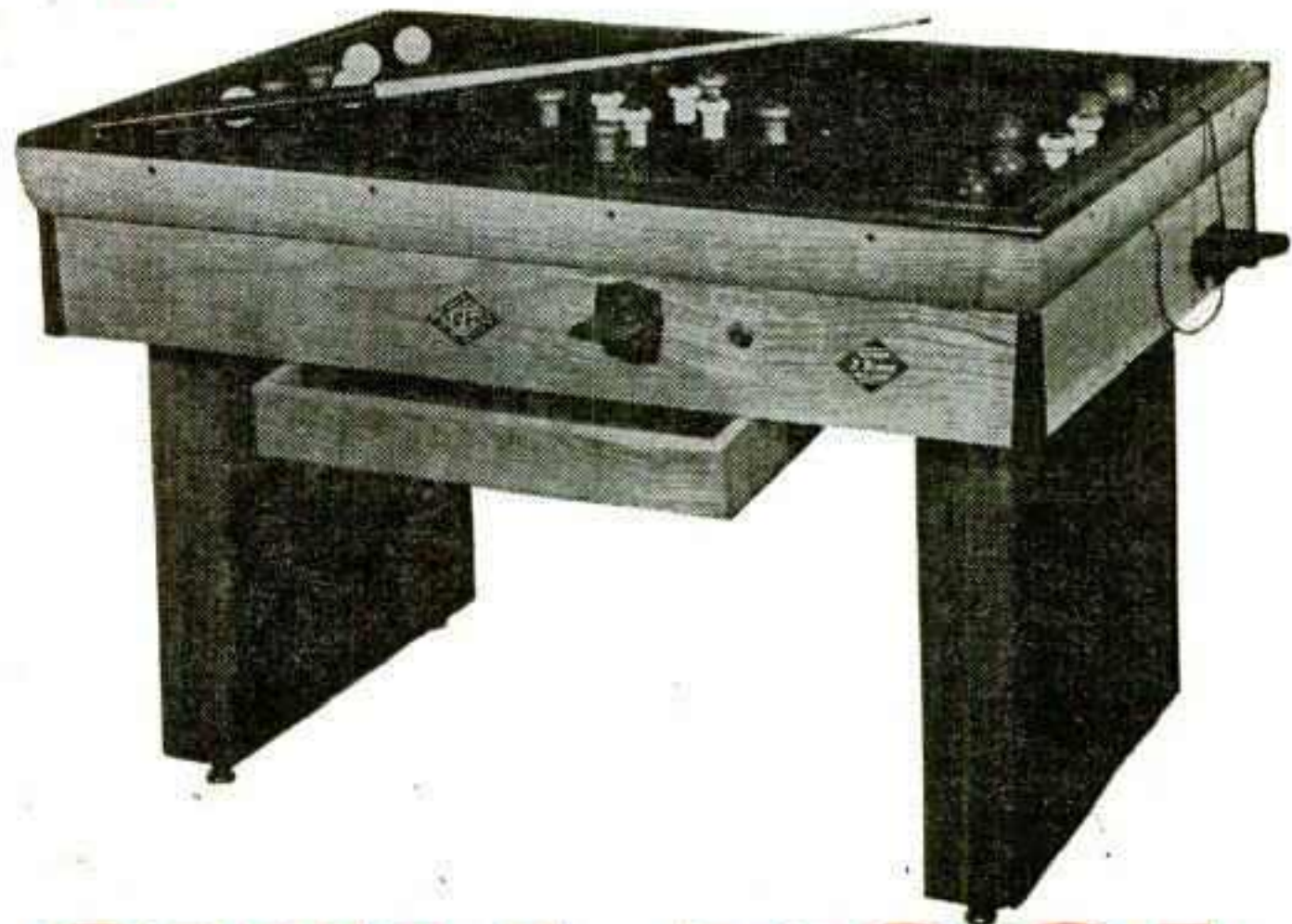


THE CHAMPION is a life-like western golden-palomino bronco in iron-tough plastic... with genuine cowboy saddle. All-metal base permits operation outdoors in all weather. THE CHAMPION walks, trots or gallops, as rider controls speed by pulling reins. Riding-time is adjustable to 45 seconds, 1 minute, 90 seconds, 3 minutes. Occupying only 22 in. by 44 in. of floor space, THE CHAMPION takes in \$2.00 to \$8.00 per hour.

**THE CHAMPION COIN-OPERATED HORSE-RIDE**



**BETTER BUY THE QUALITY GAME**



**SKILL-POOL**

THE **BETTER BUY** by Exhibit

**ONLY EXHIBIT IS MAKING AND DELIVERING SKILL POOL WITH ALL THESE QUALITY FEATURES!**



**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 accurate ball action

**PURE GUM RUBBER RAIL & BUMPERS**

maintains bouncy "live-action." Does not deaden under stress of long wear

**CHEAT PROOF, POSITIVE ACTION BALL RELEASE**

fast, smooth, sure. Speeds up play. Eliminates tampering.

**RUBBER LINED BALL TROUGH**

smooth, silent. Completely jam proof.

**IT'S THE QUALITY OF THE PRODUCT THAT GIVES YOU LONG-TIME PROFITS...**

Call Your Distributor Today!

**EXHIBIT SUPPLY COMPANY**

Established 1901

4218 W. LAKE ST. CHICAGO

PHONE: VA 6-3100

Bally Manufacturing Company, 2640 Belmont Ave., Chicago 18, Ill.

# BUY QUALITY AMERICAN



**IT'S PROVEN... IT'S ALIVE!**  
Rejuvenate your routes for greater profits with the proven, permanent game... American Shuffleboard! Check on our complete line of supplies for every need.

*American* SHUFFLEBOARD COMPANY  
Union City, New Jersey      Union 5-6633      Est 1928

## Mfr. Confront

(Continued on page 72)

profit during the first eight months of the year has been lower than past years, and we have had to boost prices to return to a profitable level. There has been a steady downward trend in profit, and upward trend in costs. We can cut corners just so much, without hurting the appeal of the games."

According to Paul Huebsch, J.H. Keeney & Company sales manager, "Not much can be done about high prices on new games. If operators would give other new type games a better try, manufacturers could hold prices down, but continued new features on shuffle bowlers—new mechanisms, better pins and cabinets—have shot prices up."

Art Weinand, sales manager of Williams Manufacturing Company, said: "Prices haven't gone up this year in relation to costs. The per-unit costs we have absorbed in materials and labor have been greater than our price increase per unit. We feel that our lower-priced games such as Sidewalk Engineer and Jolly Joker are one answer to operators' troubles."

Officials of Bally Manufacturing Company and United Manufacturing Company, large producers of pinball games and shuffle games, were not available for comment.

### Cleveland Coin Machine Exchange, Inc.

American Shuffleboard Distributors  
2029 Prospect Ave. Cleveland, Ohio  
To. 1-6715  
Write for prices.

### FINEST RECONDITIONED GAMES

—ANYWHERE!

GENCO SHUFFLE POOL	\$ 85
GENCO SKY GUNNER	95
UNITED 10TH FRAME STARS	60
WILLIAMS TIMES SQUARE	80
GOTTIEB'S GUYS & DOLLS	125
BALLY PALM BEACH	85
BALLY DUDE RANCH	210
BALLY PALM SPRINGS	225
BALLY HI FI	225
BALLY ICE FROLICS	225
UNITED TROPICS	175

Write for Complete List. New—Used.

IRV OVITZ

**ACME-INTERNATIONAL DISTRIBUTORS**  
2643-45 W. Montrose Chicago 18, Ill.  
COrnelia 7-7272

### 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
CONY ISLAND	85
SPOT LIGHT	60

WRITE

### SUPERIOR SALES CO.

Dept. R-6  
7855 Stony Island Ave.  
Chicago, Illinois  
Boypart 1-1616

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

**Priced AMAZINGLY LOW! EARNINGS AMAZINGLY GREAT!**

**SPEEDY-EXCITING-SIMPLE TO PLAY-**  
*Williams* **JOLLY JOKER**

**TELLS A TRUE STORY OF TREMENDOUS EARNINGS!**

**OPERATORS REPORT:**

- Marshalltown, Iowa: \$76<sup>00</sup> Gross Income in 5 DAYS!
- Omaha, Nebr.: \$40<sup>00</sup> per week average in 3 WEEKS!
- Kansas City, Mo.: A Real Winner! \$44<sup>50</sup> the FIRST WEEK!
- Leo Weinberger, Southern Automatic Music Co.: "CASH BOXES RUNNING OVER!"
- Trimount Boston, Mass.: Over \$100<sup>00</sup> ONE WEEK!

**EXCITING ROLL-DOWN PLAY WITH 5-SKILL SHOTS TO SCORE COMPETITIVE HIGH CARD HANDS!**

**SIZE:** only 22" Wide by 32 3/4" Long!

**Williams MANUFACTURING COMPANY**

**PLACE IT ANYWHERE!**

**TINY FLOOR SPACE!**

**SMALL COUNTER SPACE!**

**COLORFUL! EXCITING!**

**TAKE OFF THE LEGS AND PLACE ON THE COUNTER!**

**FIRST COME—FIRST SERVED WITH JOLLY JOKER**

**See YOUR Williams DISTRIBUTOR!**

**CREATORS OF DEPENDABLE PLAY APPEAR**  
4242 W. FILLMORE ST. CHICAGO 24, ILL.



### 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 Very Special Prices—Write, Wire, Phone!	Keeney PALISADE..... \$415
United SINGAPORE..... \$235		United DELUXE MERCURY..... \$345
Wms. ALL-STAR BASEBALL, 6 PL. \$195		18 Du Grenier 7-Col. Cig. Mach. While They Last..... \$25 Ea.

CHARLEY PIERI  
**Monarch Coin Machine, Inc.**  
 Write for Latest List  
 Lincoln 9-3996-7-8  
 2257-59 N. Lincoln, Chicago 14, Ill.

### GAMES GO BIG AT DANISH STREET FAIRS

COPENHAGEN, Oct. 8.—The Danes have moved coin amusement games into demountable booths at street fairs where they are combined with outdoor shows and concessions to bring in a brisk business.

American games were set up recently at a police-sponsored "fair" near the center of Copenhagen. Included were four Seeburg Shoot the Bear gun games, a Seeburg Coon Hunt, Genco Black-Lite Invader, Exhibit Dale Jet Gun and Gun Patrol.

Combined with the coin games attraction were rides, dance floor, lotteries and a female trapeze artist.

#### Price Index

Continued from page 73

	HIGH	LOW	Times adv't'd
Uneeda Model E (6 col.).....	75.00	75.00	4
Uneeda Model E (8 col.).....	80.00	90.00	4
Uneeda Model 500 (9 col.).....	100.00	100.00	4
U-Select-It.....	52.50	52.00	4
Victor Model V, 1c Cabinet.....	9.50	9.50	4
Victor Model V, B/G Wheel.....	8.50	8.50	4
Victor 1c Baby Grand.....	7.50	7.50	5
Victor Rocket 5c.....	10.00	10.00	4

#### Joe Ash says...

When you compare quality with price, Active is never undersold!



#### Joe Ash says...

Los compradores en el extranjero encontraran estos aparatos libres de contratiempos a los mas bajos precios de aqui.

Exportamos juegos de bolos (pin games) y velioneras (music machines) nuevas o reconstruidas listas para operacion.

### ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
 FRemont 7-4495  
 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

### SHAFFER SPECIALS

Completely Reconditioned—Ready for Location

WURLITZER		SEEBURG	
1650.....	\$345	M100-B.....	\$525
1500.....	335	M100-A.....	295
1400.....	225	148ML (Blonde).....	95
ROCK-OLA		AMI	
1442 Hi-Fi.....	Write	Model D-40.....	\$219
1432.....	\$165	Model "C".....	165

WRITE FOR COMPLETE LIST IN OUR LATEST ILLUSTRATED CATALOG

### Shaffer Music Co.

In the Coin Machine Business Over 25 Years

COLUMBUS, OHIO  
 849 N. High St.  
 AXminster 4-4614

CINCINNATI, OHIO  
 1200 Walnut St.  
 MAin 1-6310

INDIANAPOLIS, IND.  
 1327 Capitol Ave.  
 MEtrose 4-3571

### 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



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET  
 BOSTON 18, MASS  
 TRIMOUNT 2-9400

A FLOWING WELL OF PROFITS!...

# GOTTIEB'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

# Bally

# BIG bowlers earn BIG money

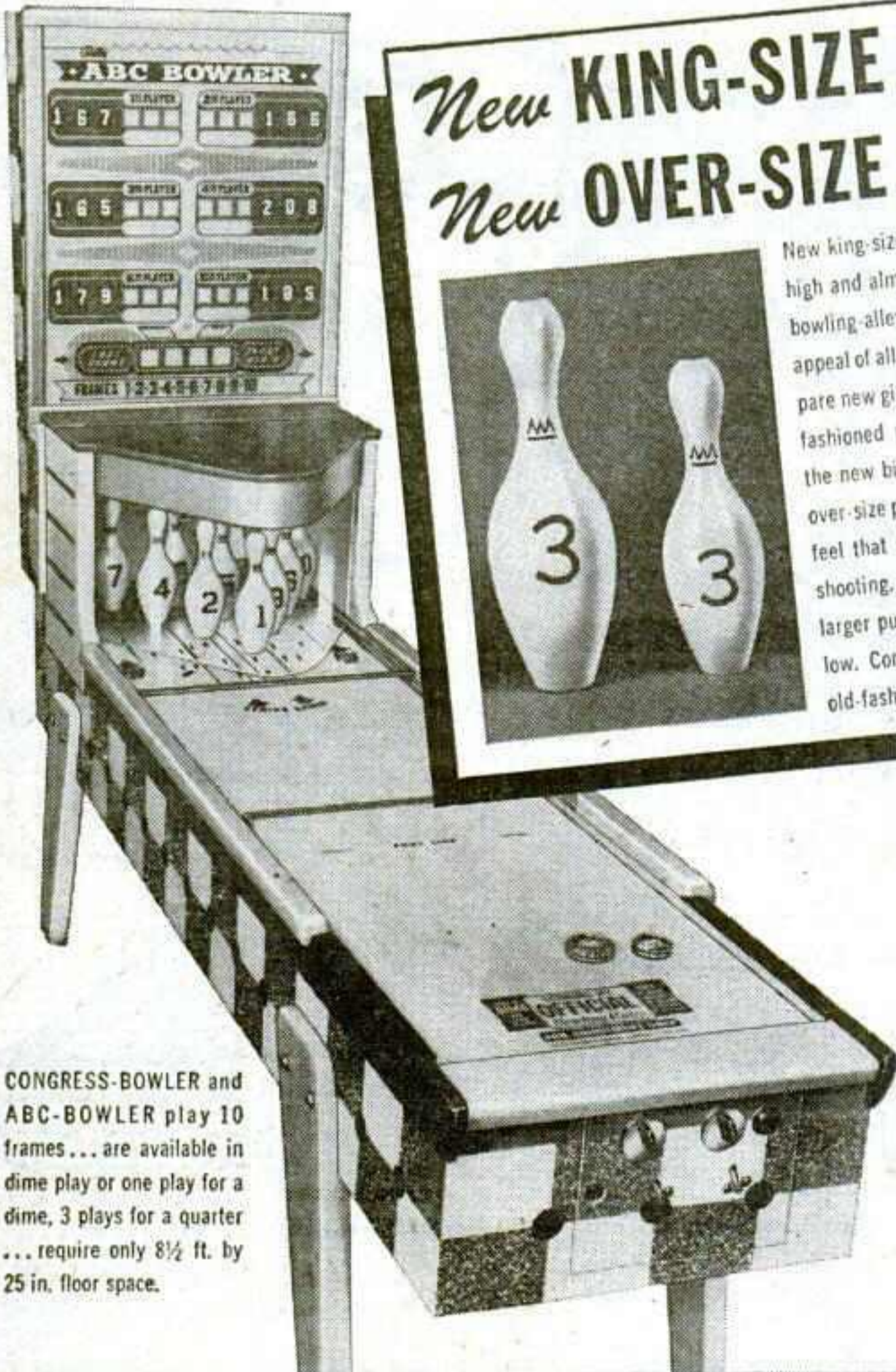
Pick the Ballyowler best for each location . . . your choice of Official Scoring or Speed-Control Scoring . . . with or without match-score features . . . dime-play or three-plays-for-a-quarter. All 4 Ballybowlers are location-proved big money-makers.

## POPULAR OFFICIAL BOWLING SCORES

BOWLER earnings climb to a new sensational high . . . as 20,000,000 bowlers and their millions of non-bowling friends . . . discover the fun and fellowship . . . and the sporting satisfaction of shuffle-bowling by OFFICIAL BOWLING RULES. For biggest group-play . . . and continuous repeat-play . . . resulting in bigger bowler profits . . . get Bally ABC-BOWLER on location now . . . or CONGRESS-BOWLER for added attraction of match-score features.

## THRILLING SPEED-CONTROL SCORES

NOW popular 4-digit shuffle-bowling . . . with exciting, bell-ringing SUPER-STRIKES and SPEED-CONTROL scoring . . . is more fun than ever . . . on newest Bally-bowlers with sensational king-size pins and hefty, he-man giant puck. Get more money out of your bowler-spots by getting Bally JUMBO BOWLER busy for you now—or KING-PIN BOWLER for added play-appeal of triple-match feature. Order Ballybowlers from your Bally Distributor today.



CONGRESS-BOWLER and ABC-BOWLER play 10 frames . . . are available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

**New KING-SIZE Pins**  
**New OVER-SIZE Puck**

New king-size pins, nearly a foot high and almost as big as official bowling-alley pins, increase play-appeal of all 4 Ballybowlers. Compare new giant pin (left) with old-fashioned pin (right). Matching the new big pin is the new Bally over-size puck with a hefty, husky feel that adds to thrills of skill-shooting. New over-size puck is larger puck on each playfield below. Compare size with smaller old-fashioned pucks.



KING-PIN BOWLER and JUMBO BOWLER are easily adjustable for 5 frames or 10 frames . . . available in dime play or one play for a dime, 3 plays for a quarter . . . require only 8½ ft. by 25 in. floor space.

**FAMOUS De Luxe FEATURES**

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 pickup; genuine Formica playfield; hinged pin-hood, doors and playfield with easy-up elevator; speedy pin reset; quiet operation; sturdy, trouble-proof mechanism.

# ABC bowler

WITH MATCH-SCORE FEATURES

# Congress bowler

# JUMBO BOWLER

# KING-PIN BOWLER

WITH TRIPLE MATCH FEATURES

BALLY MANUFACTURING COMPANY—2640 Belmont Avenue, Chicago 18, Illinois

REMEMBER THE GREAT EXCITEMENT when we introduced "Flash-O-Matic" Scoring.....

...**NOW** ANOTHER FIRST!...

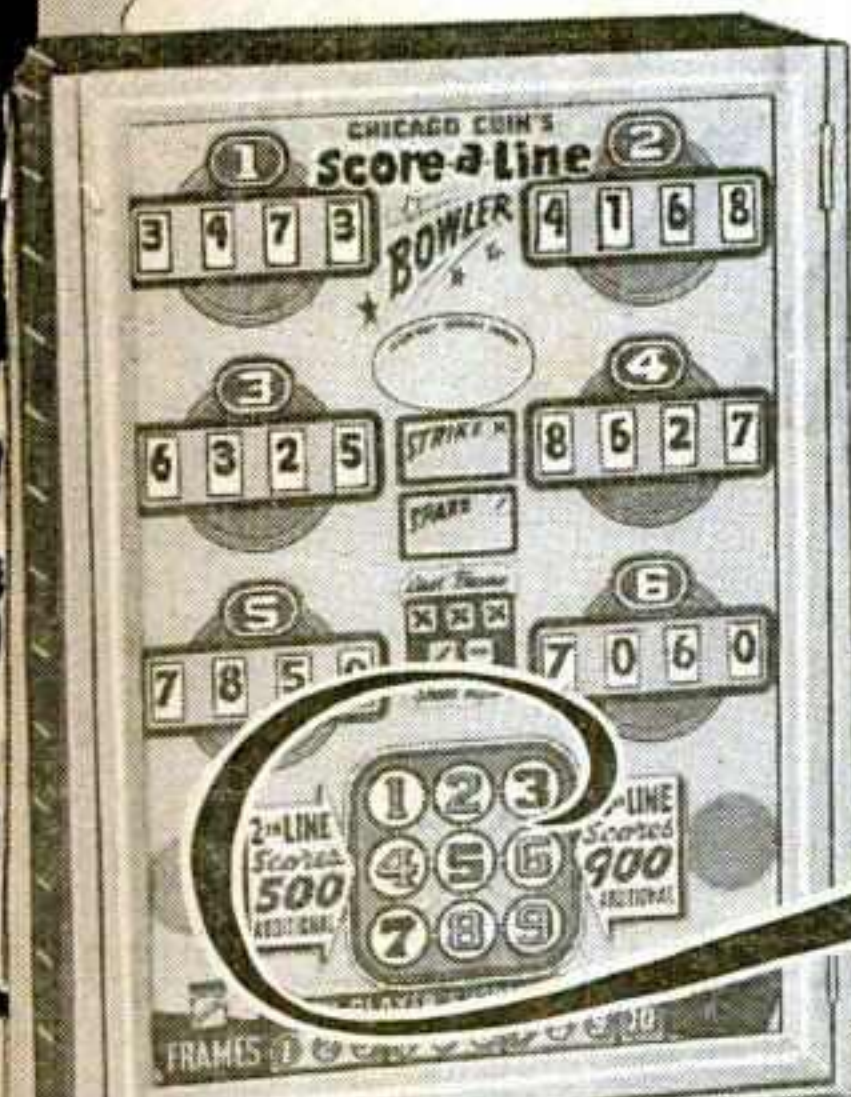
**chicago coin**  
Presents Their Newest Sensation...

# Score-a-Line

## BOWLER

with **NEW**

**"Number-Lite"**  
SCORING



**1** Player by skillfully timing his shots to strike pins simultaneously with a lit number on the "Number-Lite" panel on playfield lites up a duplicate number on Number Panel contained on back glass!

**NEW GIANT SIZE PUCK**

**2** Player by skillfully lighting up any 2 numbers in line scores 500 additional points!

**3** Player by skillfully lighting up any 3 numbers in line scores 900 additional points!

**4** Tournament style playing method... each player up shoots 3 consecutive frames before the next player gets his turn!

**5** Player gets 500 points for a strike!

**6** Player gets 350 points for a spare!

**7** Strike in 10th frame followed by 2 strikes scores the same as any other 3 frames!

chicago coin's **BLINKER BOWLER**  
Featuring 100% Replay game with "Ring-O-Lite" Bulls Eye!

chicago coin's **BULLS EYE BOWLER**  
Exciting action packed features! Player by matching a number only gets additional scoring on the "Ring-O-Lite" Bulls Eye!

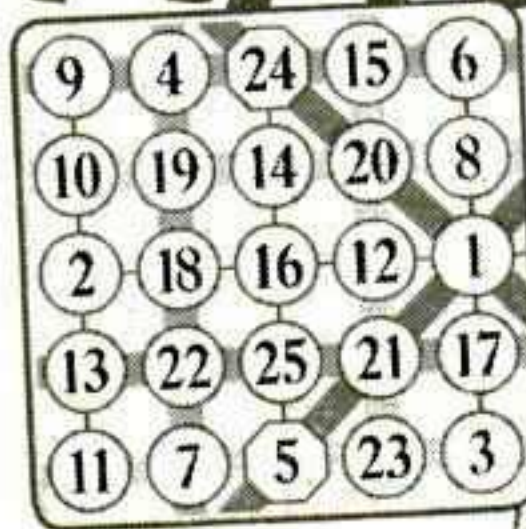
All Steel Front Door— National "Slug Rejector" Coin Chute

4 Drum Scoring!

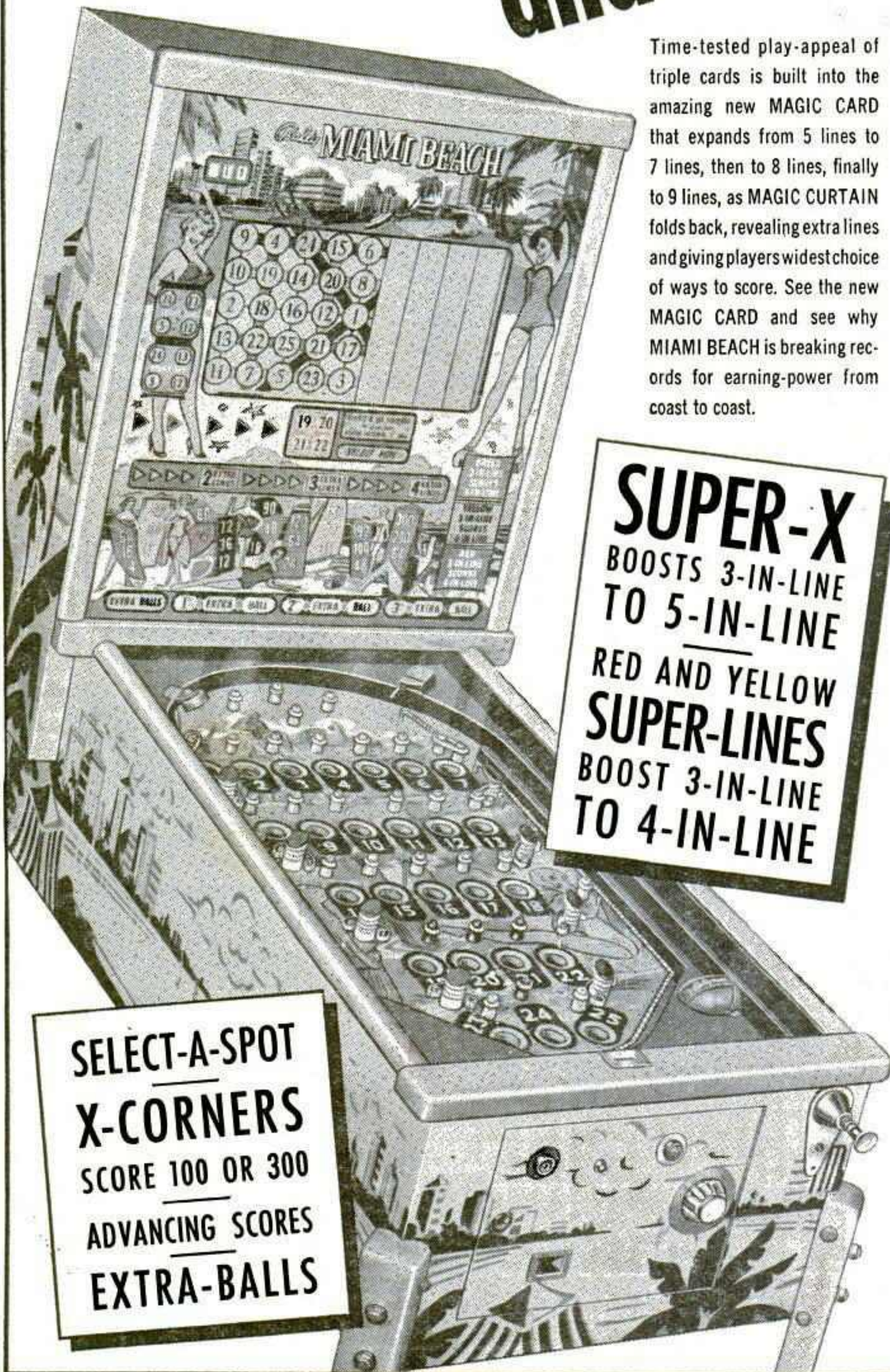
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**chicago coin**  
MACHINE COMPANY

# AMAZING NEW MAGIC CARD



grows bigger and bigger and bigger and bigger



Time-tested play-appeal of triple cards is built into the amazing new MAGIC CARD that expands from 5 lines to 7 lines, then to 8 lines, finally to 9 lines, as MAGIC CURTAIN folds back, revealing extra lines and giving players widest choice of ways to score. See the new MAGIC CARD and see why MIAMI BEACH is breaking records for earning-power from coast to coast.

\$o do operators' earnings

**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 MANUFACTURING COMPANY  
 2640 BELMONT AVENUE • CHICAGO 18, ILLINOIS

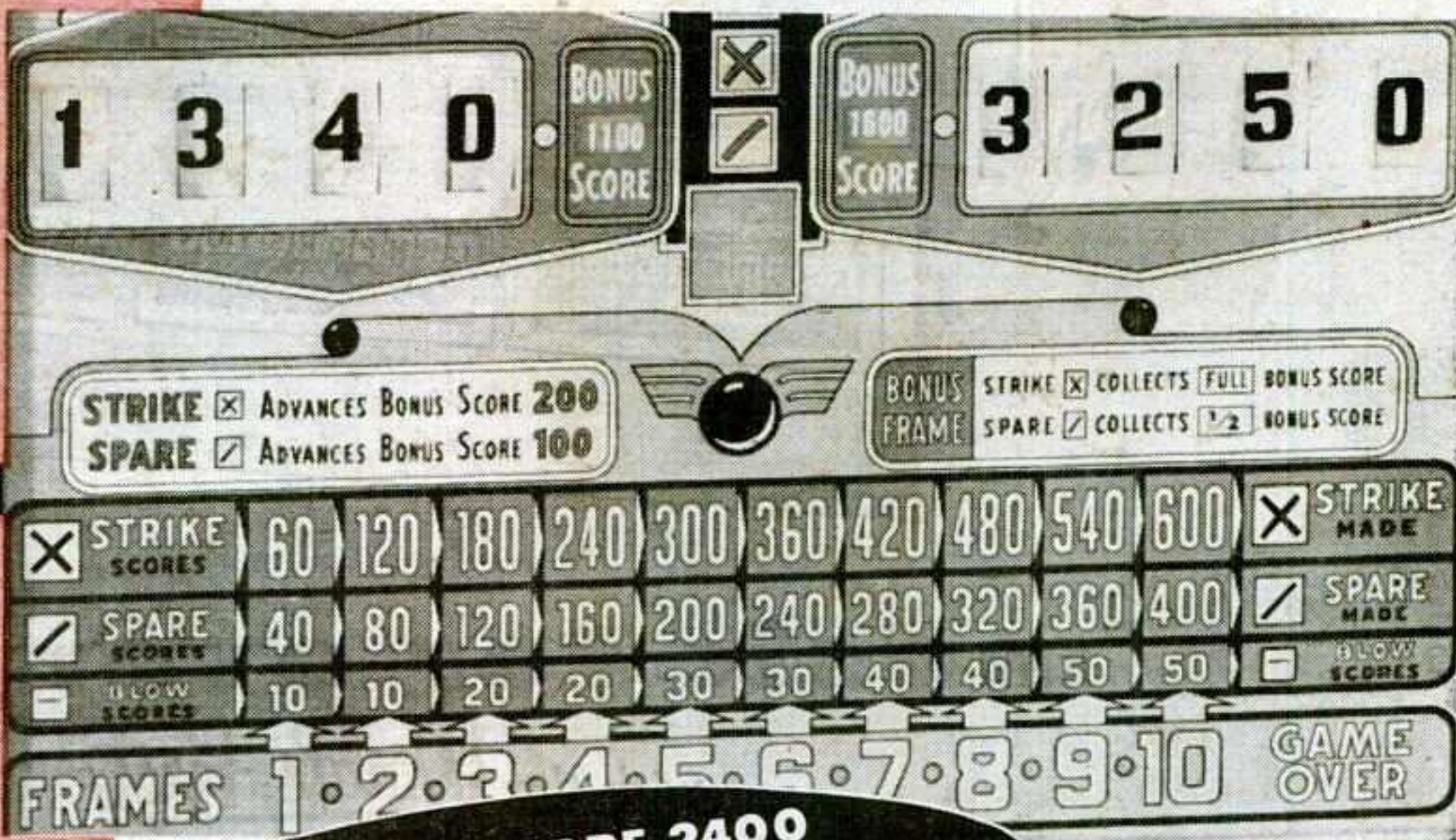
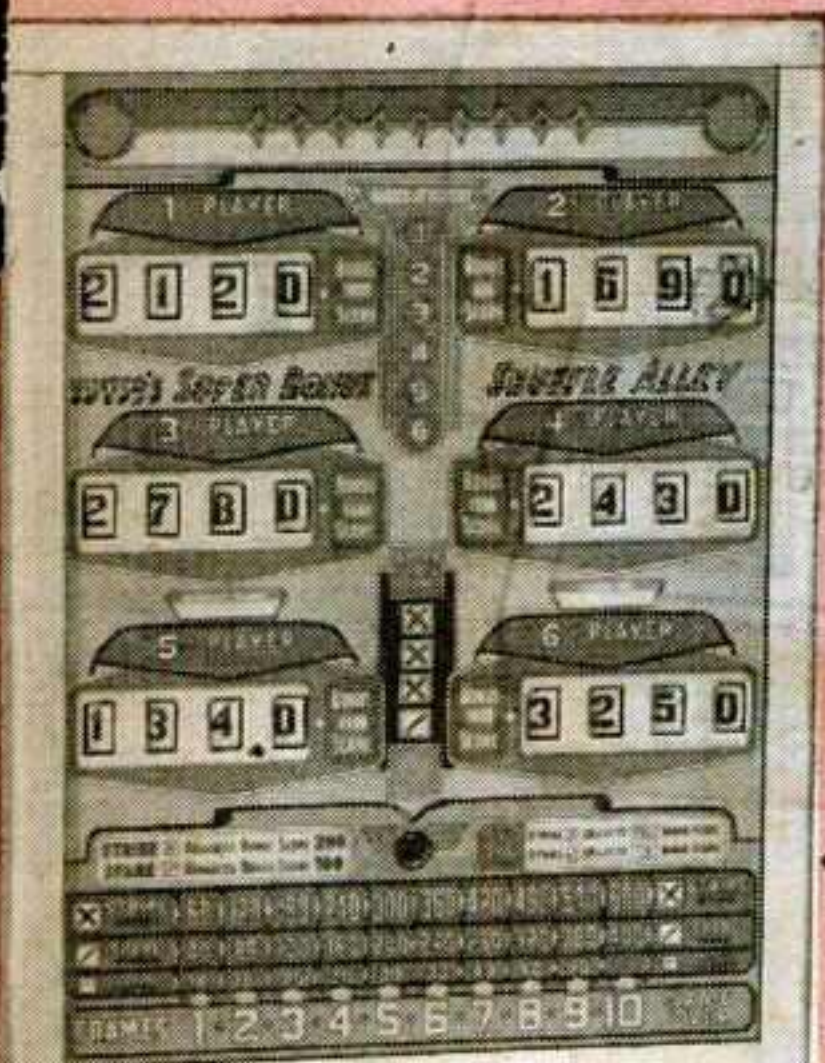
**MIAMI BEACH** BY *Bally*®

UNITED'S DELUXE

# SUPER-BONUS

## SHUFFLE ALLEY

### WITH NEW BONUS FRAME FEATURE!



**TOP BONUS SCORE 2400**  
 BONUS SCORE IS TRANSFERRED TO PLAYER'S SCORE BY SCORING STRIKE IN BONUS FRAME (11TH FRAME)  
**HIGH SCORE 6900**  
 Strike and Spare Scores Increase Each Frame to 600 Top

**NEW MATCH FEATURE**  
 CLOVER-STAR-NUMBER with Single, Double, Triple Value

10TH FRAME EXTRA SHOTS FEATURE

ADJUSTABLE FOR 3 FRAME OR 11 FRAME PLAY

UNITED'S SLUG REJECTOR

TWO SIZES:

8 FT. BY 2 FT., 9 FT. BY 2 FT.

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OTHER UNITED HITS NOW AT YOUR DISTRIBUTOR

**PIXIES**  
Fast Action In-Line Game

**SUPER SLUGGER**  
Animated Baseball Game

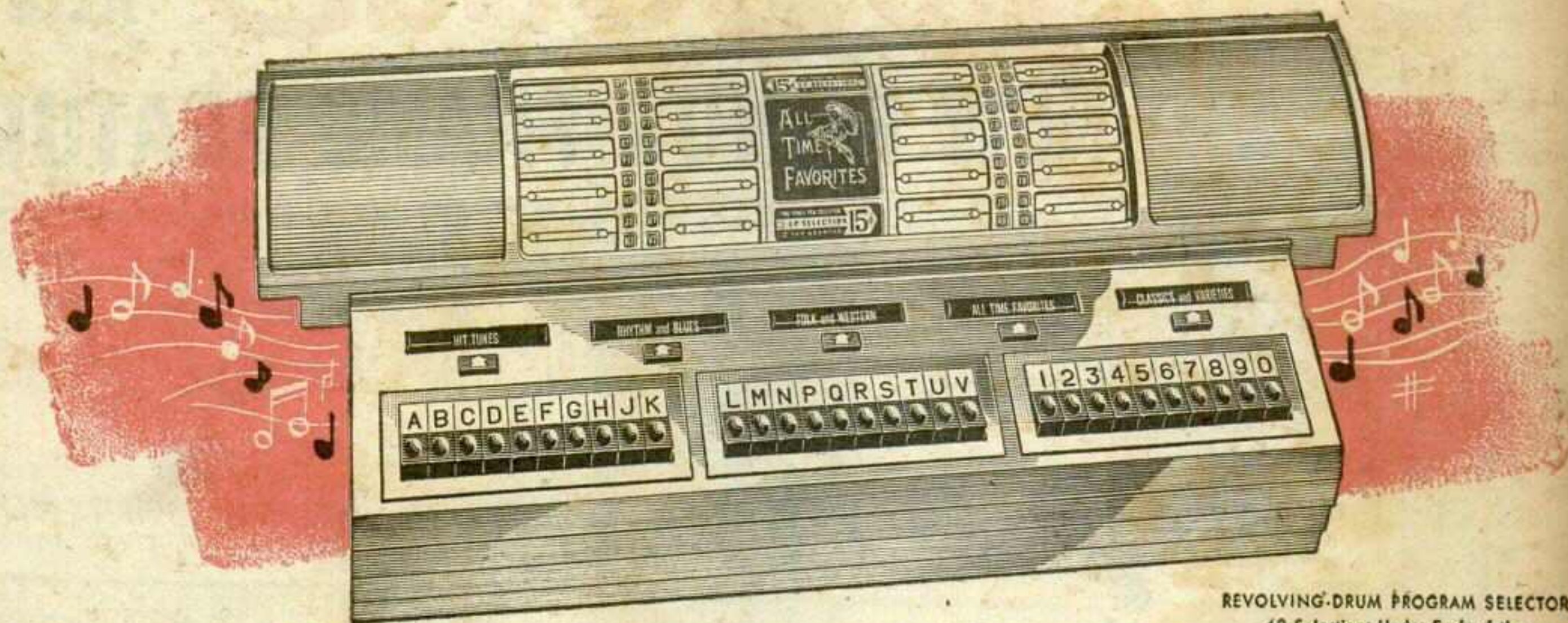
**DERBY ROLL**  
2-Player Rubber Ball Roll Down Game with Race Horse Animation



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SUPER BONUS IS ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH FEATURE OR FRAME ADJUSTMENT

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A TOTAL OF 200 SELECTIONS

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